

NOW THAT WE'VE ESTABLISHED WHAT STORIES YOU HAVE TO TELL...

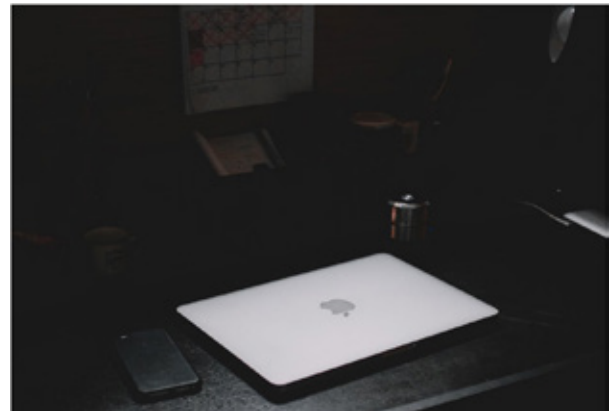
Let's talk about pretty pictures.

The most important aspect in connecting with your clients is storytelling and finding the true points of connection like you did in our last worksheet. However, on Instagram especially but Facebook and other platforms as well, an **EFFECTIVE** accompanying visual is very important.

DON'T OVERTHINK IT

Studies have already shown what kinds of photos do well on social media.

You want to use the photos you post to draw people in so they're more likely to read the content you've included with the image. Generally, most people are attracted to the following types of photos:



Brighter images perform 24% better than dim, dark photos



Photos with ample negative space perform 29% better than cluttered or busy photos



Photos of people, including their faces, are liked more than just about anything else



Photos with one dominant color do about 17% better than photos with multiple dominant colors



Images with cool, blue tones perform 24% better than images with warm or reddish tones



Images with texture perform 79% better than flat photos



Quote graphics with short amounts of text that can be read in a glance tend to be well received



Photos of scenery do well when they are very eye catching

*Photos are courtesy of Pexels.com other than the one of us which was taken by the talented Katie Bradshaw, of KB Digital Designs (www.kbdigitaldesigns.com) and the quote image, which we created ourselves.*

*Research from: Curalate.com, AdEspresso.Com and SocialMediaExaminer.com*



# Connecting with your ideal client

## THROUGH VISUALS

### REMEMBER THAT

These are generic statistics that can help you take, find (through stock photo sites) and share photos that are likely to attract attention so that you can encourage followers and viewers to read your thoughtful accompanying caption. Think of your photos as the **TOOL** to share your message, rather than the connection points themselves.

### HOWEVER...

The ideal post connects on both visually and through words. Think back to the last worksheet - what do you have in common with your ideal client? What photos can you share that relate to their daily lives? Struggles? Joys?

Are you both moms? Share a photo remembering your little ones as babies. Do you both love to travel? Share a stunning picture from your last trip and ask what's next on their bucket list.

Use this final space to jot down ideas of what you can share that relates to what you have in common with your ideal clients, keeping in mind what images tend to do well overall.

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Questions? We would love to help. Just email us!

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