



*Personal Branding & Photography*

# Workshop

15th and 16th January 2017 London  
hosted by Kim Rub and Rachel May

photo of Domina Sophia Larou by Rachel May

Find yourself  
Be yourself  
Sell yourself

Fredrik Eklund

## Who needs a personal brand? You do.

When you offer a service or a product, you need to stand out from all the competitors.

When you're distinctive, you'll cut through the clutter.

- Potential clients will notice you.
- They will remember you.
- And when you get it right, the right people will be drawn, like a magnet, to work with you. \*

There are many ways to build your brand: Your logo and strapline, your signature quirks e.g red lips and nails, pink hair or a sexy mask - even the way you express your ideas. Using these style details and your own unique voice and expertise in a consistent manner, you'll project a quality that people will appreciate and remember.

\* [famousinyourfield.com](http://famousinyourfield.com)



*Be so good they cant ignore you.*

Steve Martin

Does your website and online persona reflect your own unique personality and values, or something else?

When was the last time you had a professional photoshoot? Have you ever?

In the age of 'selfies' it's so important (and actually rather easy) to stand out from the crowd.

Our Personal Branding workshop is all about you and developing your own personal brand formula. Our goal is to help you define - or refine - and reveal to the world in your photos and online persona, the best of yourself so that in turn, you attract the exact type of client that interests you.

## The Workshop

Starts with a one-to-one consultation with Rachel and Kim: you'll discuss your target market and where your strengths and perceived weaknesses lie. We will talk about where you will use your photos, e.g your website, Social media, printed adverts, flyers.

We will start to build on your own personal brand, discussing your interests and goals and we'll help you come up with a signature style that you can start building on immediately.

You'll have the opportunity to ask any questions you have about personal branding and start-up business - e.g great business names, the type of spaces available for you to rent, website advice, etc

We will run through posing, the do's and don'ts of hips and hands and feet and what looks great in photos for your body type. This will help you feel glamorous and confident in front of the camera.

Kim will work over your makeup, hair and outfit with attention to the style i.e 'personal brand' that you want to convey.

We'll shoot two different outfits and the actual shoot will take 30 - 45 minutes for each look. We'll create creative contemporary portraits and dynamic fashion type images too.

## Elevate Your Brand with Your Photos

After the shoot Rachel will make a date for a conference call with you via Skype or FaceTime where you will view all of the photos from the day. Within one month of the shoot, you'll receive four beautiful, artistically retouched digital files. You will also receive a gift voucher of £100 to put towards the purchase of more photos from the shoot, or a future photo shoot with Rachel. You are welcome to purchase any additional images from the shoot but there is no obligation - if you don't like them, no problem - if you love them, buy them all!



## Costs

We are offering the entire workshop at the introductory price of £150.

In return you will receive:

- 2 hours + with Kim and Rachel
- Clear advice on how to launch and/or improve your own personal brand. We'll answer your questions about websites, SEO, social media and more.
- Beautiful portraits for you to promote your own brand on your website, social media and advertising

## On the Day

Arrive with your basic makeup applied and clean, dry hair. Bring your foundation and favourite colour lipstick. Kim will apply touch-ups whilst advising you about what works best for photos. We'll have curling wands, straighteners and hair products and accessorise.

Bring your favourite outfits! Fitted works best. You'll have a chance to choose from a range of different props and accessories, if you wish to add a little extra pizzazz.

Rachel will be available for a pre-consultation via Skype or FaceTime to discuss any details e.g outfits, hair and make up, info about the final photo and other options.

## Where and When?

Venue: Folklore Bar, 186 Hackney Road London

Date: Sunday, Jan 15th and Monday, Jan 16th

Time: Starts at 1pm - we can work out a time to suit you.

## Miss Kim Rub



Went to my first fetish club twenty eight years ago.

I know! I don't look old enough! Lol. Been running my own fetish club for nearly twenty two years. So that makes Club RUB nearly 20 years old (April 2017). It's a great friendly club. I love the fetish scene and my job. As far as my photos are concerned, I style myself. Do my own hair and make-up 99% of the time. I'm always amazed at the results...I scrub up well...lol. Especially as I'm a little older than 48...but every gal lies about her age! Right? I don't Photoshop my pics either!

I have a great love of all hoods. In particular rubber. I'm an outfit queen with a sense of humour :p

Fetish is my business and a huge part of my social life.

I have a real interest in fetish and BDSM but wouldn't define myself by it. I enjoy the social interaction and the creativity! I love meeting people, am very socialable, love to talk...so I have the perfect job.

Find out more about me here: [MissKimRub.com](http://MissKimRub.com)

## Miss Rachel May



I am known as Miss May aka the Fetish Webmistress; I offer bespoke web and graphic design services along with SEO and of course photography for the global Fetish, BDSM and erotic industry. I've been working with a broad range of industry creatives for 16 years now, helping them develop their brand identity and launching their vision online.

I am passionate about photography, specifically portraits of strong empowered women. You can see more of my work on my websites: [FetishWebmistress.com](http://FetishWebmistress.com) and my soon to launch 'nilla photography website at [RachelCalvoPhotographer.com](http://RachelCalvoPhotographer.com)

Kim's bio photo by Helen Tog.

All other photos by Rachel May featuring: Domina Sophia Larou, Kim Rub, Goddess Anastaxia, Mistress Evilyne, ImpLuna, Miss Olympia, Siren, Miss Velour, Domina M and Lady Bellatrix.