

Your Photos. More Places. Less Fuss.

A plain-English guide to putting your professional headshots and PNG portraits to work. No marketing degree required.

You already did the important part: you had professional photographs taken. This guide shows you what to do with them next.

Start here: Pick just ONE idea. Follow the steps. Copy the prompt if you want AI to help. You do not need to finish this book in one sitting.

Two files you may have received

Headshot: A photo of your face and shoulders. Great for your website, LinkedIn, email signature, and speaker bio.

Transparent PNG: A picture of you with the background removed. It lets you place your real photographed self on a new background or inside a design.

The golden rule

Keep the real photo of you. Ask AI to make the room, office, or background. Do NOT ask it to remake your face.

You can skip anything that sounds too technical. The important thing is having the right photo and knowing where you want to use it.

Find your photos. Save them.

If you can find an attachment in an email, you can do this.

Step 1: Open the gallery or download link

Open the email from Jane Haas Photography and click the link to your finished photographs.

Step 2: Save the files

Download the headshot and the PNG. On your computer, make a new folder called “My Brand Photos.” Put the files there.

Step 3: Don’t change the originals

If you want to crop or experiment, make a copy first. Keep the original PNG somewhere safe.

Step 4: Choose ONE destination

Start with your LinkedIn photo, your website’s About page, or one simple social post.

Not sure which file is which?

A PNG may appear to have a checkerboard background in some programs. That usually means the background is transparent. A JPG normally has a built-in background.

If a website designer handles your site, just email them the files with this sentence: “Please use my new professional headshot for my About page and save the transparent PNG for future marketing graphics.”

Update your LinkedIn photo

No AI needed. This is the simplest place to start.

Step 1: Open LinkedIn

On your computer, go to [linkedin.com](https://www.linkedin.com) and sign in.

Step 2: Open your profile

Click your picture or your name, then choose View profile.

Step 3: Change the picture

Click the little camera or pencil icon on your profile picture, choose your new headshot, adjust the crop, and save.

Want to post about your work?

Do not ask AI to “write a thought-leadership LinkedIn post.” That usually sounds like a brochure wrote itself.

Instead, tell AI a real story you would actually tell a client. Use the prompt below.

Help me write a LinkedIn post that sounds like ME, not like AI. I work in [your job]. Here is something that happened or a question someone asked me: [describe it in 2–3 casual sentences]. Write a short post in plain everyday language, as if I am telling a colleague about it. Keep my actual details. No made-up stories, no hype, no corporate jargon, no inspirational opening, no forced lesson, no emojis, and no hashtags unless I request them. Do not use phrases like “game changer,” “in today’s fast-paced world,” “unlock,” “elevate,” or “I’m thrilled to announce.” Give me one draft. If it sounds polished or salesy, make it more natural.

Before posting: Read it aloud. If you wouldn’t say it over coffee, change it. Add one specific detail only you would know.

Put your photo on Google

For your Google Business Profile, you do NOT need to find or copy a complicated URL.

Step 1: Go to Google

On your computer, visit google.com and sign in to the Google account that manages your business.

Step 2: Type your business name

Search for your business name. If you manage its listing, you should see business-management options such as “Edit profile” or “Photos.”

Step 3: Add a photo

Choose Photos (or Add photo), upload your headshot, and follow the prompts. You may need to wait for review before it appears.

Don't see those options?

That usually means you are signed into a different Google account, or your business profile has not been claimed or verified. Don't spend an hour guessing. Ask whoever set up your Google listing which account owns it.

If you want AI to help you describe your business

Write a short, clear Google Business Profile description for my company. Business name: [name]. What I actually do: [services]. Who I help: [customers]. Where I work: [area]. Keep it factual, friendly, and specific. Do not invent awards, years in business, claims, or services. No hype or generic marketing phrases. Give me one version under 750 characters.

For Frank: “LKN Broker, LLC” + “new-home consulting and Lake Norman buyers” is a stronger starting point than generic “your real estate dreams start here.”

Make a background for your PNG

Think: your real portrait + a new room behind you. The room is AI. YOU are not.

Step 1: Pick a simple setting

Example: a bright, upscale office with clean windows and soft daylight.

Step 2: Ask AI to make **ONLY** the empty room

Copy the prompt below. Do not upload your portrait yet.

Create a realistic BACKGROUND ONLY for a business portrait. Make an airy, bright, modern [office / home interior / meeting space] with soft natural daylight, true-to-life colors, clean white or light-neutral walls, and a welcoming feel. Keep it uncluttered. No people. No text. No logos. No heavy amber lighting, orange cast, golden glow, dark moody shadows, shiny or glassy surfaces, plastic-looking finishes, fake-looking furniture, or excessive decor. Leave open space on the [left / right] where I will place my real portrait later. Make it look like a believable professional photograph, not AI art.

Step 3: Put your photo on top

Open Canva, Adobe Express, or another editor. Start a design. Add the new background. Upload your original PNG. Place the PNG on top of the background and size it naturally.

Step 4: Check the result

Make sure your face and clothing are still your original photograph. Make sure the room looks believable, with no strange objects or fake signs.

Important

Some AI apps change your face even when you tell them not to. That is why the separate-background method is safest. If you aren't comfortable with layers, send your PNG and the background image to your designer instead.

THE LOOK TO AIM FOR

Light. Bright. Airy. Real.

Especially for real estate, let natural light do the heavy lifting.

YES

Soft daylight; gentle, realistic shadows; light neutral colors; true-to-life materials; clean lines; a comfortable, welcoming setting; open space around the person; believable scale.

NO

Yellow-orange filters; overly warm gold lighting; mirrored or glass-everywhere offices; glossy plastic interiors; crowded bookshelves; too many plants; complicated decor; dramatic cinematic lighting; strange AI furniture.

Real estate background prompt

Create a realistic photograph of a bright, inviting, upscale home interior in the Lake Norman area for a real estate marketing design. Use natural daylight, airy white and pale-neutral finishes, simple comfortable furnishings, and realistic architectural details. Keep the room polished but lived-in, not sterile. Minimal decor and plenty of open space for a separate professional portrait. No people, no words, no logos, no fake lake views, no recognizable actual listing, no overly golden color grade, no orange glow, no glossy or glassy AI look, and no clutter.

Corporate background prompt

Create a realistic, bright professional office or meeting area. Soft natural light, neutral white and pale gray colors, a subtle touch of warm wood, open space, and a calm, welcoming atmosphere. Keep it believable and uncluttered. No people, text, logos, oversaturated golden tones, harsh reflections, glass-wall overload, or artificial-looking furniture. Leave clear space for a separate original PNG portrait.

Please remember

A background should never imply that a person visited a property, attended a meeting, or endorsed a business if that did not happen. Describe conceptual settings honestly.

10 easy ways to use your photos

You do not need ten different photo shoots. Use the same real portrait in different honest settings.

1. Website home page — Introduce yourself clearly.
2. About page — Tell people what you do and why it matters.
3. LinkedIn profile — Use your headshot as your profile picture.
4. LinkedIn post — Explain one question buyers keep asking.
5. Facebook post — Share one useful tip about buying or building.
6. Buyer guide — Put your portrait on the first or last page.
7. Email signature — Give people a face to remember.
8. Presentation — Introduce yourself before discussing a project.
9. Community introduction — Pair your portrait with verified local information.
10. Podcast or event graphic — Use the PNG beside the event title.

Frank's first post: the easy version

I help people make decisions about new homes in the Lake Norman area. Write a short LinkedIn post based ONLY on this real point: [insert one question buyers ask me and my actual answer]. Make it sound like a friendly, experienced professional explaining something to one person. Use first person. Make it useful, not salesy. No invented statistics or listings. No AI-sounding phrases. End naturally, without a forced call to action.

A good first post might answer: "What should I ask before choosing a builder?" That is more valuable than "Discover the home of your dreams!"

10 ways a company can use one session

If you received headshots AND transparent PNGs, you have much more than an updated group photo.

1. Staff profiles on the company website
2. LinkedIn profile photos for each team member
3. A group composite that can be updated when staffing changes
4. Welcome announcements for new employees
5. A “meet your team” email for new clients
6. Staff introductions in presentations and proposals
7. Speaking, webinar, and podcast announcements
8. Useful educational posts featuring a real team member
9. Newsletters and company updates
10. Branded recruiting and onboarding materials

Simple team prompt

We have professional headshots of our team, full-length transparent PNG portraits, and a group photo. Our company is [name] and we help [audience] with [service]. Give me five SIMPLE ways to use these images this month. For each, tell me exactly which photo to use, where to put it, and one short example of what to say. Use a friendly, professional tone. Do not invent client stories, results, credentials, or endorsements. Keep the original faces exactly as photographed.

Wealth management teams: Run public-facing materials through your firm’s normal compliance review before posting.

Three copy-and-paste requests

These work even when you are not sure what to ask AI.

“What should I do with this picture?”

I am new to using AI for business marketing. I have a professional [headshot / full-length PNG]. I run [business] and serve [customers]. Suggest three easy ways to use this exact photo. Explain each one in numbered steps as if I have never done it before. Do not use technical jargon or require me to find a website URL.

“Help me write something human.”

Ask me three simple questions, one at a time, about a real experience in my work. Then use my answers to draft a short LinkedIn post in my natural voice. No fake anecdotes, sweeping claims, hype, clichés, “thought leadership,” or AI-sounding language. Make it sound like I actually wrote it.

“Give me an image idea.”

I have a professionally photographed PNG of myself. Suggest three light, bright, airy, uncluttered background ideas for [business type]. Describe only the background, not a new version of me. Avoid yellow-orange lighting, glossy glass-filled offices, fake luxury, and busy decor. Explain which idea would look most natural with a portrait.

You do not have to do everything yourself

If you already work with a website designer or marketing person, send these prompts and your original photographs to them. Professional photography can remain your authentic foundation while AI helps with the surrounding design.

Your first-week checklist

One useful image in the right place is better than twenty posts you never publish.

- ☐ Save your photographs in one easy-to-find folder.
- ☐ Update your LinkedIn headshot.
- ☐ Send your new headshot to your website person, or update your About page.
- ☐ Choose ONE honest story or tip to share.
- ☐ If you want a graphic, make a background only and place your original PNG on top.
- ☐ Read all AI-written words aloud before posting. Make them sound like you.

Need help?

You do not need to become a designer to get more value from your photos. Jane Haas Photography creates genuine professional images that can keep working across your business.

Jane Haas Photography · janehaas.com · Jane@janehaas.com · (704) 765-6135

Additional marketing recipes follow in the original Brand Asset Playbook. They are optional ideas to explore whenever you are ready.

JANE HAAS
PHOTOGRAPHY

Brand Asset Playbook

TURNING YOUR BRAND IMAGES
INTO A SMART MARKETING ASSET
THAT WORKS FOR YOU 24/7



ORGANIZED LIBRARY

Easy to find.
Easy to use.



AI-POWERED MARKETING

Your images, your brand,
working together.



PROMPT PLAYBOOKS

Copy. Paste. Personalize.
Create with confidence.



FUTURE-READY

Built for today.
Designed for
what's next.



REAL IMAGES. **SMART SYSTEMS.** STRONGER BRANDS.

A JANE HAAS PHOTOGRAPHY RESOURCE



AI MARKETING



ORGANIZATION



PROMPTS



AUTOMATION

JANE HAAS PHOTOGRAPHY

Contents

THE FOUNDATION

Brand Reference File	03
Where Should This Image Go?	04

MARKETING RECIPES

01 Create a Month of Marketing	05
02 LinkedIn Authority Builder	08
03 About Page Refresh	10
04 Website Refresh	11
05 Google Business Booster	12
06 Referral Campaign	13
07 Holiday Marketing	14
08 Promote Your Workshop	15
09 Speaker Marketing Kit	16
10 Build My Email Newsletter	17
11 Frequently Asked Questions	19
12 Customer Success Story	20
13 Lead Magnet Builder	21
14 Press Release	22
15 Podcast Guest Pitch	23
16 Video Script Builder	24

YOUR LIBRARY, WORKING HARDER

Image Request Prompt	25
Create Image Alt Text	26
Rename My Entire Library	27
One Image — Twenty Uses	28
Quarterly Marketing Audit	29
Build My Content Calendar	30
What Am I Missing?	31
Monthly Marketing Review	32
Annual Brand Audit	33

INDUSTRY RECIPES

Realtor Content System	35
Build Trust Before Someone Needs You	36
Financial Advisor Authority Builder	37
Attorney Content Builder	38
Healthcare Authority Builder	39

THE LAST PAGES

Continue Building	40
My Favorite Prompts	41
One Final Thought	45

THE FOUNDATION

Brand Reference File

This becomes the document you upload to AI.

BUSINESS NAME

TAGLINE

WEBSITE

PHONE

EMAIL

MISSION

IDEAL CLIENT

BRAND VOICE

THREE WORDS THAT DESCRIBE MY BRAND

THREE WORDS I NEVER WANT USED

PREFERRED CALL TO ACTION

FAVORITE BRAND IMAGES

PREFERRED HEADSHOT

PREFERRED LOGO

BRAND COLORS

FONTS

SOCIAL MEDIA LINKS

THE FOUNDATION

Where Should This Image Go?

One of the biggest problems people have.

Professional Headshot

BEST FOR LinkedIn ♦ Speaking ♦ Press ♦ Author Bio

Lifestyle

BEST FOR About Page ♦ Newsletter ♦ Story Posts

Working With Client

BEST FOR Testimonials ♦ Website ♦ Social

Teaching

BEST FOR Workshops ♦ Speaking ♦ Education

Negative Space

BEST FOR Website Hero ♦ Ads ♦ Headers

MARKETING RECIPE No. 01

Create a Month of Marketing in 15 Minutes



Why You'll Love This

One of the biggest challenges business owners face isn't creating content—it's deciding what to post.

Instead of starting from scratch every week, let AI build an entire month of educational content using your real brand images.

This works especially well for service-based businesses that want to stay visible without spending hours creating social media posts.

Best Images



Working with a client



Lifestyle



Looking at camera



Teaching



Office



TIME SAVER

One prompt. One month of content. 15 minutes, start to finish.

Your copy-and-paste prompt is on the next page.

MARKETING RECIPE No. 01

The Prompt

Copy it. Paste it. Personalize the brackets.



COPY & PASTE PROMPT

Before creating anything...

Review my uploaded Brand Reference File.

Review my uploaded logo.

Review my uploaded website.

Review my uploaded Brand Asset Library.

If any information is missing or unclear, stop and ask me before continuing.

Industry: [] State: [] City: []

Ideal Client: [] Business Goal: []

Current Offer: []

Now create one month of educational marketing content.

Include:

- 4 LinkedIn posts
- 4 Facebook posts
- 4 Instagram captions
- 2 email newsletters
- 2 blog ideas
- 1 FAQ article
- 1 client success story

Recommend the best image from my Brand Asset Library for each piece.

Explain why you selected each image.

Keep everything conversational, educational and helpful. Avoid sounding overly promotional.

If any topic depends on local laws, regulations or licensing, ask before writing.

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.



AUTOMATION OPPORTUNITY

Save this prompt inside a ChatGPT Project or Claude Project called Monthly Marketing.

Next month, simply update your Current Offer, Business Goal and Seasonal Topic. Everything else can remain the same.



JANIE'S TIP

Professional photography works hardest when it tells a story. Don't always choose the newest headshot.

Images of you teaching, working, laughing, or interacting with clients often create stronger engagement because they help people picture what it's like to work with you.

VERIFICATION CHECKLIST

- | | | |
|--|--|---|
| ☐ Correct logo | ☐ Correct website | ☐ Correct phone |
| ☐ Correct email | ☐ Correct pricing | ☐ Correct state |
| ☐ Correct city | ☐ Correct image | ☐ Sounds like me |



Fifteen minutes. A month of marketing. That's the whole recipe.

MARKETING RECIPE No. 02

LinkedIn Authority Builder

Why You'll Love This

Your LinkedIn profile should do more than announce your latest achievement. It should consistently demonstrate your expertise, build trust, and remind your network why you're the professional they should recommend.

Best Images



Speaking



Teaching



Working with a client



Professional headshot



Office environment



AUTOMATION OPPORTUNITY

Save this prompt as LinkedIn Weekly in your AI Project. Each Monday, update only your current focus or recent client experience.

Your copy-and-paste prompt is on the next page.

MARKETING RECIPE No. 02

The Prompt

Copy it. Paste it. Personalize the brackets.



COPY & PASTE PROMPT

Before creating anything...

Review my uploaded Brand Reference File.

Review my uploaded logo.

Review my uploaded website.

Review my uploaded Brand Asset Library.

If any information is missing or unclear, stop and ask me before continuing.

Industry: [] State: [] City: []

Ideal Client: [] Brand Voice: []

Current Focus: []

Create five LinkedIn posts that educate, build credibility, and encourage conversation.

Each post should:

- Begin with a compelling first sentence.
- Teach something useful.
- Sound conversational and professional.
- End with a question or call to action.
- Recommend the best image from my Brand Asset Library and explain why.

Do not sound overly promotional.

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.

MARKETING RECIPE No. 03

About Page Refresh

People buy from people they trust. Your About page should sound like a conversation—not a résumé.



COPY & PASTE PROMPT

Review my Brand Reference File before beginning.

Using my website, bio, and uploaded images, rewrite my About page.

Write in first person.

Make it warm, confident, approachable, and conversational.

Include:

- Why I started my business.
- Who I help.
- What makes my experience different.
- Why clients enjoy working with me.

Recommend which image should appear beside each section.

Avoid clichés and generic marketing language.

If information is missing, ask before writing.

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.



DON'T LET AI DO THIS

- Don't let AI assume your brand voice.

MARKETING RECIPE No. 04

Website Refresh



COPY & PASTE PROMPT

Review my Brand Reference File and website.

Analyze every page of my website.

Recommend:

- Which Brand Asset Library image should appear on each page.
- Where new images would improve the visitor experience.
- Pages that feel too text-heavy.
- Calls to action that could be stronger.

Create a prioritized improvement list.

If information is missing, ask before making recommendations.

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.



DON'T LET AI DO THIS

- Don't let AI choose your logo.

MARKETING RECIPE No. 05

Google Business Booster



COPY & PASTE PROMPT

Review my Brand Reference File.

Create four Google Business Profile posts.

Topics should educate, build trust, and encourage local engagement.

Include:

- A headline.
- A short description.
- Suggested call to action.
- Recommended image.

Use my city and state naturally throughout the content.

Never invent promotions or pricing.

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.



DON'T LET AI DO THIS

- Don't let AI invent statistics.
- Don't let AI guess your pricing.

MARKETING RECIPE No. 06

Referral Campaign



COPY & PASTE PROMPT

Review my Brand Reference File.

Create a referral campaign that sounds appreciative—not salesy.

Write:

- Email version.
- Facebook version.
- LinkedIn version.
- Short text message.
- Thank-you message after a referral.

Recommend which images best support each message.

Keep the tone warm, grateful, and authentic.

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.



DON'T LET AI DO THIS

- Don't let AI write fake testimonials.

MARKETING RECIPE No. 07

Holiday Marketing



COPY & PASTE PROMPT

Review my Brand Reference File.

Create twelve holiday marketing ideas using my Brand Asset Library.

Include major holidays and seasonal business moments.

Each should:

- Feel genuine.
- Avoid clichés.
- Educate or inspire.
- Recommend an appropriate image.

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.

MARKETING RECIPE No. 08

Promote Your Workshop



COPY & PASTE PROMPT

Review my Brand Reference File.

Create a complete marketing campaign for my upcoming workshop.

Include:

- Landing page headline.
- Email invitation.
- LinkedIn announcement.
- Facebook event description.
- Instagram caption.
- Reminder email.
- Follow-up email.

Recommend which Brand Asset Library images should be used throughout the campaign.

Keep the tone educational and engaging.

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.

MARKETING RECIPE No. 09

Speaker Marketing Kit



COPY & PASTE PROMPT

Review my Brand Reference File.

Create:

- 100-word speaker bio.
- 250-word speaker bio.
- Speaker introduction.
- Conference session description.
- Speaker one-sheet copy.
- Podcast guest pitch.

Recommend which images from my Brand Asset Library should accompany each item.

If information is missing, ask before writing.

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.

MARKETING RECIPE No. 10

Build My Email Newsletter



Why You'll Love This

Email is one of the few marketing channels you actually own. A consistent newsletter keeps you top of mind without relying on social media algorithms.

Best Images



Lifestyle



Working



Behind the Scenes



Client Interaction



Seasonal

**JANIE'S TIP**

Your newsletter shouldn't feel like an advertisement.

It should feel like a helpful email from someone your clients enjoy hearing from.

Your copy-and-paste prompt is on the next page.

MARKETING RECIPE No. 10

The Prompt

Copy it. Paste it. Personalize the brackets.



COPY & PASTE PROMPT

Before creating anything...

Review my Brand Reference File.

Review my uploaded logo.

Review my uploaded website.

Review my Brand Asset Library.

If any information is missing or unclear, stop and ask me before continuing.

Industry: [] State: [] City: []

This month's focus: []

Current promotion (if any): []

Create a monthly email newsletter.

Include:

- Subject line
- Preview text
- Introduction
- Educational article
- Client story or tip
- Call to action
- Closing

Recommend the best Brand Asset Library image for the header and explain why.

Write conversationally.

Avoid sounding salesy.

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.

MARKETING RECIPE No. 11

Frequently Asked Questions

Every question you answer once can become marketing forever.



COPY & PASTE PROMPT

Review my Brand Reference File.

Based on my business, create the 25 questions my ideal client is most likely to ask.

For each question:

- Write a simple answer.
- Suggest where it should be used: Website, Google Business, Social Media, Email, Blog.
- Recommend a Brand Asset Library image.

Organize everything by category.

If information is missing, ask me before writing.

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.



TIME SAVER

One prompt can generate months of educational content.

MARKETING RECIPE No. 12

Customer Success Story

Stories connect more than sales pitches ever will.



COPY & PASTE PROMPT

Review my Brand Reference File.

Help me turn this client experience into a story.

Client: []

Problem: []

Solution: []

Result: []

Write:

- LinkedIn
- Facebook
- Instagram
- Website Case Study
- Email Newsletter

Recommend the best Brand Asset Library image.

Protect client privacy unless I tell you otherwise.

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.

MARKETING RECIPE No. 13

Lead Magnet Builder

Lead magnets build trust before someone ever becomes a client.



COPY & PASTE PROMPT

Review my Brand Reference File.

Create a lead magnet for my ideal client.

Industry: [] Topic: [] Goal: []

Create:

- Title
- Subtitle
- Table of Contents
- Five educational sections
- Call to action
- Landing page copy
- Email signup page
- Social media announcement

Recommend the best images from my Brand Asset Library.

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.

MARKETING RECIPE No. 14

Press Release

AI can help you sound polished without sounding like a corporate robot.



COPY & PASTE PROMPT

Review my Brand Reference File.

Write a professional press release announcing:

[]

Include:

- Headline
- Subheadline
- Body
- Quote from me
- Boilerplate
- Media contact

Recommend the best Brand Asset Library image.

If dates or facts are missing, ask before writing.

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.

MARKETING RECIPE No. 15

Podcast Guest Pitch

Getting invited onto podcasts is one of the fastest ways to build credibility.



COPY & PASTE PROMPT

Review my Brand Reference File.

Create a podcast guest pitch.

Include:

- Introduction
- Why I'm a great guest
- Suggested discussion topics
- Three audience takeaways
- Short bio
- Long bio

Recommend my strongest speaking image.

Keep everything conversational.

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.

MARKETING RECIPE No. 16

Video Script Builder

One great brand image often becomes the inspiration for a great video.



COPY & PASTE PROMPT

Review my Brand Reference File.

Create a two-minute video script.

Topic: [] Audience: [] Goal: []

Include:

- Hook
- Story
- Three teaching points
- Call to action

Recommend supporting Brand Asset Library images.

Keep the tone conversational.

Avoid sounding scripted.

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.

YOUR LIBRARY, WORKING HARDER

Image Request Prompt

One prompt.



COPY & PASTE PROMPT

Review my Brand Asset Library.

Recommend the best image for:

- My homepage.
- My About page.
- LinkedIn.
- Facebook.
- Email.
- Workshop.
- Speaking.
- Podcast.
- Book.
- Press.

Explain WHY you selected each image.

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.



DON'T LET AI DO THIS

- Don't let AI pick images without explaining why.

YOUR LIBRARY, WORKING HARDER

Create Image Alt Text



SEO. Accessibility. Google loves it.



COPY & PASTE PROMPT

Generate descriptive ALT text for every image in my Brand Asset Library.

Include keywords naturally.

Keep under 125 characters.

Do not keyword stuff.

Use my city and state where appropriate.

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.



TIME SAVER

That one page alone saves hours.

YOUR LIBRARY, WORKING HARDER

Rename My Entire Library



COPY & PASTE PROMPT

Using my Brand Reference File...

Rename every image in my library.

Use:

- Business Name
- Service
- Location
- Keywords
- Description

SEO friendly.

Avoid duplicate names.

Output as CSV.

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.

YOUR LIBRARY, WORKING HARDER

One Image — Twenty Uses

Take one image. Ask AI: “How many ways can I use this?”

✓ Website

✓ LinkedIn

✓ Email

✓ Blog

✓ Podcast

✓ Facebook

✓ Instagram

✓ Google

✓ Workshop

✓ Speaking

✓ Press

✓ Holiday

✓ Referral

✓ Book

✓ Ad

✓ Magazine

✓ Landing Page

✓ Author Bio

✓ Team Page

✓ Business Card

✓ Email Signature

Twenty-one, actually. Your images were never meant to live in one place.

YOUR LIBRARY, WORKING HARDER

Quarterly Marketing Audit



Every three months, ask AI:



COPY & PASTE PROMPT

Review my website.

Review my Google Business.

Review my LinkedIn.

Review my social media.

Compare everything.

Where is my branding inconsistent?

What pages need updated photos?

What opportunities am I missing?

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.

YOUR LIBRARY, WORKING HARDER

Build My Content Calendar



COPY & PASTE PROMPT

Build a 90-day content calendar.

- Educational
- Behind the scenes
- Testimonials
- FAQs
- Case studies
- Holidays
- Community
- Authority
- Referral
- Speaking

Use my Brand Asset Library.

Recommend an image for every day.

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.

YOUR LIBRARY, WORKING HARDER

What Am I Missing?

This is where AI shines.



COPY & PASTE PROMPT

Review:

- My website
- Brand Reference File
- Brand Asset Library
- Marketing
- Services
- Social media
- Google Business

Now tell me...

What am I NOT talking about that would build trust with my ideal client?

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.

YOUR LIBRARY, WORKING HARDER

Monthly Marketing Review

At the end of every month, ask AI to review everything you've published.



COPY & PASTE PROMPT

Review:

- My website
- Google Business Profile
- LinkedIn
- Facebook
- Instagram
- Email Newsletter
- Brand Reference File

Now answer:

- What worked well?
- What themes appeared most often?
- What topics should I discuss next month?
- What opportunities did I miss?
- Which Brand Asset Library images have I overused?
- Which images haven't I used yet?

Recommend five marketing ideas for next month.

Verify all recommendations against my Brand Reference File.

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.

YOUR LIBRARY, WORKING HARDER

Annual Brand Audit

Your business changes. Your photography library should evolve with it.

Ask Yourself

- ☐ Have I added new services?
- ☐ Has my ideal client changed?
- ☐ Do I need new headshots?
- ☐ Do I need fresh lifestyle images?
- ☐ Do my website photos still represent my business?
- ☐ Is my About page still accurate?
- ☐ Have I updated my Brand Reference File?
- ☐ Does my logo still match every platform?
- ☐ Are my colors consistent?
- ☐ Does my AI Project still contain current information?



JANIE'S TIP

The strongest brands don't constantly reinvent themselves—they consistently refine and update what already works.



SECTION THREE

Industry Recipes



REALTORS · FINANCIAL ADVISORS · ATTORNEYS · HEALTHCARE

INDUSTRY RECIPE

Realtor Content System



COPY & PASTE PROMPT

Review my Brand Reference File.

State: North Carolina

Primary Market: []

Create one month of educational Realtor content.

Organize by:

- Buyers
- Sellers
- Homeowners
- Local Community

Include:

- FAQ Friday
- Myth vs Fact
- Neighborhood Spotlight
- Seasonal Maintenance
- Market Update

Recommend the best image from my Brand Asset Library for each topic.

Never assume another state's real estate process.

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.

INDUSTRY RECIPE · REALTOR BONUS

Build Trust Before Someone Needs You

One of the most effective marketing strategies for Realtors is education. Instead of constantly posting listings, become the person people turn to when they have questions.



COPY & PASTE PROMPT

You are my North Carolina real estate marketing strategist.
Review my Brand Reference File before beginning.

State: North Carolina

Primary Market: [City]

Ideal Client: [Luxury Sellers / First-Time Buyers / Investors / Downsizers]

Create twenty educational content ideas that answer questions buyers and sellers commonly ask in North Carolina.

Topics may include:

- Due Diligence
- Earnest Money
- Home Inspections
- Appraisals
- Closing Costs
- Preparing to Sell
- Moving Tips
- Mortgage Basics
- Neighborhood Highlights
- Seasonal Home Maintenance

Recommend the best image from my Brand Asset Library for each topic.

Never assume another state's real estate process.

If market statistics are needed, ask me before creating content.

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.



TIME SAVED

Approximately 3–5 hours per month.

INDUSTRY RECIPE

Financial Advisor Authority Builder



COPY & PASTE PROMPT

Review my Brand Reference File.

State: []

Create one month of educational financial content.

Topics may include:

- Retirement Planning
- College Savings
- Tax Planning
- Market Volatility
- Wealth Preservation
- Estate Planning
- Financial Habits

Avoid individualized financial advice.

Encourage readers to schedule a consultation.

Recommend the best Brand Asset Library image for every post.

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.

INDUSTRY RECIPE

Attorney Content Builder



COPY & PASTE PROMPT

Review my Brand Reference File.

State: [] Practice Area: []

Create one month of educational legal marketing.

Focus on common client questions.

Explain legal concepts in plain English.

Never provide legal advice.

If state-specific law is involved, ask before creating content.

Recommend the best Brand Asset Library image for each topic.

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.



DON'T LET AI DO THIS

- Don't let AI cite laws it hasn't verified.
- Don't let AI use another state's regulations.

INDUSTRY RECIPE

Healthcare Authority Builder



COPY & PASTE PROMPT

Review my Brand Reference File.

Profession: [] State: []

Create one month of educational healthcare content.

Write content that is reassuring, educational, and trustworthy.

Avoid diagnosing or making medical claims.

Encourage patients to consult a healthcare professional when appropriate.

Recommend the best image from my Brand Asset Library for each topic.

If regulations or compliance may affect the content, ask before writing.

Before presenting your final answer, perform a quality assurance review. Confirm that names, logos, contact information, website URLs, state-specific information, pricing, dates, and any industry-specific facts are accurate. If you cannot verify something from my uploaded materials, ask me before finalizing the content.



THE LAST PAGE — AND THE FIRST

Continue Building



Your Brand Asset Playbook isn't meant to sit on a shelf.

Every time you discover a new prompt...

Add it.

Every time AI helps you create something amazing...

Save it.

Every time you find a better workflow...

Write it down.

The most valuable playbook isn't the one that's finished.

It's the one that's been personalized over time.



JANE HAAS PHOTOGRAPHY · JANEHAAS.COM

A SIGNATURE SYSTEM BY JANIE

MY FAVORITE PROMPTS · No. 01

My Favorite Prompts

PROMPT NAME

WHAT IT HELPS ME DO

WHEN I USE IT

FAVORITE IMAGES

 COPY & PASTE PROMPT

 NOTES

My Favorite Prompts

PROMPT NAME

WHAT IT HELPS ME DO

WHEN I USE IT

FAVORITE IMAGES



COPY & PASTE PROMPT



NOTES

MY FAVORITE PROMPTS · No. 03

My Favorite Prompts

PROMPT NAME

WHAT IT HELPS ME DO

WHEN I USE IT

FAVORITE IMAGES



COPY & PASTE PROMPT



NOTES

My Favorite Prompts



PROMPT NAME

WHAT IT HELPS ME DO

WHEN I USE IT

FAVORITE IMAGES

 COPY & PASTE PROMPT

 NOTES



ONE FINAL THOUGHT



Your brand photography session wasn't designed
to give you another folder of images.

*It was designed to give you a marketing library
that grows with your business.*

The most successful business owners don't create new marketing from scratch every week.

They build systems.

They organize their assets.

They reuse what works.

They refine instead of reinventing.

This playbook is designed to help you do exactly that.

As your business grows, add new prompts, save your favorite workflows, and continue
building a marketing system that's uniquely yours.



Because your images should do far more than look beautiful.
They should work as hard as you do.

— *Janie*