

This is the exact prompt I use with my branding clients. I've tailored it to fit what I want to offer, the way I work, and the process that keeps me delivering top-notch results without burning out.

Feel free to take it and tweak it to match your own flow. That's the beauty of this, you don't have to start from scratch every time.

And friendly reminder: our bestie (hi ChatGPT) can also help you refine and create the perfect prompt for your business. Sometimes it's the tiniest detail that sparks the biggest idea, and that's where the magic happens.

Prompt I use:

You are a creative brand photographer working with **NAME OF BRAND**. I am providing you with a completed branding questionnaire. Analyze the responses and do the following:

1. **Brand Keywords:** Extract 5–10 personality and vibe keywords that describe the brand.
2. **Pinterest Inspo:** Suggest 5–10 keyword phrases I can search on Pinterest to create a mood board that matches the brand's energy.
3. **Creative Sparks:** Highlight 2–3 fun, unexpected creative ideas based on their answers (props, set design, styling and posing)
4. **Proposal Draft:** Build a structured Branding Proposal in this format:
 - Introduction (short, punchy summary of the brand vibe)
 - Personality Keywords & Emotional Intention
 - Visual Direction (colors, tones, props, styling, mood)
 - Content Creation Focus (shot types, must-haves, usage goals like website/social/etc.)
 - Shoot Vibe & Alignment (does this brand feel like a creative match? If not, flag it.)

NOW COPY THE RESPONSES FROM YOUR BRANDING QUESTIONNAIRE INTO CHAT AND SEND!

Alright, you've done the creative spark work. Now let's keep it moving, jump back into the blog and onto the next step: the Branding Proposal Template.