



The Brand Photography Prop Guide

Analogue + Digital Ideas by Niche

Photos that feel natural start with the right prep.

If you've ever wondered what to bring to a brand photo session, you're not alone.

Most people default to a laptop or phone because it feels safe. The problem is, those props don't always tell the full story of how you work or who you are.

This guide is here to make prep easier.

Inside, you'll find a mix of analogue and digital prop ideas, sorted by niche, so your photos feel more like a real workday and less like a staged stock shoot.

You don't need everything.

You don't need to shop.

You just need a few items that already fit your routine.

HOW TO USE THIS GUIDE

- Pick **2-3 analogue props**
- Add **1-2 digital props** only if they're part of your real work
- Choose items you use often, not what you think you *should* use
- Keep colours simple so the focus stays on you

Props should support your story, not take it over.

Prop List for 12 Service Based Niches

A mix of analogue and digital props to pick from | Dandelion Digital

1. Marketing Consultant

Helps businesses plan and promote their services through strategy, messaging, and campaigns.

Analogue

Mood boards

Campaign sketches

Sticky notes in brand colours

Notebook and pencil

Printed mock-ups

Digital

Laptop with campaign deck

Tablet for visuals

Phone with brand feed

Canva board

Headphones for client calls

2. Social Media Manager

Manages content, engagement, and online presence for clients across social platforms.

Analogue

Storyboard cards

Insta camera

Index cards

Planner with tabs

Industry magazine

Digital

Smartphone used actively

Tablet for Reels planning

Laptop with scheduling tool

Ring light

Draft post or screenshot open

3. HR Consultant

Supports companies with hiring, onboarding, training, and workplace policies.

Analogue

Interview forms

Resume printouts

Clipboard and pen

Policy binder

Highlighters

Digital

Laptop with HR documents

Phone for scheduling

Tablet for presentations

HR software screen

Headset for virtual interviews

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4. Business or Mindset Coach

Guides clients through clarity, goal-setting, leadership skills, and personal development.

Analogue

Framework index cards

Journals

Favourite books

Flip-chart sheets

Sticky note wall

Digital

Laptop with slides

Zoom setup

Tablet and stylus

Mic for coaching

Phone for voice notes

5. Wellness Coach

Focuses on balance, habits, stress management, and everyday lifestyle support.

Analogue

Affirmation cards

Journal

A warm tea mug

Yoga mat

A cozy throw blanket

Digital

Phone with booking app

Laptop with session plan

Soft ring light

Guided audio playlist

Tablet with habit tracker

6. Holistic Practitioner

Offers energy work, natural healing, and whole-person support using spiritual or hands-on practices.

Analogue

Crystals or stones

Oracle or affirmation cards

Herbal tea mug

Aromatherapy roller

Reflection worksheets

Digital

Tablet for client notes

Booking app on phone

Online session outline

Soft video setup

Calm visual on screen

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7. Nutritionist

Provides meal planning, food education, and nutrition guidance to support client health goals.

Analogue

Food journals
Meal-planning sheets
Wholesome foods or ingredients
Measuring cups or spoons
Recipe book with handwritten notes

Digital

Laptop with meal plans
Tablet for nutrient charts
Phone with recipe app
Presentation slide on screen
Virtual client portal

8. Real Estate Agent

(Helps clients buy or sell homes and understand their local housing market)

Analogue

Paper floor plans
Local community guide
Clipboard and notepad
Client folder
Oversized keys

Digital

Laptop with listing
Phone for home tours
Tablet with MLS details
Contract platform
Key fob for lifestyle shot

9. SEO Specialist / Web Designer

Improves website visibility and builds online spaces that clients can navigate and trust.

Analogue

Paper sitemaps
Wireframe sketches
Marker set
Project binder
Sticky

Digital

Laptop with analytics
Tablet for mock-ups
Phone for layout testing
Stylus
Digital board

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10. Accountant / Bookkeeper

Manages financial records, expenses, reports, and tax-ready information for individuals or businesses.

Analogue

Abacus or printing calculator

Ledger notebook

Printed spreadsheets

Receipt stack

Checklist clipboard

Digital

Laptop with accounting software

Tablet for signatures

Phone with calculator

Client portal

Digital spreadsheet

11. Nonprofit Founder / Executive Director

Leads mission-driven community work, fundraising, operations, and team coordination.

Analogue

Mission statement printout

Fundraising booklet

Meeting agenda

Volunteer forms

Notebook

Digital

Laptop with grant documents

Phone for community posts

Tablet for donor charts

Presentation deck

Outreach email on screen

12. Educator / Trainer / Facilitator

Teaches, leads workshops, and supports learning through structured sessions

Analogue

Flip-chart sheets

Index cards

Lesson outline

Workbook samples

Sticky notes

Digital

Laptop with slides

Tablet for demos

Headset or mic

Virtual classroom dashboard

Timer app

BONUS NICHE: Photographer

Works with clients to plan, capture, and deliver visual content for brands, events, or personal use.

Analogue

- Camera body or spare lens
- Polaroid camera
- Magnifying loop
- Light meter
- Film spools
- Shot list or printed mood board

Digital

- Laptop with gallery preview
- Wacom/tablet with digital pen
- Phone for behind-the-scenes clips
- Tether cable or memory card case
- Ring Light



Your photos don't need to look busy to look professional.

A few thoughtful props can help you feel grounded, confident, and more like yourself in front of the camera. That always shows.

Save this guide. Revisit it before your next shoot. And remember, your everyday tools usually tell the best story.

If you found this helpful, follow along here:

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