



# *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	Digital
Framework index cards	Laptop with slides
Journals	Zoom setup
Favourite books	Tablet and stylus
Flip-chart sheets	Mic for coaching
Sticky note wall	Phone for voice notes

## 5. Wellness Coach

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

<b>Analogue</b>	<b>Digital</b>
Affirmation cards	Phone with booking app
Journal	Laptop with session plan
A warm tea mug	Soft ring light
Yoga mat	Guided audio playlist
A cozy throw blanket	Tablet with habit tracker

## 6. Holistic Practitioner

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

<b>Analogue</b>	<b>Digital</b>
Crystals or stones	Tablet for client notes
Oracle or affirmation cards	Booking app on phone
Herbal tea mug	Online session outline
Aromatherapy roller	Soft video setup
Reflection worksheets	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

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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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