

Effective — and Fast — Image Search Starts with INTENTION

Want to draw people to your content?

YES

NO

Pick a different image type

Use an **editorial** image to illustrate your content and draw attention to it on your website and social media

Use a conceptual image with a watermark

Use a conceptual image with text and a watermark

Want to build a relationship with your audience?

YES

NO

Pick a different image type

Use an **empathy-building** image to connect emotionally

Share views of your everyday life

Share quotes or concepts that you resonate with

Want to grow your profits with images?

YES

NO

Pick a different image type

Indirectly? Use **authority** images

Directly? Use **promotional** images

Use a product image and show the benefits of the product

Use an image that shows the benefits of your service: share testimonials with images

Share an image that promotes an event that will lead to a sale (webinar, free class, ebook)

Share images of you with thought leaders

Share images of events you attend or speak at

Share books you're reading, projects you're working on