

GUIDE 01 • FREE

The self-*assessment*

Assess your online image in ten minutes. Six criteria, eighteen questions, a score and concrete recommendations.

6 CRITERIA • 18 QUESTIONS • 1 SCORE

For each question, score yourself from 1 to 10. 1 = never, or very poor. 10 = always, or excellent.

Be honest: nobody will see this document but you. A flattering assessment is of no use to anyone.

Posture

Showing your work without apologising

Good work does not need to beg to be looked at. Posture is how you present yourself: with assurance, or apologetically. A profile that lists services sells. A profile that states a conviction attracts.

Question 1

Does your bio say who you are, not just what you sell?

A clear conviction, or a list of services?

1 10 Score: ____ / 10

Question 2

Does your tone assert, or plead?

“Book now” and “here is how we work” do not land the same way.

1 10 Score: ____ / 10

Question 3

Is the person behind the project visible anywhere?

Their eye, their way of doing things — does it show?

1 10 Score: ____ / 10

TOTAL FOR THIS CRITERION

____ + ____ + ____ = ____ / 30

Rhythm

Publishing regularly, without exception

An irregular account worries people; a regular one reassures them. It is the first signal of seriousness, before the images are even any good. Someone considering giving you a budget looks at your latest post. If it is three weeks old, the decision is already made.

Question 1

Do you publish at a steady, predictable rhythm?

A recognisable appointment, or whenever you find the time?

1 10 Score: ____ / 10

Question 2

Is your day-to-day presence real?

Stories, replies to messages: does the account look alive?

1 10 Score: ____ / 10

Question 3

Has your frequency held over the last three months?

Look at your grid. Any two-to-four-week gaps?

1 10 Score: ____ / 10

TOTAL FOR THIS CRITERION

____ + ____ + ____ = ____ / 30

Atmosphere

Showing the experience, not the product

You do not photograph an object, you photograph the desire it triggers. A product on a white background is a catalogue. The same product in its own light, with a gesture behind it, is an invitation.

Question 1

Do your images show a world, or isolated objects?

The space, the light, the mood — or the subject alone on a neutral background?

1 10 Score: ____ / 10

Question 2

Is there a human presence in your images?

A hand, a silhouette, a gesture: proof that someone is there.

1 10 Score: ____ / 10

Question 3

Does looking at your grid make you feel anything?

A sensation, a want — or simply information?

1 10 Score: ____ / 10

TOTAL FOR THIS CRITERION

____ + ____ + ____ = ____ / 30

Personality

What makes you recognisable

If your name were removed, would people still know it was you? It is the only real protection against being compared on price. What sets you apart usually comes down to very little: an object, a colour, a habit, a way of doing things.

Question 1

Would you be recognisable without your name?

Palette, framing, tone: is there a signature?

1 10 Score: ____ / 10

Question 2

Is there a recurring element that is yours alone?

A detail that keeps coming back and that competitors do not have.

1 10 Score: ____ / 10

Question 3

Does your world stand apart from others in your field?

Or are you using the same codes as everyone else?

1 10 Score: ____ / 10

TOTAL FOR THIS CRITERION

____ + ____ + ____ = ____ / 30

Materiality

The grain, the shadow, the texture

A good image is felt. You can sense the softness, the warmth of wood, the coolness of linen. That is what separates a photograph from a sensation — and it is almost always what is missing.

Question 1

Do your images make people want to touch?

Close-ups on materials, or only wide shots?

1 10 Score: ____ / 10

Question 2

Does the light sculpt your subjects?

Side light that creates relief, or flat light straight on?

1 10 Score: ____ / 10

Question 3

Are your colours consistent from one image to the next?

One temperature throughout, or a different filter each time?

1 10 Score: ____ / 10

TOTAL FOR THIS CRITERION

____ + ____ + ____ = ____ / 30

Perceived value

The right image changes what people accept to pay

The truer your image, the more self-evident your rates become. It is measurable, and it is the point of everything else. A considered presence shifts the conversation: people stop comparing and start choosing.

Question 1

Does your image justify your rates?

Would someone discovering your account expect your prices?

1 10 Score: ____ / 10

Question 2

Does it attract the right enquiries?

Well-qualified requests, or a lot of haggling?

1 10 Score: ____ / 10

Question 3

Does it make people want to come back for more?

Are your posts looked forward to, or merely tolerated?

1 10 Score: ____ / 10

TOTAL FOR THIS CRITERION

____ + ____ + ____ = ____ / 30

What now?

Add up your six totals. **Below 90 out of 180:** your image is working against your work, and there is a lot to gain quickly. **Between 90 and 140:** the basics are there, consistency is what is missing. **Above 140:** you are already ahead of most in your field — the challenge is holding it over time.

Whatever your score, the first move is always the same: pick three things and never move them again.

Want to talk it through? The first conversation is free and commits you to nothing.
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