

Personal

BRANDING




SHERRY NELSEN

— FRESH AIR PHOTOGRAPHY —

2021 session guide

CLIENT TESTIMONIAL

*"SHERRY JUST HAS
THIS KNACK FOR
CAPTURING YOUR
HEART ON FILM"*

TARYN BEAUVAIS
Health & Fitness





Hello there!

I CAN'T WAIT TO MEET YOU!

Personal Branding Photography

Personal brand photography is the art of capturing the heart of your unique personality and business on camera. It's a reinvention of what it means to market a business – no more stale headshots or cold corporate photoshoots. Instead, we'll capture not only your expertise but also give your clients a glimpse of the person behind the business.

Whether you're an entrepreneur, real estate agent, contractor, coach, influencer, speaker or small business owner of any kind, having beautiful, professional photography can really help you take your business to the next level. I love getting the chance to help capture the magic of your business and bringing your brand to life.

Before your session we'll have a 1 on 1 strategy session where we'll identify the unique aspects of your business and personal brand, and come up with a game plan for your session that is tailored to fit you perfectly.

First impressions only happen once. Your photography & visual brand has the ability to attract your dream clients and separate your business as the clear choice in a sea of competitors.

I look forward to working together to bring your vision to life!

Sherry





CLIENT TESTIMONIAL

*Simply the best! I
had such a great
time!*

Deanna - K Creativago





THE DIFFERENCE BETWEEN A BRANDING SESSION AND A HEADSHOT

A personal brand session is all about capturing the personality and heart behind your business. With headshots, the focus is simply capturing your portrait, most often on a plain background. With a branding session we'll still grab a few headshots for you to use in your business, but we dive deeper into the story of what you do and why you do it! We capture the details of your business, lifestyle photos, photos of you in action, your products etc. We'll customize your session to the type of business you run and the story you wish to tell about your brand through your photos.

Preparation

CHOOSING LOCATIONS

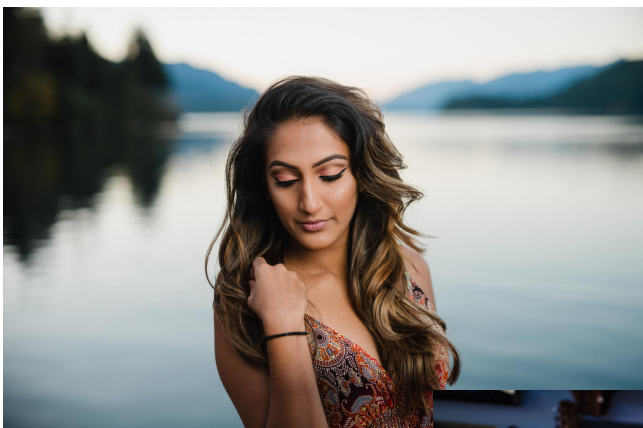
The best tip I can give you for choosing locations is to start by deciding what kind of story you want to tell, and then build your selections around that. Focus on environments where you outwork your passions. This might be where you work behind the scenes, or where you go when you're off the clock and just living normal life. You may even find the perfect location is simply in your own home, a creative space or a cool coffee shop downtown. Ideally if its indoors we'll be somewhere with plenty of natural light as these locations will produce the best photos. If you don't have anything specific in mind, coffee shops, hotels, studios or co-working spaces are often great places to start.



What to Wear

Of all the factors in your shoot, nothing affects the mood & character you give off more than your choice of outfit. That's why it's important to choose outfits that suit your personality and your brand. The better your clothing fits to your body, the better you will look and feel in your photos. In general, aim for simple patterns and more muted colors. Take a few selfies in your outfits to get a feel for how you look. I'm also happy to provide some feedback if you need help choosing!

Hair & Makeup – If you really want to maximize your photos, I'd highly suggest working with a professional hairstylist and/or makeup artist to ensure you look your very best. Tip - save money by getting your haircut on the same day that you do your photo shoot



Using Props

You'll also want to think about what props you can incorporate to bring your location to life and add depth to the story. Props can be anything you interact with to do your work or that you use day-to-day life.

A few things you can do with props:

- Incorporate your brand colors.
- Show unique things about you that customers might not know
- Create connections with potential clients, by showcasing items you both resonate with
- Add a few items that show your passions and values outside the workplace (passport, camera, mountain bike – The sky is the limit!)





How it works!

Booking Process

It's always best to book in several weeks in advance if you need your photos for a specific deadline. This will ensure I have availability and can deliver them to you on time. In order for me to hold your session date I require a 50% retainer upfront and signed contract for payment is due prior to the date of your session. Simply contact me and I'll send through your contract and payment details.

Strategy Session

Once we can set the date for your shoot we will book a date for our strategy call. Prior to this call we can begin brainstorming ideas and creating an editorial plan for your shoot knowing where and how you want to use your images helps me to plan out the shoot to maximize what we can capture. For this reason I'll get you to write me a short brand description which lists all the use that you need from your photos. For instance if you want to use text to cross your images, whether you'll need them in square, landscape or portrait format and where you plan to post, print and display them.

Your Brand Description

Please create a brief but detailed description of the heart of your brand and what you stand for so I can plan out how we will capture this in your images. If you have any specific colours themes props or environments we need to incorporate - please list these as well we will talk through these during our strategy call.

Session Prep

Prior to the session make sure you book hair and make up appointments and plan them to finish at least one hour before session start time to allow for delays. Should you arrive late for our session I cannot guarantee I will have the ability to extend time so this is very important. Be sure to arrive well hydrated and maximize on your sleep 2 to 3 days leading up to the session as this will affect both your energy and physical parents for your photos.



How it works!

At Your Session

Once the session arrives its all about relaxing and enjoying the process. We've already planned out the shots, outfits and goals for the session, so the shoot is more about having a good time and connecting with the things you love, rather than on posing for the camera. I'll take a mixture of action shots & portraits that help show your audience what it is you do on a daily basis. I'll also grab some behind the scenes photos for a more personal view of who you are outside the job.

Editing and Delivery

My editing turnaround time usually takes about 3-4 weeks. I'll go through and remove any shots where eyes were closed etc, but the rest I leave for you to choose from. Once editing is complete I will upload your photos to a custom client gallery where you can download and share them instantly.

I provide basic retouching with all packages, however if you have any in depth photoshop requests for the shoot, I can provide a customized quote based on the extra editing time.

Moving Forward

Please create a brief but detailed description of the heart of your brand and what you stand for so I can plan out how we will capture this in your images. If you have any specific colors, themes, props or environments we need to incorporate please list these as well. We will talk through these during our strategy call.

INVESTMENT Packages

Every brand is unique, so feel free to ask about custom shoots. That said, here are a few of my most popular options!

BASIC

\$350

Ideal for: Entrepreneurs looking for a few solid shots to use in profiles, emails etc.

- Pre-photoshoot Strategy session
- 45 minute session
- 2 outfits
- 1-2 locations
- 20-25 finished images
- Personal Client Gallery
- Full Res Digital download

IN DEPTH

\$600

Ideal for: Entrepreneurs looking for a solid amount of variety and fresh media for for 3-6 months.

- Pre-photoshoot strategy session
- 2 hr session
- 3 outfit changes
- 2-3 locations
- 40-60 finished images
- Personal Client Gallery
- Full Res Digital download

COMPREHENSIVE

\$800

Ideal for: Entrepreneurs looking to build a gorgeous lifestyle brand that truly showcases the heart of their business. Lots of candid imagery & enough content to last up to a year!

- Pre-photoshoot strategy session
- 3 hr session
- 3-4 outfit changes
- 2-3 locations
- 60-90 finished images
- Personal Client Gallery
- Full Res Digital download

WANDERLUST SESSION

\$2000

This option includes a full day of photography time, along with anywhere from 150-250 full edited images. Ideal for personal brands with an outdoor, adventure or lifestyle theme, or if you just want to get all the content you need for the next year in one shoot!

- Pre-photoshoot consultation
- 8 hr session
- 6-8 outfit changes
- 2-6 locations
- 150-250 finished images
- Personal Client Gallery
- Full Res Digital download
- Plus travel if more than a 1hr drive



Grow your Brand!

FRESH AIR PHOTOGRAPHY



Lets do this!

**I can't wait
to meet!**

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freshairphotography.ca



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[Fresh Air Photography by Sherry Nelsen](#)