Annelise Adams Photography

Branding Session Guide

ANNELISE ADAMS
PHOTOGRAPHY

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I'm so happy you're here!

I love any and every opportunity to capture individuals in their element. Your brand image is a direct representation of the work you put your heart and soul into, and I can't wait to be a part of the process of shining the brightest light on that for others to see. Gone are traditions of stale corporate headshots – at least around here ;)

If you've reached out to me, I already know you are looking for something that portrays you in a unique setting. Every one of us is different, so your brand image should be too! This guide will give you tips to help you prepare for your session to ensure you feel confident going into it, throughout it, and especially at the end when you see the final product.

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Creating Your Shot List

Consider those "must-have" captures that you want to make sure we get during your session and write them down and forward them to me beforehand. This will not only help you determine what you want from your session, but will help us be efficient with our time, and ensure we capture everything you planned for!

This could be anything ranging from detail shots of your workspace/products, you actively working, the gear or products you work with, your logo, a shot of you in front of a specific backdrop, a specific pose, specific group shots (if necessary), you taking that call where you helped someone sell their home! This is the best place to start when planning your session. If you know you want a shot of you with water in the background, we now know our location! Which will be the next step in our planning process.

Choosing Your Location

Once you have established your must-have shots, you will likely determine what kind of location this will all take place in. I have a variety of locations I like to recommend if you do not have a traditional workspace or location in mind.

Think about the environment you want to be surrounded by when presenting your brand. Is it lush and green? Beachy? Urban and industrial? Casual? Clean and modern? Luxurious? Think about the colors, tones, and lighting of the location you're considering. This is another area that correlates with your shot list. If you know you want sunny product shots in the sand, then a beachy vibe it is. Once you have determined that, the next step is deciding what to wear!

What to Wear

Wear clothes that you are comfortable moving in, as well as being outside in if we are choosing an outdoor location. Wear footwear that you are comfortable walking and moving in. Wear something that makes you feel GOOD! Wearing clothes that you like and that make you feel good translates in photos. Dress head to toe.

Whether it be professional, casual, bright, or warm. Think about 3 words you want to convey with your wardrobe to help you narrow down options and be confident in your looks! I also encourage bringing a variety of looks (just in case! You never know what may happen!). Do you have colors/tones in mind for your branding? Stick with a color palette rather than patterns. What you choose, in contrast with your location will help really pull the entire image together.

Additional Ways to Prepare

I encourage my clients to wear their hair and makeup in a fashion they do on either a daily basis or in a manner they are comfortable and familiar with. If you are comfortable with light makeup, wear that! If you love to do full glam every day, then wear that!

We want these images to be an uplifted but true representation of you. Bring a small bag with any items you may need for touch-ups, ex: lip gloss, powder, and a comb, lint roller. If you are having your hair and makeup professionally done before arriving, ask for touch-up products from your stylist/makeup artist. Be sure to get a good night's rest, and drink plenty of water!

Props! Small but mighty, these details can really round out an image. Whether it be your laptop or phone, headphones, your planner and your favorite pen, nametags, or any small gadgets you use on a daily basis are great to incorporate into your brand imaging. (though this is not necessary!)

If you have questions I haven't answered here, please reach out at any time throughout the planning process.

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(5) Investment & Starting Rates

Branding sessions include a variety of individual/group close-ups, 3/4, and full-body portraits with an outfit change if desired, location of choice, and 25+ final images. The time frame and final image count are flexible depending on the number of individuals/group/variations/aesthetics being photographed. These rates are based in the Sarasota, Florida, area; travel fees apply outside of Sarasota County. My rates are tailored to you and your requests, this comes in the form of additional shoot time, additional outfit changes, additional locations or special locations with fee requirements, etc. Entrepreneur Rate is for a 1-hour session; additional time and locations may be requested at $250/hr minimum. Photos will be delivered via a private, password-protected digital gallery within 14 days.

You'll receive a brief questionnaire to help me get to know you and your brand, your business or organization, your staff/colleagues, and your style so that I can curate the best session for the best results! Once I receive your responses and establish the scope of the project, we will have a phone call to confirm details and determine the best rate for you. You will then receive a contract to accept and an invoice to pay a deposit to secure your session date.

I'm looking forward to seeing what vision I can bring to life for your brand!

Starting Rates:
The Entrepreneur (1 individual) $500+
The Dynamic Duo (2 individuals) $300+/person
The Family Biz. (3-5 individuals) $250+/person
The Small Co. (6-9 individuals) $200+/person
The Big Co. (10+ individuals) $150+/person