

A full-body portrait of a woman with long, dark, wavy hair, smiling warmly at the camera. She is wearing a vibrant red, long-sleeved dress with a subtle cutout at the waist, layered under a black blazer. Her hands are positioned near her waist, holding the edges of the blazer. The background is a clean, white studio backdrop. A semi-transparent grey banner is overlaid at the bottom of the image, containing the title and subtitle in white text.

CLIENT BRANDING PREP GUIDE

**EVERYTHING YOU NEED TO KNOW ABOUT YOUR
UPCOMING BRANDING PHOTOSHOOT!**

A professional portrait of a woman with long, dark, wavy hair, smiling gently. She is wearing a dark green, long-sleeved turtleneck sweater. The background is a solid dark color. In the bottom right corner, there is a dark grey circular graphic containing white text.

Let's
CREATE

YOUR PERSONAL BRAND

BARBARA ANNE
PHOTOGRAPHY

WELCOME

MEET YOUR PHOTOGRAPHER

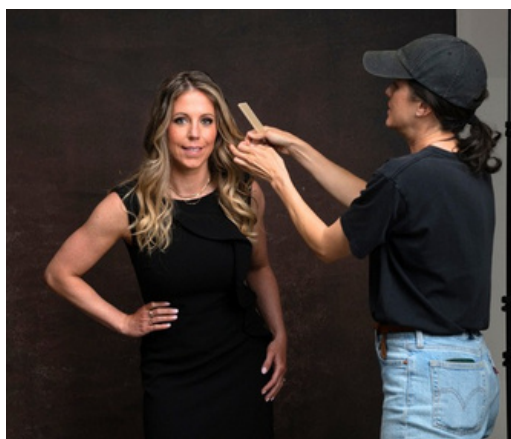


Barbara Anne is an award-winning portrait photographer based on Vancouver Island. She specializes in Branding, Boudoir and Fine Art Portraits, helping people elevate their visibility, strengthen their brand presence, and step confidently into the role their business needs them to be. This guide is designed to support you every step of the way, so you feel prepared, empowered, and ready to create images that move your business forward.

OUR STUDIO

Is located in the heart of Lantzville, just north of Nanaimo. We are conveniently located a few blocks from the Island Highway exit and a block from the beach. Enjoy a coffee, dinner or a drink at one of the restaurants that are walking distance from our studio after your session.

Studio Address:
7221 Lantzville Road
Lantzville, BC V0R 2H0
(250) 619-5424





YOUR FACE

Is Your New Logo

LET'S
transform
YOUR

Business











YOU ARE COMPLETELY, TOTALLY WORTH IT



What makes Branding Photography an exceptional journey begins long before we capture the first frame.

The essence of outstanding branding portraits lies in the hands of an experienced photographer who possesses the art of positioning clients according to their unique body type, harnessing lighting that accentuates their best features, and infusing every image with a touch of showing off your personality and expertise.

But here's the secret sauce: the connection between the photographer and the client is the cornerstone of this experience!

Whether you're an entrepreneur embarking on a new venture or rebranding an existing one, the visuals we create together will not only bolster your confidence but also enhance your professional image. And if you're considering these images as a gift for others, remember, it's equally a priceless gift to yourself!

Rest assured, all our prints and products are crafted to the highest professional standards, designed to withstand the test of time. Your brand deserves nothing but the very best!











Let's get this thing STARTED

.. ——— ♡ ——— .. Here's how it works

1

Every session begins with an initial consultation on Zoom so we can talk about who you are, your business goals and how you'd like to be photographed during your session. I also encourage clients to use this time for questions and ideas, such as where to shop for your wardrobe, or how to prep for your session.

2

In the zoom consultation, we'll work together to design your amazing branding session. We will talk about your vision for your brand, go over all your media handles, brand colors, fonts and more so we can capture the best version of you reflected as your personal brand.

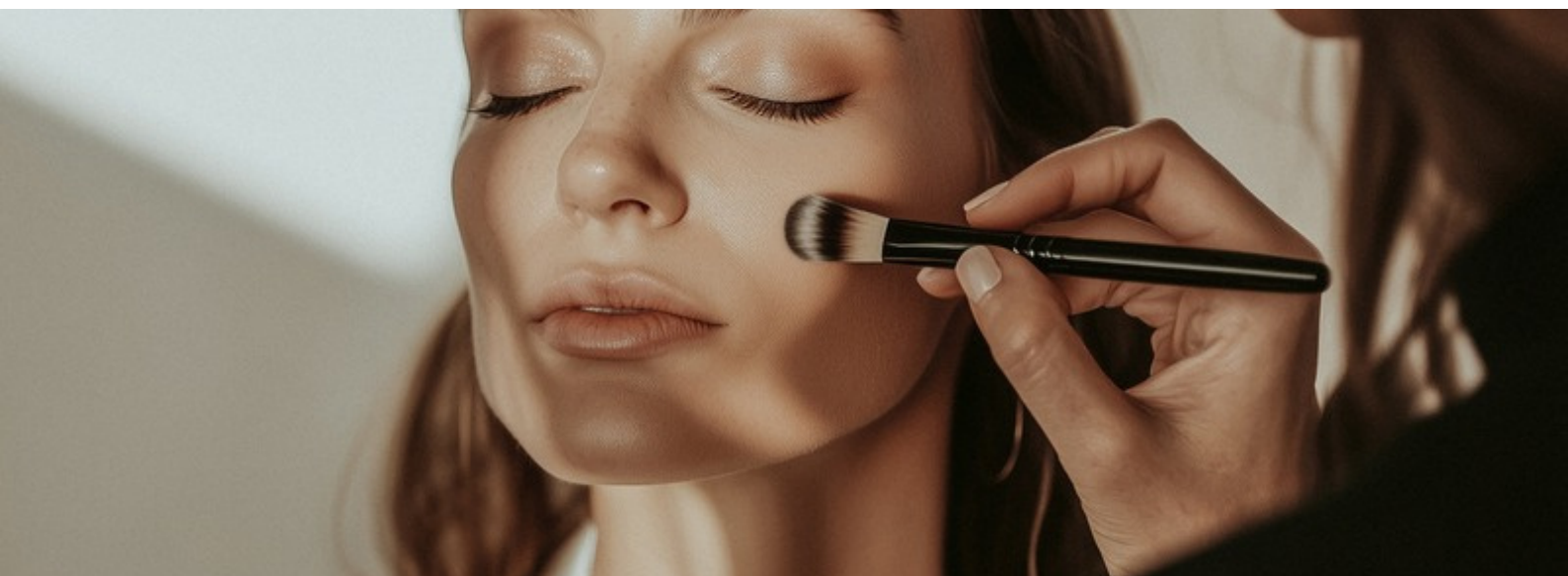


3

The day of your session, you will be pampered by our hair and makeup stylist while you relax to your favourite music. After hair and makeup are finished, you will get dressed into your first outfit, and I will guide you through each pose. With my knowledge of lighting and posing for all body types, we will create some impactful images of you. Relax, enjoy, and know that you are in good hands.

4

After your photoshoot, we will view your branding portraits, and pick your top choices from the gallery. We will then discuss edit options and the images will be sent off for editing and once they have our signature edits they will be delivered to you by an online gallery.



HAIR & MAKEUP

LET'S GET PAMPERED

The hair and makeup experience is nothing short of exceptional. Renowned for their commitment to creating timeless and stunning looks, the studio boasts an experienced team of makeup artists whose expertise transforms each client into a work of art.

Using only the highest quality makeup products, the artist's skilled hands craft a flawless canvas, enhancing each individual's unique features and bringing out their natural features.

With precise attention to detail and a understanding of personal preferences, the makeup artists at our studio ensure that every client feels both confident and breathtaking, resulting in photographs that reflect sheer perfection.



GET READY

Preparing for a branding session is an exciting opportunity to celebrate you, your success and confidence and embrace your business journey. To ensure a seamless and enjoyable experience, being well-prepared is important. Here's a guide on how to prepare for your upcoming branding session.

WARDROBE

When it comes to wardrobe, we recommend bringing a variety of outfits that make you feel confident and look like the expert you are. Consider a mix of wardrobe that highlights your favorite features (we will go through this in our zoom consultation). Choose pieces that flatter your body type and reflect your personal style. Don't forget to pack accessories like jewelry, heels, (for men watches, shirt cuffs, ties) or any sentimental items you'd like to incorporate into the photos.



PAMPER

Before the session, ensure you take care of your grooming routine. This includes waxing, shaving, or any other hair removal method you prefer (if that's your thing). Ensure your nails are well-manicured, as they often appear in your photos. A fresh cut and hair color is always a good choice before your session, though I encourage you not to make any significant changes to your hair style just before your session.



GET INSPIRED

PINTEREST IS YOUR BEST FRIEND

At our photography studio, we believe in going the extra mile to ensure our clients have a truly memorable and personalized photoshoot experience. That's why we highly encourage all our clients to explore the wonderful world of Pinterest as they prepare for their upcoming session.

Pinterest is a treasure trove of inspiration, filled with countless ideas, themes, and styles to help you bring your vision to life.

Whether you're seeking creative poses, stunning locations, or unique props, Pinterest has it all. By creating boards and collecting images that resonate with you, you'll have a visual reference that we can use to tailor the photoshoot to your preferences.

Our team will collaborate with you, using your Pinterest boards as a starting point, to curate a custom photoshoot that perfectly captures your personality, style, and aspirations. Embracing the power of Pinterest allows us to transform your dreams into beautiful, timeless photographs you'll cherish forever.

So, let your imagination run wild, get inspired, and create some magical moments together!



Click on the link and start creating your dream session board

<https://www.pinterest.com>





BRANDING

GET READY TO SURPRISE YOURSELF!

LET'S SHOOT!

YOUR BRANDING PHOTO SESSION

Through our personal branding sessions, we empower individuals and businesses to embrace their unique identity, their narratives, and their visual presence in a way that's liberating and empowering. It's about capturing the core of individuality, celebrating diversity, and defining your visual identity on your own terms.

In our studio, the branding photography experience becomes a journey of self-affirmation, creative expression, and unapologetic empowerment that transcends the boundaries of photography, transforming into a celebration of your brand's essence.





REVEAL

AFTER YOUR SESSION

AFTER YOUR SESSION

PRIVATE IMAGE REVEAL AND PURCHASING SESSION

The branding reveal and purchasing session is an exhilarating experience. This isn't just about photographs; it's about investing in your brand's visual story, and that investment has the potential to transform your business and boost your revenue significantly. It's like adding a dash of rocket fuel to your brand's journey towards success!





What's Included In The Session ?

Our session encompasses a personalized branding photo session tailored to your vision and comfort. It includes a Brand Strategy consultation to carefully curate your branding session to your specific need, the skilled expertise of our makeup artists and hairstylists to help you show up as your best self, and guided posing and expression coaching during your session. Following your photoshoot, you'll be invited to a private image reveal and purchasing session.

- A brand strategy consultation
- Hair and Makeup by our professional stylist
- Access to our studio wardrobe
- 2 Hour in studio photography session
- Guided posing and encouragement along the way
- Private reveal and purchasing session
- Signature edits to your liking

Images sold separately

Your Investment \$495

Investing in personal branding photography isn't just a purchase; it's a strategic move that can supercharge your business growth. Here's how it can become your secret weapon for attracting clients and generating more revenue:

- 1. First Impressions Matter:** Your personal brand is often the first point of contact for potential clients. High-quality branding photos create an immediate positive impression. It's like having a welcoming storefront that entices people to step inside.
- 2. Builds Trust:** Professional branding photos convey credibility and trustworthiness. Clients are more likely to choose a business that looks polished and established. Think of it as the firm handshake that seals the deal.
- 3. Tells Your Story:** Your brand has a unique story, and branding photography helps you tell it visually. It's like a captivating book cover that makes people want to dive into your story.
- 4. Connects Emotionally:** People connect with people, not faceless businesses. Personal branding photos humanize your brand, making it relatable. It's like meeting a friend in a world of strangers.
- 5. Consistency is Key:** Consistent branding imagery across your website, social media, and marketing materials reinforces your brand identity. It's like creating a recognizable logo that sticks in people's minds.
- 6. Showcases Your Expertise:** Your branding photos can highlight your skills and expertise, positioning you as an industry leader. It's like displaying your awards and certifications for all to see.
- 7. Versatility for Marketing:** You can use these photos across various marketing channels, from your website and social media to email campaigns and printed materials. It's like having a versatile toolkit for reaching your audience.
- 8. Increased Engagement:** Visually appealing content, such as professional branding photos, garners more attention and engagement online. It's like turning on a spotlight in a crowded room; all eyes are on you.
- 9. Attracts Your Ideal Clients:** Quality branding photography can help you attract the right clientele—those who resonate with your brand's values and style. It's like a magnet that pulls in precisely the people you want to work with.

Investing in personal branding photography is like investing in the heart of your business. It not only enhances your brand's visual appeal but also opens doors to new opportunities and clientele. In today's competitive market, it's not just a luxury; it's a smart business move that can yield substantial returns. So, consider it an investment in your success, one frame at a time.

- A savvy business owner should envision their branding images as versatile assets to be strategically deployed across multiple marketing channels. Consider how these photos can enhance your website's visual appeal, make your social media profiles more engaging, and even feature prominently in email campaigns to create a consistent brand identity.
- Think about your target audience and where they spend their time online. Tailor the use of your branding images to resonate with your ideal clients on platforms like Instagram, LinkedIn, or industry-specific forums. It's all about meeting your audience where they are.
- Don't forget the offline world! Your branding photos can also elevate your printed materials, such as brochures, business cards, and event banners, reinforcing your brand's professionalism and leaving a lasting impression in the physical realm. Think of it as building a cohesive brand presence both online and offline.



IMAGE COLLECTIONS

Investing in branding images is similar to constructing a visual bridge that seamlessly links your brand's core essence with your target audience.

It's a strategic investment in your business, enabling you to prominently convey your expertise in your marketing and on social media platforms. Our collections are designed with your desired visibility in mind, allowing you to tailor your presence to best engage with your audience.

Plus, it's worth noting that for most business owners, this investment serves as a valuable tax write-off.

- Headshot - Individual - Online only use Digital Image \$250
- Branding - Individual - Digital Print with on-use Image \$295
- Collection ONE - 8 Digital Print with on-use Image \$1695
- Collection TWO - 16 Digital Print with on-use Image \$2695
- Collection THREE - 25 Digital Print with on-use Image \$3695

Above 25 Images

- Add additional 5 image bundles \$590
- Add additional 10 image bundles \$990









Kelly
FINERTY











BRANDING

**YOUR BUSINESS DESERVES
TO BE SEEN**

BARBARA ANNE PHOTOGRAPHY

[www.BarbaraAnne.ca/Modern-
Headshots](http://www.BarbaraAnne.ca/Modern-Headshots)