

# KEN SERGI PHOTOGRAPHY HIRING THE PHOTOGRAPHER

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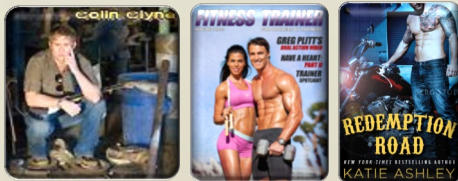
## HEADSHOTS

30 minutes either outside, or in the studio, or at your office.



## MARKETING

Such as CD, magazine, or book.



## PORTFOLIO & PERSONAL

A specific shoot list of diverse images that captures and shows you off. All are shot in the studio unless otherwise requested. Portfolio is normally 4 hours and generally includes the following, but ultimately your choice: 1) Headshot; 2) dress clothes; 3) weekend casual (shorts, t-shirt); 4) swimwear; 5) sport. It doesn't include artistic shots unless you request it. The core required shoot list and location should be decided in advance.



## OVERVIEW

Studies show that people process visuals 60,000 times faster than text. And every visual you use does more than communicate your message – it conveys the essence of your brand. Bad images make a bad impression. Professional images make all the difference in capturing and communicating you, your brand, or your success. Quality images convey meaning and, if you're a business, it can be the deciding factor for clients.

## APPOINTMENT

Photo shoots are based on time. You can shoot whatever images you want in the duration that you've scheduled. When shooting in the studio you can simultaneously see what is being shot on a large 52" screen, which allows you to make spontaneous changes. The shoot includes post production for color correction, brightness & contrast. You receive high resolution digital files via web link. Your scheduled appointment is your start time. So you'll want to arrive on time in a condition that is ready to shoot. If you are late, or take time to prep, then you're cutting into your shoot time, particularly if it's an outdoor location.

## PREPARATION

It's important that you communicate with the photographer prior to the shoot any ideas or expectations you have regarding the images you want to create. Also express your latitude of the photographer's flexibility regarding creativity. Specific suggestions and advice can be provided to you. A few basics include: 1) no tanning within 48 hours; 2) avoid lotions & oils that make your face shiny. More information is shown on page three.

## BRING

Clothes and makeup depending on what images you want to create and the duration of your shoot. Also bring water & food if it's extended time.

## AGREEMENT

Your payment receipt will include terms and conditions to assure you of the quality and commitment in providing you with images along with a refund guarantee if you need to cancel prior to the cancellation period. If you intend to use the images for commercial purposes, such as for sale or profit, then provide notice prior to the shoot.

## RATES

\$350 for the 1<sup>st</sup> hour. Headshots are \$175 for 30 minutes. The shoot is based on time not images. Time includes driving between locations. **Portfolio** is four (4) hours and you are given extensive latitude, flexibility and creativity. Expenses are extra. Special custom editing requests, or a makeup artist are extra based on type or time. Commercial shoots and specific projects are different rates than the above.

## PAYMENT

Payment is required in advance to confirm your shoot. You are guaranteed a full refund if you cancel prior to the cancellation period of seven days for individuals, 30 days for commercial projects.

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## CORPORATE

Quality images represent your brand, products, people and services. Visuals convey your image before text and can be the deciding factor for clients. Particularly with social media, companies distinguish themselves by having great images.



## EVENTS



## PERSONAL CHECKLIST

### BRING

- ☐ Props
- ☐ Makeup
- ☐ Food / water
- ☐ Clothes for each image
- ☐ Ask for preparation tips
- ☐ Tear sheets or examples if desired
- ☐ See next page for additional suggestion

## CORPORATE / EVENTS / COMMERCIAL

Rates are dependent on complexity of the project, such as being on location vs studio, commercial use, preparation, equipment, staffing, and/or post-production.

## SOME PHOTO IDEAS/DECISIONS (for planning your personal shoot):

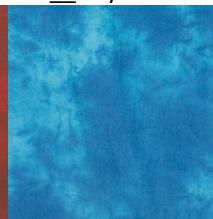
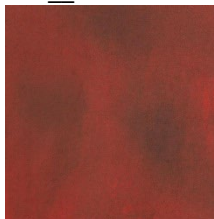
- 1) ☐ What type of shoot do you want?
- 2) ☐ Core images that you definitely want are:
- 3) ☐ What scheduling time period do you want to do the shoot?
- 4) ☐ Do you need the images sooner than 14 days after the shoot?
- 5) ☐ How creative do you want the photographer to be?
- 6) ☐ Email a current photo.
- 7) ☐ Is there a purpose or reason that motivated you to do a shoot?
- 8) ☐ Do you have samples of photos or tear sheets from magazines that impress you? If yes, send them in advance so that proper planning and set-up can be accommodated.
- 9) ☐ What backdrop do you want? (pick one)

☐ Autum

☐ Sky Blue

☐ White

☐ Black



☐ Sunfire

☐ Khaki

☐ Olive

☐ Gray Skies

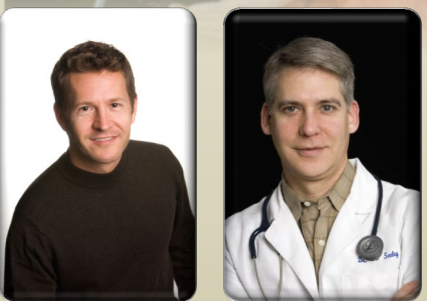
☐ Grey





### HEADSHOT PREPATIONS

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### HEADSHOT PREPARATION CHECKLIST

#### PRIOR

- \_ Get enough rest
- \_ Don't drink any alcohol within 24 – 48 hours prior
- \_ Don't cut your hair within a few days or one week prior to the shoot
- \_ For clear skin try a facial mask such as Aztec Indian Healing Clay with apple cider vinegar. For rapid acne clearing, try "Clear Pore Cleanser/Mask" from Neutrogena

#### DAY OF

- \_ Avoid moisturizer that has a shine, such as "Aveeno 24 hour moisturizer"
- \_ For puffy eyes try ice, or something frozen, or tea bags dipped in ice water
- \_ The photographer will apply basic makeup for removing shine and face oil
- \_ Wear what makes you comfortable, or ask for suggestions. Avoid colors that will blend with the background.
- \_ Shave with a new blade to avoid red bumps. Try "Tend Skin" to clear it.
- \_ Avoid skin or facial products that might cause redness. The photo shoot post production does not include editing to remove blemishes, wrinkles, or imperfections, unless it was specifically included in the purchase request.
- \_ Arrive on time prepared in the way you want to look. Your scheduled time is your shoot time. The shoot is based on time, not images. If you arrive late, or take time to prepare hair or makeup, or clothing changes, then you are cutting into your allocated shoot time. Decide in advance the look you want to portray such as with or without glasses. If time permits you can shoot booth.