

JESSICA LEA PHOTOGRAPHY



PERSONAL BRANDING  
*Pricing & Info*

COMMERCIAL & REAL ESTATE

Like you, your brand  
has a unique voice. I  
help you create that!

From culinary/beverage photos to real estate photos, you need to put your best foot forward on social media. Content is king, and I'm here to help you create amazing content. For years I've worked with companies providing stock photography, developing websites, and creating individualized social media plans. Let's chat and build something amazing for your brand!

~ Jessica



## Head Shots & Personal Branding

In this guide, you will find all the information you need for creating a personalized branding/commercial shoot. Including; session details, what to expect during your photoshoot, helpful preparation tips, and pricing.

Branding yourself or your business can be complicated and at times confusing. With years of experience building two personal brands and helping countless other business owners. I will guide you through and help you narrow your vision down into a manageable social media-friendly plan.



# PERSONAL BRANDING PACKAGES

## PERSONAL BRANDING - \$500

Your personal branding shoot will start with a pre-shoot consultation to determine the details of your shoot. The session includes 10 images for use on all social media platforms. There are a number of add-ons to personalize your session.

### ADD ON'S

Hair and Makeup - \$250  
Private Location - \$300  
Personal Styling - \$225  
5 Additional Images - \$250  
10 Additional Images - \$500  
BTS Video - \$599

## BASIC HEAD SHOT - \$175 PER PERSON

Basic Head Shots are perfect for offices looking to update their website or individuals who need a single new head shot. You'll receive one airbrushed high resolution image with this package.

## PERSONALITY SHOTS - \$295

Need a little bit more than a basic headshot, but a little bit less than a personal branding shoot. Head Shots/Personality Shots start at \$295. These sessions take place in my studio or a location in Riverside. (Travel for locations outside of Riverside starts at \$50 per location) The session includes 3 digital images with options to purchase more at your reveal session.



## What to Expect

We start with a meeting, in person or zoom to discuss your needs. Once I know how you intend to use the photos I can help talk you through a social media plan! Your photoshoot will be planned with intention, supporting your brand and social media goals.

Once your photoshoot is scheduled, I will begin securing locations, procuring props, and finalizing any necessary details for the day of the shoot.

## Hair, Teeth, Nails, etc...

- If you plan on getting a haircut for your shoot, try to do so about 2 weeks ahead of time just in case it's not what you wanted. (We've all been there)
- If you plan on whitening your teeth, start this about 2 weeks ahead of time.
- Put on a fresh coat of polish the morning of your shoot, your hands will be in more shots than you realize.



## Clothing

- Choose clothes with out logos; it will help make your images look timeless.
- Simple is best' busy patterns are distracting.
- Accessories are always a plus. Bracelets, scarves, belts, hats, hair bows, you name it... can make for great textures and can be used interchangeably to create different looks.
- You do not need to match your family with exact colors or clothes. What works well is a similar color concept with colors that compliment each other. (IE yellow and grey, brown and teals)
- Watch the water to ensure that your clothing choices will fit your needs. Nothing is worse than the wrong clothes at the wrong time of year. Especially in Florida.
- Remember to keep it comfortable. Children generally aren't receptive to bulky, tight or scratchy materials (neither are husbands to be honest). It can be tough to get good faces if they are trying to escape their outfits.
- If you're wearing something that wrinkles easily, change once you get to the location instead of wearing it in the car.





## Real Estate Photography

Simple pricing  
24hr turn around

Basic Package - \$150

Photos of each room, front, and back of the home.

Advanced Packages - Starting at \$250

These include night time images, composites and staging.



# Commercial Half or Full Day Rates

## Half Day Rate - \$800

Up to 4hrs. Commercial coverage ranging from stock photography (food, beer, items to sell online) to conference coverage.

## Full Day Rate - \$1500

Up to 8hrs. Commercial coverage ranging from stock photography (food, beer, items to sell online) to conference coverage.

## Next Steps...

The next steps would be to schedule an over-the-phone, zoom, or in-person consult. This will give us the opportunity to discuss your session needs and get on the same page. I understand being a small business owner and the pressures of needing constant new content for social media. I offer a variety of packages because I want to make sure each client's needs are met. I also offer retainer contracts with quarterly sessions or even monthly sessions for clients whose media needs are demanding. Let's chat and start getting your content needs met.

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