



BRANDING SERVICES GUIDE

Carla Lehman Photography

hello

WWW.CARLALEHMANPHOTO.CA

EXPAND YOUR BRAND ONLINE

What is Personal Branding Photography?

A branding photography session is for creative small business owners and entrepreneurs who want to use photography to help build their brand and online presence, increase their know, like and trust factor and appear authentically and naturally in front of their target audience.

A personal branding photography session supplies you with customized, curated images of you, your business, products or services to populate your website, social media and provide your clients with a clear message about who you are and what you offer.

While a headshot shows your clients what you look like, a branding session shows them what you do, who you are, and what you offer that is uniquely you. In a brand photography session, Carla Lehman Photography can create a personalized experience to share YOU with your target audience.

Together, we will create images that share your “Why”, your expertise, product and business. More importantly, you are your brand. We will share you and your story.

By sharing you with your clients, you build rapport. By showing your expertise, you convey that you’re not only the right choice to meet your client’s needs, you’re the **ONLY** choice.



BENEFITS

What are the benefits of a brand session?

Single Branding Session:

- Your story is told quickly and efficiently.
- Personal brand images of you, your team, your product, and business space
- Image content for your website, Instagram, Facebook, other social media, blogs.

Annual Personal Branding Subscription

- Current content Keep your audience interested with consistently updated content. Update your headshot, staff photos, product offerings, anything that reflects and promotes your brand's evolution.
- Brand awareness Communicate new stories featuring you and your brand / product evolution
- Time Savings by having a pre-session consultation, we will have a solid path in place.
- Money Savings Subscription clients receive special pricing for their sessions – a smart strategy for creatives who are brand building and in need of current content



WHY MY SESSIONS ARE DIFFERENT

You. Curated.

This is YOUR story, YOUR unique brand, YOUR legacy.

- Want photos in your workspace, on your laptop, with your favourite coffee cup. NO PROBLEM!
- Want to wander the mountains, ride your horse, snuggle your kids? It's your brand, your unique life and your story. We're going to tell it your way.
- The intent of the session is to create content to share you, your personality, loves, interests, and of course your service, your products, your mission.
- Share your story, your world, and what you provide in a way that will peak the interest of your target audience.



YOUR CUSTOMIZED CURATED SESSION

FIRST STEPS

SAYING HECK YES, I'M IN!

BOOK NOW!

· Once your session is booked, we will book a consultation where together, we will complete a questionnaire to get you started in creating your brand, vision and inspiration for the shoot.

We can create a brand board with examples to assist in getting the creative juices flowing!

While Carla Lehman Photography Personal Brand Sessions are lifestyle / documentary in nature, we still will develop a list of must have images, determine the mood of your session and ensure that we are well prepared for a successful shoot.

We'll work through a brand guide, determine your target client avatar, brand colours and your message.

We'll also create your brand "stories" (depending on the collection you choose).

I'll create a customized shooting plan for you to review and we will be ready for your session.

WHAT IS A BRAND STORY?

Each brand story is a separate "mini-style" session. It may include a clothing change, setting change, style difference. An example of a four-story session:

1. Story 1 – at home, curled up on the couch with a coffee and a book.
2. Story 2 – family walk in a park with pet dogs
3. Story 3 – a working session, in a brick and mortar store, or maybe in a coffeshop.
4. Story 4 – a session doing one of your favourite hobbies, gardening, horseback riding, etc.



DELIVERABLES

WHAT DO YOU GET OUT OF THIS?

The Session:

Sessions are planned with a strategy to create brand stories. A brand story represents you, who you are, and what you stand for. By sharing your mission, creating an emotional connection and developing a relationship with your followers, you become real, authentic, and important to them.

Images can include lifestyle headshots, your personal story (at home, with family, hobbies, etc.). We will include your workplace, workspace, styled photos of you on the job, your tools of the trade, products, storefront etc. The only limit to the stories is your creative imagination!

Plan for the initial session to be between two and three hours.

The Deliverables:

You receive an unlimited usage license to your branded images. You can print them, edit them, crop them and share them. The images will be delivered via online download with a gallery for each “story”.

The images are not watermarked as we are not promoting my business, but creating a brand for you. My job is to tell your story.

Also – you get me! I’m always here for questions, to bounce ideas off, vent to, or get creative with. I’m a text, email or phone call away.



SERVICES: SINGLE SESSIONS

HEADSHOT

Basic business headshot session. Indoor or studio.
2 digital images of choice, retouched.
Unlimited usage license for content.

\$150

SINGLE SESSION BUSINESS BOOSTER

Comprehensive consultation, brand questionnaire and guide.
1 Hour Session
Personal brand images, your product, tools of the trade and business space
40 images
Unlimited usage license for content.

\$550

4 STORY SESSION BRAND AWARENESS BOOSTER

Comprehensive consultation, brand questionnaire and guide.
3 Hour Session includes up to 4 separate brand stories
Personal brand images, your product, tools of the trade and business space
240 images
Unlimited usage license for content.

\$1400

VIDEO AND EVENT COVERAGE BY QUOTE

SERVICES: SUBSCRIPTIONS

A FULL YEAR!

\$10,000

Regular price \$13,500

Year round branding, telling your unique story!

Monthly sessions. Yes – that's 12 sessions!

Comprehensive consultation, brand questionnaire and guide. The first session includes up to 4 separate brand stories – plan for 3 hours.

Each subsequent session will include 2 brand stories.

Phone or ½ hour in person consultation prior to the sessions.

Content for every weekday of the year. 40 images per story.

Unlimited usage license for content.

5 SESSIONS MOST POPULAR!!!

Regular price \$5,800

5 sessions in one calendar year.

Comprehensive consultation, brand questionnaire and guide. The first session includes up to 4 separate brand stories – plan for 3 hours.

Each subsequent session will include 2 brand stories.

Phone or ½ hour in person consultation prior to the sessions.

40 images per story.

Unlimited usage license for content.

\$4,000

4 SESSIONS BRAND AWARENESS BOOSTER

Regular price \$4,700

Four sessions in one year.

Comprehensive consultation, brand questionnaire and guide. The first session includes up to 4 separate brand stories – plan for 3 hours.

Each subsequent session will include 2 brand stories.

Phone or ½ hour in person consultation prior to the sessions.

40 images per story.

Unlimited usage license for content.

\$3,000

LET'S GET STARTED!

If you're ready to share your true, authentic self in a way that's open, honest, and vulnerable, you're ready for a brand session with me.

Together we'll create your session stories in a way that reaches your target client, creates interest and lets them get to know the real you.

We'll create a gallery of custom, consistent images to use throughout your website, social media, and marketing platforms that reflect who you are as an entrepreneur and what makes your brand unique!

Your industry may feel oversaturated, but there's one thing in your business that sets you apart from the competition... and that's YOU, my friend! I'm sitting here with camera in hand ready to take your brand to the next level!

INCLUDED

- 1 ON 1 STRATEGY CALL
- BRAND QUESTIONNAIRE
- BRAND GUIDE
- SHOOTING PLAN
- MOOD BOARD
- TARGET CLIENT AVATAR
- BRAND COLOURS
- SESSION STYLING ADVICE
- UNLIMITED USAGE LICENSE

BOOK NOW!

