



PERSONAL BRAND & BRANDING PHOTOGRAPHY SERVICES

Carla Lehman Photography

Personal Brand & Branding Photography in Alberta and beyond



hello

WWW.CARLALEHMANPHOTO.CA

EXPAND YOUR BRAND ONLINE

What is Personal Branding Photography?

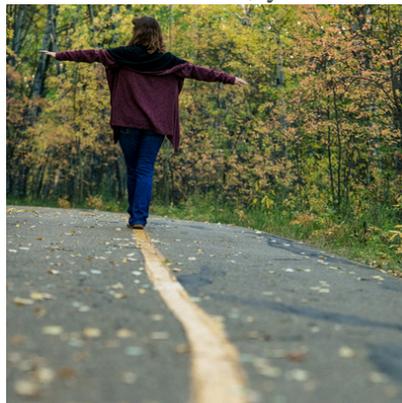
A branding photography session is for creative small business owners and entrepreneurs who want to use photography to help build their brand and online presence, build trust and connection with their audience and appear authentically and naturally in front of their target audience.

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, located in Alberta, 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.



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Personal brand photography in Alberta (Edmonton • Sherwood Park • Camrose • Tofield and beyond)

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.

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.
- Preferred subscription pricing - 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, as you are. Beautifully told.

What Makes This Different

This is your story - Your brand - Your life - Your legacy

Brand photography with me isn't about forcing you into a pose or a preset version of success. It's about documenting who you are, how you live, and why your work matters — in a way that feels real and deeply aligned.

Want images in your workspace, on your laptop, coffee in hand?

Perfect.

Want to wander the mountains, ride your horse, or snuggle your kids?

Even better.

Your brand doesn't live only in a studio — it lives in your world.

While studio imagery can absolutely be part of your story, the most meaningful images are created in the spaces where your life and work naturally unfold. That's where the heart of your brand lives — and that's where we'll tell it. Every session is intentionally designed to create meaningful, usable content that reflects:

- your personality
- your values and interests
- your services and products
- the way you actually show up in the world

The result isn't just beautiful images — it's visual storytelling that helps your audience connect, trust, and recognize themselves in what you offer.

This isn't about looking like everyone else. **It's about being remembered.**



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YOUR CUSTOMIZED CURATED SESSION

FIRST STEPS

BOOK NOW!

SAYING “HECK YES, I’M IN!”

Once your session is booked, we’ll begin with a consultation designed to set the tone for your entire brand experience.

Together, we’ll work through a brand questionnaire to clarify your vision, inspiration, and goals for the session. This helps us define what your brand looks and feels like — not just visually, but emotionally.

From there, we can create a brand board with visual examples to get the creative juices flowing and ensure we’re aligned before your shoot.

While Carla Lehman Photography Personal Brand Sessions are lifestyle and documentary in nature, they are never unplanned.

We will:

- identify must-have images
- determine the overall mood and feel of your session
- clarify locations, clothing, and movement
- ensure everything feels intentional and true to you

We’ll also work through key brand elements such as:

- your ideal client
- brand colours and visual tone
- messaging and story themes

Depending on the collection you choose, we’ll define your brand stories — the visual chapters that will guide your session.

From there, I’ll create a customized shooting plan for you to review, so when session day arrives, you can relax knowing everything has been thoughtfully prepared. My superpower is telling your story organically and authentically, capturing moments as they naturally unfold rather than forcing them into a mold.



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DELIVERABLES

WHAT DO YOU GET OUT OF THIS?

THE SESSION — STRATEGIC, STORY-DRIVEN, INTENTIONAL

Your session is not just a photoshoot — it's a strategic brand-building experience.

Every session is thoughtfully planned to create brand stories — visual chapters that reflect who you are, what you stand for, and how you live your work in the world.

A strong brand story goes beyond aesthetics. It communicates your mission, builds emotional connection, and creates trust. When people can see themselves in your story, you become real, relatable, and memorable — not just another business in their feed.

Your imagery may include:

- lifestyle headshots that feel natural and confident
- personal moments that reflect your life outside of work
- your workplace or workspace
- you in action, doing what you do best
- tools of the trade, products, details, and environment
- storefronts, land, movement, stillness — whatever tells the truth of your brand

There are no rigid formulas here. The only limit is your story — and we'll shape it together with intention and care.



DELIVERABLES

WHAT DO YOU GET OUT OF THIS?

THE DELIVERABLES — FREEDOM, TRUST, AND SUPPORT

You receive an unlimited usage license for your branded images. They are yours to use freely — for your website, Google Business Profile, social media, marketing, print, and promotion. You may crop, resize, and share them however you need to support your business.

Your images are delivered via an online gallery, thoughtfully organized by brand story, making it easy to find, plan, and use your content with clarity and confidence.

Images are delivered without watermarks, because this experience isn't about promoting my business — it's about building yours. My role is to document your story, not brand myself across it.

And beyond the images — you get me.

I'm here as a creative partner throughout the process. Whether you need to talk through ideas, clarify direction, ask questions, or simply have someone who understands your vision, I'm only a text, email, or phone call away.

This is not a transaction.

It's a collaboration — and your brand deserves nothing less.



SERVICES:

THE POLISHED PRESENCE HEADSHOT SESSION

A clean, confident introduction.

Designed for entrepreneurs who need a professional image that feels natural, approachable, and true to who they are — without the pressure of a full brand session.

Includes:

- Indoor or studio session
- Guided posing and expression coaching
- 2 fully retouched images
- Unlimited usage license

Perfect for:

LinkedIn, speaking engagements, website bios, and first impressions that feel polished but human.

\$250



FOUNDATION — BRAND STARTER SESSION

Where your brand story begins.

Foundation is your entry point into intentional brand photography.

This session creates a versatile library of imagery rooted in your real work, real environment, and real life — giving you clarity and confidence in how you show up visually.

Includes:

- 1-hour session
- 1 location
- Brand questionnaire + planning session
- Personal brand imagery, tools of the trade, products, and environment
- 30 curated images
- Unlimited usage license

Perfect for:

New or evolving businesses ready to start showing up consistently and professionally.

\$700



VIDEO AND EVENT COVERAGE BY QUOTE

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MOMENTUM — BRAND CONTENT SESSION

For brands in motion.

Momentum is designed for business owners who are actively marketing, creating content, and growing. This session builds on your foundation and creates imagery with purpose — aligned with your message, your audience, and your goals.

Includes:

- Comprehensive brand consultation + questionnaire
- 2-hour session
- Expanded brand storytelling and content variety
- Up to 60 curated images
- Unlimited usage license

Perfect for:

Entrepreneurs who want consistent, intentional visuals that evolve with their business.

\$900



LEGACY — BRAND STORY INTENSIVE

For businesses ready to be remembered.

Legacy is a deeply story-driven brand experience. This session documents your work, your world, and your why — creating imagery with depth, meaning, and staying power.

Includes:

- Strategic brand consultation and planning
- 3-hour session
- Up to 4 distinct brand stories
- Personal brand, lifestyle, workspace, product, and environment imagery
- Curated galleries organized by story
- Unlimited usage license

Perfect for:

Established brands who want to tell their story with clarity, intention, and emotional connection.

\$2100



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SERVICES: SUBSCRIPTION BRAND PHOTOGRAPHY

FOR CONSISTENCY, CLARITY, AND LONG-TERM VISIBILITY

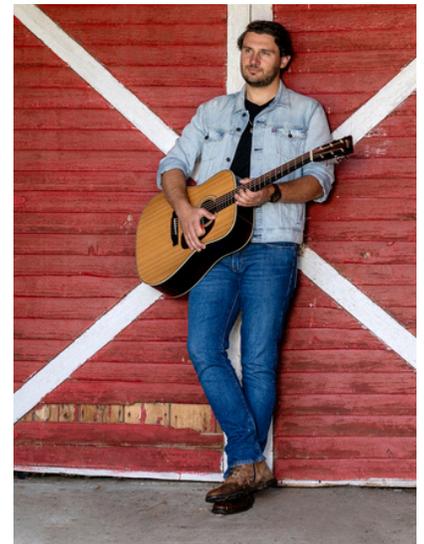
FOUNDATION SERIES — SEASONAL VISIBILITY

\$4,500

For businesses who want to stay visible, current, and aligned throughout the year — without scrambling for content.

Includes:

- 4 sessions within one calendar year
- Strategic planning and brand guidance
- First session: up to 4 brand stories (plan for ~3 hours)
- Subsequent sessions: 2 brand stories each
- Curated galleries (up to 40 images per story)
- Unlimited usage license
- Priority scheduling



MOMENTUM SERIES — CONSISTENT BRAND PRESENCE MOST POPULAR

\$6,000

For growing businesses who want their visuals to evolve alongside their goals.

Includes:

- 5 sessions across the year
- Ongoing brand strategy and planning
- First session: up to 4 brand stories (plan for ~3 hours)
- Subsequent sessions: 2 brand stories each
- Curated galleries (up to 40 images per story)
- Brand stories aligned with launches, seasons, and messaging
- Priority scheduling
- Galleries organized by story
- Unlimited usage license



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FOR CONSISTENCY, CLARITY, AND LONG-TERM VISIBILITY

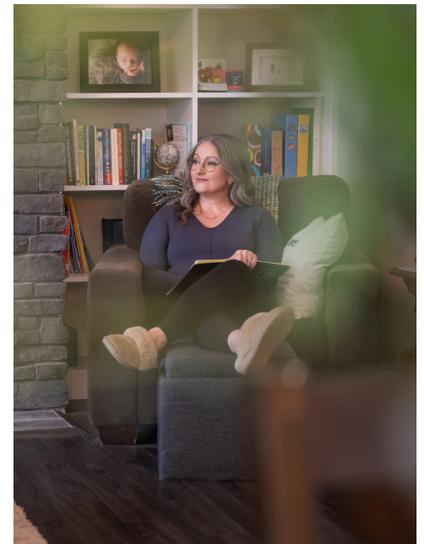
LEGACY SERIES — YEAR- LONG BRAND PARTNERSHIP

\$12,000

For business owners who want a creative partner — not just a photographer.

Includes:

- Monthly sessions (12 total)
- Long-term brand strategy and planning
- First session: up to 4 brand stories
- Ongoing sessions: 2 brand stories each
- Priority booking throughout the year
- Curated galleries organized by story
- Unlimited usage license



SERVICES: SUBSCRIPTION BRAND PHOTOGRAPHY

FOR CONSISTENCY, CLARITY, AND LONG-TERM VISIBILITY

LEGACY+ - A TRULY UNIQUE EXPERIENCE

\$1,800

Available by invitation for subscription clients

Legacy+ is a full-day, story-driven brand experience designed for businesses who want to document a meaningful season of growth, transition, or expansion in deeper detail.

This experience allows your brand story to unfold naturally over the course of a day — capturing both quiet, in-between moments and the dynamic parts of your work and life. Legacy+ is documentary in nature and intentionally unhurried, with a focus on depth, cohesion, and truth rather than performance or production.

How Legacy+ Works

Legacy+ is offered as an upgrade within any active brand subscription.

This means:

- One regular subscription session is replaced with a full-day Legacy+ experience
- Coverage extends to up to 6 hours
- The experience includes 6–8 brand stories, captured across multiple locations as they naturally fit the day
- Studio can be included, but my specialty is organic storytelling in real environments.

What's Included

- Expanded brand planning aligned with your subscription goals
- Up to 6 hours of story-driven coverage
- 6–8 brand stories
- Curated galleries organized by story
- Unlimited usage license
- No watermarks

Investment

Legacy+ Upgrade — \$1,800

(Replaces one regular subscription session)

A Note

Legacy+ is intentionally limited and offered by invitation only to ensure the depth, care, and energy this experience requires.

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LET'S GET STARTED!

If you're ready to share your true, authentic self in a way that's open, honest, and real, 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!

