

JESSICA LEA PHOTOGRAPHY



# PERSONAL BRANDING

## PRICING & INFO

COMMERCIAL & REAL ESTATE



# Let's create your, unique, brand

From food 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. I've worked for years with companies providing stock photography, developing websites and creating individualized head shots. Lets chat and build an amazing brand portfolio!

~Jessica



## Head Shots & Personal Branding

Welcome and thank you for booking your photo session! Congratulations, the hardest part is over! You've chosen a photographer and made a great decision. I'm truly looking forward to working with you!

In this packet you will find helpful information to include: session details, what to expect during your photo shoot and helpful preparation tips.

If you have any questions, please don't hesitate to contact me. Now, mark your calendar and start the countdown to awesomeness!

# PERSONAL BRANDING PACKAGES

## PERSONAL BRANDING - \$350

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 - \$200
- Private Location - \$200
- Personal Styling - \$100
- 5 Additional Images - \$100
- 10 Additional Images - \$200
- BTS Video - \$550

## BASIC HEAD SHOT - \$125 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.

## HEAD SHOTS- \$250(+)

Need a little bit more than a basic head shot, but a little bit less than a personal branding shoot. Head Shots/Personality Shots start at \$150. Each package is customized for the client. Please get in touch for more info and booking.





## What to Expect

We'll schedule a chat or a meeting based around your schedule. We will discuss your needs, how you intend to use the photos and come up with a plan customized to you and your social media presence.

Once we have you on our calendar for your shoot, we'll begin securing locations, procuring props and finalizing the session details, so you're completely ready 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 - \$125

Photos of each room, front and back of 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, 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 new content for social media. I offer a variety of packages because I want to make sure each clients needs are met. I also offer retainer contracts with quarterly sessions, or even monthly sessions for clients who's media needs are demanding. Let's chat and start getting your content needs met.

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