



Branding Photography

SERVICES & PRICING GUIDE



HELLO *and* WELCOME

Are you a creative entrepreneur or designer looking to stand out from the crowd? Showcase the unique personality behind your business with branding photographs. Let your audience learn about what makes you and your brand so special. Elevate your business—and yourself—by telling a story through personalised photography.

Rachel xoxo

MY *mission*

As a passionate business owner, you know the value of using visuals to market your brand and effectively reach your ideal audience.

That's why I'm so excited you're here! With years of branding photography experience, I'm here to help you craft the perfect story through visuals and create a lasting impression on your clients. Let me show you how my personal branding photography services can help you make a real impact in your business.

IA personal branding photoshoot tells your story. As your photographer, I create outstanding images for you and your brand, images that stand out and reveal who you are and what your brand stands for!

YOU NEED CREATIVE AND ENGAGING VISUALS TO CAPTURE YOUR AUDIENCE'S ATTENTION.

I CAN HELP YOU WITH THAT!

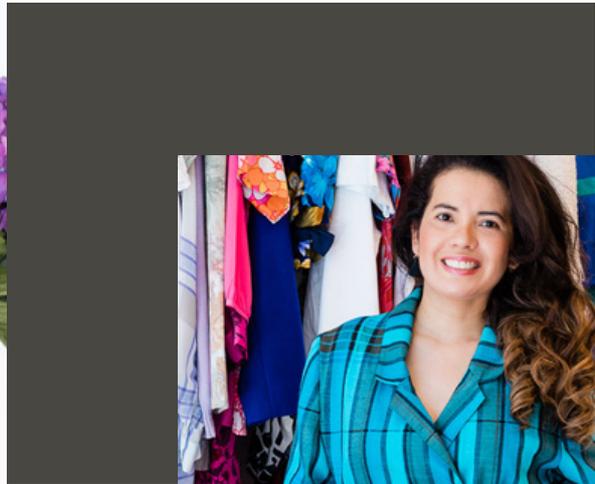
Services and pricing guide

My Mission

PORTFOLIO



A VISUAL STORY



PORTRAITS



DETAILS SHOT



KATE EDMONDSON BRIDAL COUTURE

Kate is a bridal couture designer and wanted images to feature her creative process behind the scenes and her new bridal collection





CLIENT *Testimonials*



Ninka said...

Great photoshoot for my new courses in Denmark and international platforms. Thank you for making it easy, fun, and for taking time to really understand my mission and my identity.



Kate said...

Rachel is an exceptionally talented photographer. I can't recommend Rachel enough. Rachel providing us Kate Edmondson Bridal Couture with the most amazing images for our company site & social media. Her exquisite service and experience in photography is amazing. Rachel understood our brand and needs. This was reflected in all her images. I will continue to work with Rachel in the future. And will recommend Rachel to my business associates. Very patient kind person with a wealth of knowledge and experience working with creative brand



Services and pricing guide

CLIENT *Testimonials*



Gabriela said..

I love working with Rachel she is very professional, always on time, stays positive, she is kind and patient I have worked with Rachel multiple times. I would highly recommend Rachel for any photography needs you may have. We worked together in an outside shoot, a promotional business brand shoot.



Tiffany said...

Rachel is so in tune with her gift of creating, and capturing the true essence of her clients.

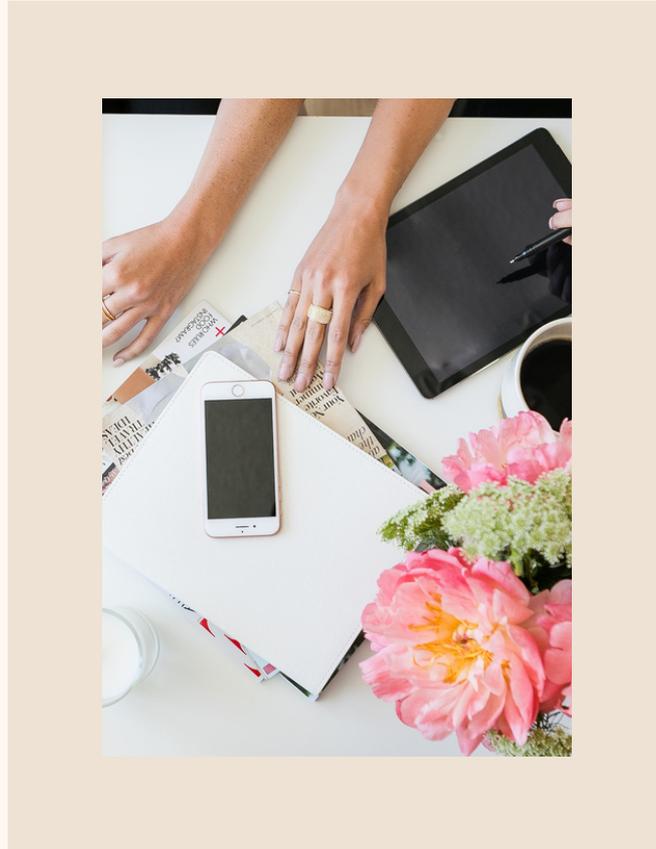


Sarah said...

Rachel is extremely professional and a delight to work with. She is passionate about her work and clearly wants to do the best job possible. She makes you feel at ease and comfortable in front of the camera and goes above and beyond her duty to ensure you are happy with the end result.



Section Two



SERVICES & PACKAGES

Your brand is the first impression you give to your ideal client. With my help, showcase your unique products and client experience through photography, styling and creative direction with your visual content.

YEARLY LIFESTYLE *Service*



ONE PAYMENT

£4,500

*A Service to set
you out to create
content for one
year!*

Includes

- Images direction plan
- One photoshoot per quarter = 4 per year
- Customised photoshoot plan
- Multiple photo shoot locations
- Sourcing props (additional service)
- Email support
- Payment Plan available

SERVICES

Price sheet

Work & Lifestyle Package

- 100+ Custom tailored, lightly edited images and sized to use for your Website & social media.
- Pre-shoot brand styling work
- Customised photoshoot plan
- Wardrobe styling guidance
- 2,3 photo shoot locations
- Sourcing props (additional service)
- Option to buy more images
- Email support
- Payment Plan available



£1695.00

Starter Package

- 40+ Custom tailored, lightly edited images and sized to use for your Website & social media
- Pre shoot preparation
- Customised photoshoot plan
- Wardrobe Styling guidance
- 1,location
- Option to buy more images
- Sourcing props (additional service)
- Email support
- Payment Plan available



£1200.00

PROJECT *Process*

01

We start with a consultation

To set your expectations, I will share my offer with you and you can decide if you want to go ahead or not.

02

A detailed questionnaire

I will send you a detailed questionnaire about your brand to define the creative direction for your photoshoot. We will have in depth conversation about your branding for me to develop a customised photoshoot plan for you to create images that are in line with your branding

03

Your homework

I will ask you to create a mood board to understand your vision for me to align it with your brand.

04

The photoshoot

The photoshoot will take place for 3 hours, depending of you package we will move locations. Because we work on the photoshoot before hand you won't have to stress about what to say with your images this a session where you can fully enjoy yourself creating meaningful images for your brand! I'm there to guide you and coach you in front of the camera you do not need to know anything about being in front of a camera

05

Your viewing session

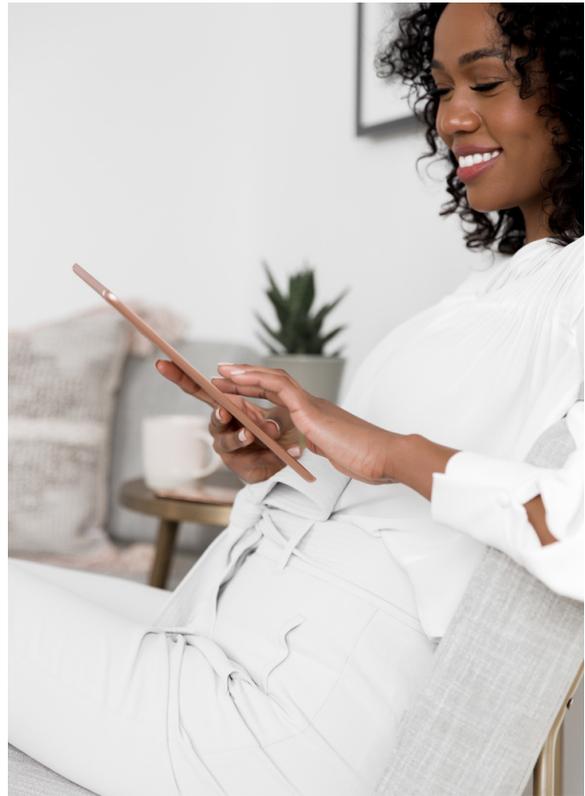
We have another zoom call, I'm here to help you choose the perfect images for your brand.

WHAT TO *Expect*

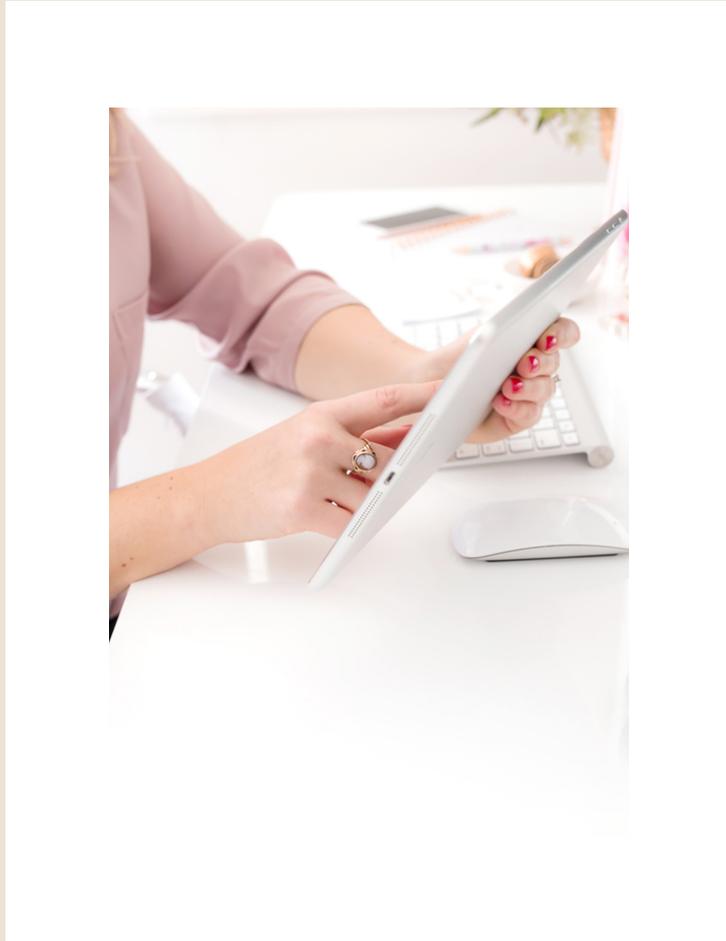
Your personal brand, is the first impression you give to your ideal client. With my help showcase your unique products and client experience through photography styling and creative direction with your visual content.

Together we create brand photos that speak about you, your brand, tell your brand story with inspiring and bespoke visual content, you will have branding imagery including lifestyle portraits, headshots, details and action shots to create visual content for your:

- +Website
- +Social media
- +Blog posts
- +Business profiles
- +Email sign-up
- +Advertising
- +Magazine articles
- +Use and Remix visual content



Section Four



CLIENT HOMEWORK

What I need from you

CLIENT *Homework*

WHAT I NEED FROM YOU

DUE BY WEEK ONE

The first step is to complete the branding questionnaire

WHAT I NEED FROM YOU

DUE BY WEEK ONE

I will ask you to create a Pinterest board that summarises you branding this will include mood, styling, locations etc...

WHAT I NEED FROM YOU

DUE BY WEEK TWO

I invite to book a zoom consultation to discuss your questionnaire and branding

WHAT I NEED FROM YOU

DUE BY WEEK TWO

If you want any props for your photoshoot please start shopping. I will also ask you about planning to get ready for your photoshoot and think about the outfits you want to wear.

QUESTIONS

and Answers

Q1. I haven't got a clue what to say with my images?

I'M HERE TO HELP WITH YOUR CREATIVE DIRECTION

We have a zoom consultation to go over your branding questionnaire. This will help me to get a full understanding about your brand style, your brand message, your ideal client, the purpose of your images and the story you want to share. I then help you make a customised plan for your photoshoot. You have the option to hire me only for the creative direction and work with the photographer of your choice.

Q2. What's in it for me?

IT'S A COLLABORATION

Together we will create images that speak about you, your brand, tell your story with inspiring and bespoke visual content, you will have lifestyle images including portraits, headshots, details and/or product, in situation, behind the scene shots.

Q3. I'm lost what should I wear for the photoshoot?

I will send you recommendations about what to wear and give you the option to work with a trusted stylist that will help you define the image you want to project for your brand.

Q4. I'm nervous?

I UNDERSTAND YOUR FEARS

and can reassure you, being nervous in front of the camera is ok, it also means that you care a lot about this photoshoot and want to create something meaningful for your brand with the right message for your brand. Your nervousness will ease off, with the fun you will experience during the day!

READY TO GET STARTED?

*If you feel that I am a great fit to create visual content for your brand, PR, editorial and commercial commissions, I would be more than happy to have a chat on the phone or zoom to discuss how I could help your brand .
I am looking forward to hearing from you soon.*

HELLO@RACHELVOGELEISEN.COM

