

Business & Personal Branding





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Introduction

Personal branding is a powerful opportunity to make an incredible first impression. Your personal brand is the feeling people get when they stumble across your website, see your headshot, or look at your social media photographs and you've got about six seconds to inspire potential clients and customers to stay engaged with you. We know how important this connection is to the life of your business. We know it's what helps you stand out from the crowd. Our work as professional branding photographers is to captivate your audience with stunning and skillfully curated photography that tells your brand story and keeps customers coming back for more.



Website Photographs

Professional branding photography creates a visual environment that draws people into your virtual home and makes them want to stay a while. If you're a baker you need photographs that makes people want to taste your food. If you're a hairstylist you need photographs that inspire confidence and a strong desire to get a fresh chop. This is the magic of branding photography and it's essential for your website.

When you work with us you can expect to have a seamless story threaded throughout your online home in a way that makes people feel welcome and excited to do business with you.





A man in a dark suit and white shirt is shown from the chest up, holding the hands of a woman. The woman's hands are clasped together, and she is wearing a black ring and black nail polish. The background is a bright, hazy outdoor setting, possibly a rooftop or balcony, with a building visible in the distance. The overall mood is professional and collaborative.

Social Media Photographs

Social media marketing is a compelling way to get your brand in front of people all day, every day. Crisp and clean photographs that tell a story have the capacity to skyrocket your success. When you invest in professional photography for your social media channels, you create a cohesive visual brand that sends the message that you're a total pro. These bright and unique photographs show who you are and evoke emotion so that instead of continuing to scroll, your ideal customers stick around to hear what you have to say.



Environment

People want to know where the magic happens. When you hire us to take photographs of your work environment we have an eye to capture the feeling of where you work. This gives clients a behind the scenes look at where it all happens, providing even more value to the story of your brand. If your business is focused on creating a space for clients and customers to visit, it's essential to showcase that destination in a beautiful way that really welcomes them into that space. Whether it be a resort, a restaurant, or a charming B&B your business deserves to be captured in the best light.



Headshots

The days of taking a selfie and calling it good are over. Professional headshots show your level of expertise in a way that amateur photography can no longer do. Sure, you can ask a friend to take a photograph of you but that won't attract the clients you desire or display the level of expertise you've acquired. When you invest in professional headshots it simply puts you at a different standard so that clients will look at you and take you seriously. If you are the face of your brand, headshots are absolutely essential. We make sure to help you feel totally at ease so that your personality can shine through and connect you with the people you want to meet.



Process

1

The first step is to discover your brand identity and why you started your business. This is what makes you stand out and with this knowledge, we can make your visual branding really powerful.

2

Second, we'll take that brand identity, powered by your why, to create a personal experience for your clients.



3

Third, we go on to understand who your target client is and the overall message you are trying to convey. Why are you in this business and whom do you love to serve?

4

Fourth, we begin to figure out your brand values and how they are important to the brand.

5

Fifth, we create the look that will represent you: the colors you will wear and the colors in the background.

6

Finally, we photograph you and tie it all together so that your brand is deeply resonating and authentically you.



Jason was truly amazing! I could not be happier with the final product.

Desiree Harper McCain
YourDanceLife.com







Pricing

Full Suite
\$2,500 - 3,800

A complete set of images for your brand: Website, social media, environmental, headshots, and process or work images. (Sometimes can take more than a day in which the price will increase.)

**Personal
Branding**

Starting at \$300

Up to Three Outfits, Up to
Five Copyright-Released
Images



Lifestyle Photos

A lifestyle photograph will combine more elements of your location into the portrait. Those sessions begin at \$250 and add-ons for shooting on location,

Headshots Starting at \$125

Headshot photography depends on if you want commercial rights or if you are using it for personal headshots.

Personal Branding Portrait Sessions



by

Moore Studio

Fine Art Portraits

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