

# Personal

BRANDING

ESTD.



1987

# BRYSTAN STUDIOS



BRANDING SESSION GUIDE

CLIENT TESTIMONIAL

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*“Typically, I loathe cameras and can find what's wrong with my photos. Not at Brystan Studios! I enjoyed the entire process and the photos are fabulous.”*

Kathryn U.





# hello there!

I CAN'T WAIT TO MEET YOU!

## PERSONAL BRANDING IS LIKE CATCHING YOUR HEART AND SOUL ON CAMERA.

Personal brand photography is the art of capturing the heart of your unique personality and business on camera. It's a reinvention of what it means to market a business - no more stale headshots or cold corporate photoshoots. Instead, we'll capture not only your expertise but also give your clients a glimpse of the person behind the business. Whether you're an entrepreneur, real estate agent, contractor, coach, influencer, speaker or small business owner of any kind, having beautiful, professional photography can really help you take your business to the next level. I love getting the chance to help capture the magic of your business and bringing your brand to life.

Before your session we'll have a 1 on 1 strategy phone session where we'll identify the unique aspects of your business and personal brand, and come up with a game plan for your session that is tailored to fit you perfectly.

First impressions only happen once. Your photography & visual brand has the ability to attract your dream clients and separate your business as the clear choice in a sea of competitors.

I look forward to working together to bring your vision to life!

-Lori Brystan



## CLIENT TESTIMONIAL

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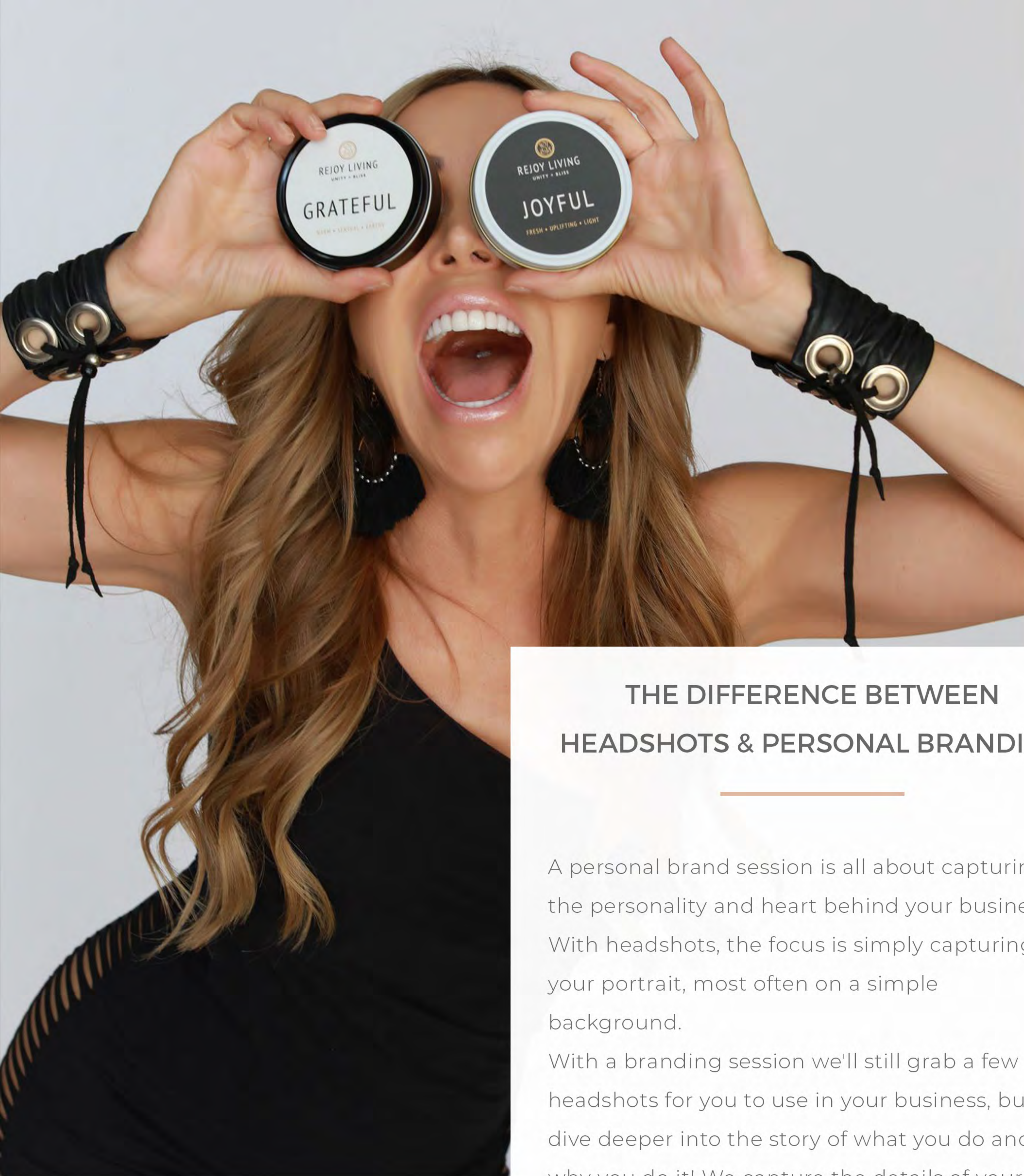
***“I had so much fun and she gave such warm and creative direction. The best part was the photo reveal! Lori has MAGIC.”***

Jessica R.









## THE DIFFERENCE BETWEEN HEADSHOTS & PERSONAL BRANDING

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A personal brand session is all about capturing the personality and heart behind your business. With headshots, the focus is simply capturing your portrait, most often on a simple background.

With a branding session we'll still grab a few headshots for you to use in your business, but we dive deeper into the story of what you do and why you do it! We capture the details of your business, lifestyle photos, photos of you in action, your products etc. We'll customize your session to the type of business you run and the story you wish to tell about your brand through your photos.





# Preparation

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## CHOOSING A LOCATION OR OUR STUDIO

Most of our clients love shooting in our 2500 sqft, state of the art studio. The best tip I can give you for choosing locations is to start by deciding what kind of story you want to tell, and then build your selections around that. Focus on environments where you outwork your passions. This might be where you work behind the scenes, or where you go when you're off the clock and just living normal life. You may even find the perfect location is simply in your own home, a creative space or a cool coffee shop. Ideally if its indoors we'll be somewhere with plenty of natural light as these locations will produce the best photos. If you don't have anything specific in mind, hotels, studios or co-working spaces are often great places to start.



# Using props

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## TIPS FOR PROPS

You'll also want to think about what props you can incorporate to bring your location to life and add depth to the story. Props can be anything you interact with to do your work or that you use day-to-day life.

A few things you can do with props:

- Incorporate your brand colors.
- Show unique things about you that customers might not know
- Create connections with potential clients, by showcasing items you both resonate with
- Add a few items that show your passions and values outside the workplace (favorite books, flowers, cars, mountain bike – The sky is the limit!)



# What to wear

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## CLOTHING SELECTION TIPS

Of all the factors in your shoot, nothing affects the mood & character you give off more than your choice of outfit. That's why it's important to choose outfits that suit your personality and your brand. The better your clothing fits to your body, the better you will look and feel in your photos. Although sometimes flowy tops and baggy clothes look good in person, it doesn't always translate well on film. In general aim for simple patterns and colors you feel good in. Take a few selfies in your outfits to get a feel for how you look. I'm also happy





# How it works

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## **BOOKING PROCESS**

It's always best to book several weeks in advance if you need your photos for a specific deadline to ensure I have availability and can deliver them to you on time. In order to hold your session date, I require a 50% retainer upfront and a signed contract. Full payment is due on or before the date of your session. Simply contact us and we will send through your pricing, contract & payment details!

## **STRATEGY SESSION**

Once we've set the date for your shoot, we will continue the conversation with your strategy call. This will include brainstorming ideas and creating an editorial plan for your shoot. Knowing where and how you want to use your image helps me plan out the shoot to maximize what we can capture. For this reason I'll get you to write me a short brand description which lists all the uses you need from your photos. For instance, if you want to use text across your images, whether you'll need them in square, landscape or portrait format, and where you plan to post, print and display them.

## **YOUR BRAND DESCRIPTION**

Please create a brief but detailed description of the heart of your brand and what you stand for, so I can plan out how we will capture this in your images. If you have any specific colors, themes, props or environments we need to incorporate please list these as well. We will talk through these during our strategy call.

## **SESSION PREP**

We offer professional makeup and hairstyling, which really takes the pressure off. If you would like to add it on, for an additional fee, please let us know, and come with clean dry hair and no makeup.

Make sure to arrive well hydrated and maximize on your sleep a couple days leading up to the session, if possible haha. We all know after a good night sleep, everything is just better. :)

# How it works

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## **AT YOUR SESSION**

Once the session arrives its all about relaxing and enjoying the process. We will go over the shot list, outfits and goals for the session, so the shoot is more about having a good time and connecting with the things you love, rather than on posing for the camera. I'll take a mixture of candid shots & portraits that help show your audience what it is you do on a daily basis.

## **EDITING & DELIVERY**

You will view your images the same day. In most cases you will have your images that evening.

I provide basic skin softening with all packages, however if you have any in depth photoshop requests for the shoot, I can provide a customized quote based on the extra editing time.

## **MOVING FORWARD**

Please create a brief but detailed description of the heart of your brand and what you stand for so I can plan out how we will capture this in your images. If you have any specific colors, themes, props or environments we need to incorporate please list these as well. We will talk through these during our strategy call.







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In Old San Juan this gorgeous modern Mediterranean custom home has impressive curb appeal and many upgrades. Beautifully finished wood floors, high ceilings and abundant natural lighting complimented by new light fixtures and recessed lighting. Large/dual French doors to generous balconies optimizing the panoramic mountain view from both the interior and exterior on both levels of the home. The kitchen is conveniently open to the family room area and features stainless steel appliances, quartz countertops, ample storage, and a breakfast bar. The master bedroom features a unique vaulted ceiling and private access to the balcony. Close proximity to award winning private schools, charming downtown San Juan Capistrano, Amtrak, beaches, and easy freeway access!

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