

BELLE IMAGERY PORTRAITS



2023

BRAND PHOTOGRAPHY

For Female Creatives; Entrepreneurs and Small Businesses

Emotional Branding Connect and Conversion



Your brand is the first and most important connection to your audience. It's what your ideal consumer buys into. Purchasing your product or services means they support your "WHY"...

Visuals help you convey who you are; what you do, and why you do it, and speak to your ideal market's desires. You must be seen as the solution to the problem.

So you need to connect to your market through shared values and provoke an emotional drive to act.

BIP concept



1. BIP BOTTOM LINE

Creating a set of images that represent a business/brand and communicates; who they are, what they do, and who they work for.

2. VISUAL IMPACT

Creating a strong visual identity that evokes feelings and influences consumer impressions.

3. BIP UNIQUE APPROACH

Lifestyle brand photography to authentically connect, build awareness, and amplify the brand's purpose.

4. THE FRAMEWORK

Creating a unique shoot story that complements the voice and personality of the brand's marketing message.

5. BIP ROLE

Educating entrepreneurs and brands on the fundamental elements of visual branding and emotional marketing to develop content that converts.



The Power of Lifestyle Branding



BIP does more than capture the pretty. The GOAL is to help female entrepreneurs, creatives, small businesses, and brands understand the fundamentals of visual branding.

Your job is to position yourself, your brand, services, and products as the only solution to your desired market. However, being unclear on your purpose leaves your messaging lost, and frustrated in showing up and posting,

I'll help you understand your audience as emotional buyers, and how they spend their money.

Each session includes a project planning call to discuss your shoot goals, and a shoot prep guide filled with my tips to prepare for your shoot.



A woman with a shaved head and braids, wearing a blue hoodie with the text 'Praying Entrepreneur' on it, is standing at a desk. She is looking down at a white box or folder she is holding. The background shows a modern office or home workspace with a desk, a chair, and a window with curtains.

Praying
ENTREPRENEUR.

BIP Belles Are;

- Busy creative entrepreneurs and emerging brands introducing new concepts
- Creating unique services, products, and experiences
- Seek to serve others, foster community, and create lasting impact

Brand Packages & The Process



HOW TO GET STARTED WITH BIP

Booking your shoot

- You'll receive a digital booking proposal outlining project objectives.
- Secure your date/service with a non-refundable deposit and signed contract.
- Once booked, we will schedule a planning call to discuss the shoot goals/process and content outcome.
- We'll have a final check-in prior to your shoot day to make sure you are prepared.

2-3 Weeks after a shoot

- You'll receive links to your content.
- Need edits? One round of edits is included with your service.
- Back up your content. You will receive reminders prior to the gallery expiring.
- Download your brand/marketing release.

The Creative CEO



StylebyTipp
PERSONAL STYLIST - BE YOU. INTENTIONALLY.

Customized brand photography and styling ~Create a full spread of visuals to use throughout your branding and marketing.

Photography and Personal Styling (Styled by Tipp)

- 20 ~ minute project planning call/planning guide
- 1 - 3-hour shoot
- Shoot planning and timeline management
 - Brand Styling -Styled by Tipp
 - 3 fully styled looks
 - 3 hours of on-site creative direction and day-of-shoot style management
 - Venue and vendor procurement
 - Shoot look book
 - Pre-shoot try~on session
- Brand video
- Minimum of 75 high~resolution images
- Brand/marketing usage license

Investment: \$3460

Timeline: 3-6 Weeks

50% deposit to book, final payment due 1 week prior to a shoot



THE ELLE

Elevate your online presence with authenticity.

A 1-hour shoot to update your headshots/ brand content and grow your brand.

- 15-minute project planning call
- Shoot prep guide
- 1-hour shoot
- 1-2 looks
- 25 high~resolution images
- Brand/marketing usage license

Investment: \$1890

Timeline: 1-2 Weeks

A 50% DEPOSIT IS REQUIRED TO BOOK ALL SERVICES

Additional Services

VIDEO . COACHING . PRODUCT PHOTOGRAPHY



Social Media Videos - Starting at \$550

3 Minute promo video or a Reel set of (5)
(90-minute video shoot)
Professional audio/lighting setup
1 Full content edit
Brand/marketing license

Brand Video - Starting at \$1050

Video types: Brand Identity, Brand Storytelling, Brand Testimony, Documentaries, Products/Service videos

Half-day video shoot (2-3 hours)
Professional audio/lighting setup
1 Full video edit to include brand collateral graphics
Social media cut of the final video
Brand/marketing usage license

Additional Coverage | 30 Minutes - \$85 | \$150 per hour

Edit Rush Fee | \$150

Commercial Market License: starting at \$500

Visual Brand Coaching Sessions - \$350

I've created a jam-packed coaching session to help you identify, cultivate and convert your audience into loyal buyers. In this coaching session, I'll teach you my structured strategies and methods that you can implement over time.

What you can expect ;

- A 90-minute virtual interactive session to understand your visual brand/purpose, and client/market needs.
- The visual content you need to grow.
- A social media content strategy that influences your market to take action.

Visual Brand Social Media Audit \$195

Let's evaluate and optimize your brand's Instagram presence and strategies to grow.

Includes a detailed analysis of your social media presence including; where you're glowing, and where you can expand.

I'll break down every aspect of how to make Instagram work to convert.

- 45-minute Zoom consultation
- Visual brand foundation breakdown
- Social media visual strategy tips to impact the action of your target market

Benefits:

- Candid - "no bull" feedback and insights on your current visual brand/marketing approach
- Comprehensive tips and steps to creating a solid approach that integrates organic and intentional brand awareness.

PRODUCT & CONTENT PHOTOGRAPHY

Social Media Content for;

Marketing (services/products)

Brand Campaigns

Sales Sites

EMAIL ELENA@BELLEIMAGERYPORTRAITS.COM FOR A CUSTOM PRODUCTION QUOTE.

Production includes a project planning meeting; access to the BIP prop closet/set up, all selected edits, all content delivered via online gallery, and a Brand Commercial Marketing sharing license.



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