

BRAND PHOTOGRAPHY MINI SESSION

Client Welcome Guide

NATURAL, RELAXED PHOTOGRAPHY THAT GETS TO THE HEART OF YOUR BUSINESS





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The photos are phenomenal and have only increased my admiration for the photography profession. Put your smartphone away and book a session with Rebecca, you won't regret it!

Jehan Al-Azzawi

welcome



I'M REALLY LOOKING FORWARD TO WORKING WITH YOU

A million thank yous for booking a photography shoot with me. You've made an excellent choice and we are going to make something brilliant together.

You're going to look back at these photos and be so glad you invested this time and money into your business. In today's image-centric world, unique photos and film can make a huge difference to your business' success.

a little about me



When you work with me, you can expect an exceptional, bespoke service that's both relaxed and hugely enjoyable. You'll be supported at every step and feel confident that you're in the best possible hands.

Rebecca

PHOTOGRAPHER, FILM MAKER

I play a lot of roles in my daily life – mother, wife, daughter, photographer, filmmaker, photography trainer, mentor, entrepreneur. I also love playing music, teaching singing, performing musical theatre, running our local charity theatre company, scoffing delicious food and sipping gin or fancy tea (though not at the same time).

I'm definitely an introvert, though I can play extroverted about 20% of the time and for those that like a personality quiz, I'm a proud INFJ-T.

My superpower (every woman's got one, y'know) is my ability to make my clients feel supremely comfortable in front of my camera. I understand that, for some, the idea of a photoshoot is the stuff nightmares are made of. You're out alone, I'm a recovering photo-avoider myself. I get it. On the day, you'll feel well-prepared, excited, and completely at ease. Promise.

One of my favourite parts of my job is working with businesses. Helping them to succeed by shining a light on what is awesome about what they do. Sharing what I've learned about business from the many years (and many businesses) that I've run.

I've been taking photographs for a very long time. It's a career that both inspires and motivates me - there's nothing quite like seeing a business owner confidently sharing their genius, helping the world in their own special way. Standing up and being seen for the amazing humans they are.

Team Holmes





My Vision & Mission

I help driven, warm-hearted businesses to stand out by creating on-brand imagery which raises their visibility and attracts their ideal clients.

My mission is to help you to clearly communicate who you are, what you do and what your values are to those interested in buying from you.



Photography that gets to the heart of your business

I want to stop the use of generic-looking stock imagery. Instead, I aim to provide you with creative, unique photography and film which reflects your brand perfectly.

People buy from those whom they feel they know, like and can trust. Images and film are the best way to communicate who you are to your followers..



INTRODUCTION

In this brochure, you'll find all the details of what you can expect from the process – my commitments to you and what I need you to do to make your session a success.

If you have further questions, I am always at the end of a phone call or email.

Can't wait to make a little magic with you.



THE PROCESS

BOOKING

You choose a time for your session, then book and pay for it, signing the terms and conditions in the process.

01

PREPARATION

I send you this welcome guide with lots of information to help you prepare for your session. With a mini session - preparation is key to ensure we make the best use of our time together.

THE SESSION

You complete a detailed questionnaire about your brand, and what you need your photographs for. This helps me plan the locations/poses etc. that we will use - ensuring everything is tailored and unique to you.

02

03

THE SESSION

You will meet me at the chosen starting place and (if on location) take a walk to various locations photographing along the way. If we're in the studio we'll create several 'set-ups' and photograph each. I will direct you in how to move/stand so it never feels awkward or weird.

04

YOUR IMAGES

Two weeks after the event your gallery will be ready to view. Here you can choose the 25 images included in your package. The gallery will be open for one week.

05

USING YOUR IMAGES

Once your images are delivered you'll have access to my online course 'How to best use your images'. Taking the time to work through this quick course will really help you to use your images and make the most of your investment.

06

how it works



WHAT YOU CAN EXPECT FROM ME

- Clear, timely, honest, and up-front communication 
- Availability to answer all your questions and any concerns 
- Guidance and reassurance with anything you're not sure about 
- Support and understanding - I'm running a business, I get it 
- Knowledge, don't know what you need? I can help. 
- A relaxed, easy experience from start to finish 

WHAT I'LL NEED FROM YOU

-  Your questionnaire completed in as much detail as possible
-  To tell me if there are any shots that are essential for you
-  Let me know if there's anything you're worried about at all
-  Keep in touch with me if anything changes that could impact the photoshoot
-  Your trust and confidence in my ability to plan and execute a wonderful photography session



don't be shy



I LOVE TO CHAT...

HOW YOU CAN CONTACT ME:

Email is always best unless it's urgent (I have a habit of replying to texts in my head... Don't all busy Mums?!).

I can be contacted by email on hello@rebeccaholmesphotography.com.

I endeavour to respond to all enquiries within 48 hours, though during busy periods please give me a little grace.

If you need to contact me urgently, please send a text message to 07970 318 566 in the first instance. I will then call you if we need to chat.

Please don't message me via social media as I'll struggle to keep track of your message.

MY CLIENT CONTACT HOURS:

Tuesday - Thursday 9am to 3pm, plus the occasional late afternoon/evening if we need to catch up outside of these core hours. I also put aside most Saturday mornings for sessions with working/school-age families.



WHEN YOU'LL HEAR FROM ME BEFORE YOUR SESSION



QUESTIONNAIRE & WELCOME GUIDE

Once you're booked you'll receive a link to a questionnaire for you to complete, and access to this welcome guide.



REMINDER

A week before your session you'll receive a reminder to make sure everything is ok to go ahead.



THE CHECK-IN MESSAGE

The day before your session I'll be in touch to confirm all is ok to go ahead. If the weather is dodgy we'll discuss.



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The more prepared you are for your session, the better your photos will be and the more you'll enjoy yourself. A well prepared photography session is a stress-free, enjoyable photography session.

Rebecca



WHAT IS A BRAND?

Your brand is everything you, or your business, presents to the outside world. It is your beliefs, attitudes, values and professional conduct. Practically, your brand impacts your marketing, imagery, design and, most importantly, your customer experience.

Consistency in communication fosters trust. In order for your customers to purchase from you, you want them to get to know, like and trust you. Having a clear and considered brand is key to ensuring that your communication is consistent, and that your customers have confidence in you.

WHAT IS BRAND PHOTOGRAPHY?

Brand photography is an opportunity for you (as a business owner) to have a portfolio of photos that showcase your brand, your business and your personality. They are fundamental to promoting your business.

Brand photos create a consistent, reassuringly familiar look for your business, which helps to inspire customer confidence. The photos can be used in your marketing materials, on your website, blog and across all of your social media accounts.

Brand photography consists of a mixture of headshots, and 'lifestyle' photos of you going about your day, running your business.

What is?



WHERE TO HAVE YOUR BRAND PHOTOS TAKEN

The location we choose has a big impact on the overall feel of your photographs. A studio offers a clean, controlled space with perfect lighting and minimal distractions, giving your image that timeless, professional edge. But make no mistake, studio photography is not stuffy or boring - far from it. My studio has plenty of beautiful corners to take lovely, natural photographs.

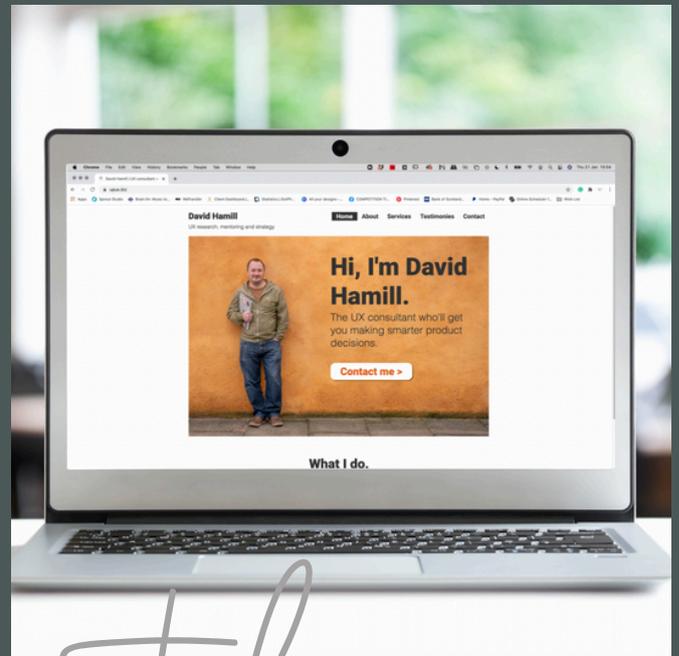
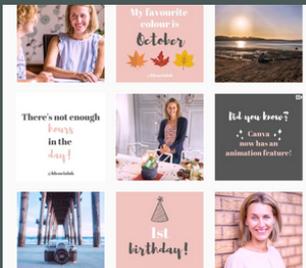
On location - maybe within your workspace, a cozy indoor spot, or even outdoors in natural light - it can add depth and character, helping to tell a bit more of your story. It also creates a backdrop which is unique to you. Local cafes, meeting spaces, offices, your home - are all options for photography. Just make sure you've got permission to photograph in the space.

Where?

HOW TO USE YOUR IMAGES

Here are just a few ways you can utilise your brand photography in your business:

- On your website
- Across all social media channels
- In social media posts
- For printed brochures and marketing material
- When asked to provide images for various PR opportunities, written articles, features etc.
- When presenting a talk or performance
 - in your presentation/slides
 - in promotional material for the talk
 - in the programme for the talk/performance
- As part of your product packaging



how to utilise



PREPARATION TIMELINE



AFTER YOU BOOK

Grab a cuppa and spend some time digesting this welcome booklet. There's a lot of handy information in here.

GETTING TO KNOW YOU



Taking time to complete the questionnaire I sent is essential. The more insight you can give me into who you are and how you work, the better I can craft images that uniquely reflect your brand. It doesn't have to be a polished piece of writing, garbled thoughts are absolutely fine! Anything that will give me a feel for what we need to achieve from your session.



ONE WEEK BEFORE THE SHOOT

- Haircuts, manicures, eyebrow wax etc...
- Wash and iron all outfits
- Pack your bag, arrange your props
- Plan to do something nice after your session - it might be a nice meal or a night out. Something to celebrate!

THE NIGHT BEFORE



- Gather everything you need - props, spare sets of clothing, products, books. Refer to your plan for all the details.
- Only one last thing to do: get a good night's sleep. Avoid alcohol and stress the night before. A soak in the bath, cuppa and early night are in order. You want to be fresh as a daisy for your session! If you've any last-minute stresses, feel free to drop me a text message.



ON THE DAY

- Have a good breakfast. Brand sessions can feel quite intense. You are 'on' the whole time, so make sure you're well-fuelled.
- If meeting me on location, leave in plenty of time to avoid rushing. You want to arrive calm and relaxed, not stressed.
- Please be on time as brand mini sessions run back-to-back so I will have very little wriggle room.

Let's get ready



HOPEFULLY, WE'LL END UP WITH A FINE DAY, BUT IT IS SCOTLAND - SO WE NEED TO HAVE A PLAN FOR THE WEATHER.

I offer full booking flexibility for all on-location brand mini sessions. If the weather looks awful, we'll reschedule to a mutually convenient time.

WHEN WE'LL RESCHEDULE

- If there's a storm with a name which could threaten our safety
- If the wind is so bad that maintaining any kind of decent hair is impossible
- If it's raining enough to create puddles
- If it's essential for your brand that you have a fine day.

WHEN DO WE MAKE THE CALL?

Usually, we decide on the weather the day before. Scotland's weather is notoriously unpredictable; there's rarely any point in making a decision less than 24 hours before.



what about you?



Me at my last brand session!

PREPARING YOURSELF

AHEAD OF THE SESSION

Before the session, make yourself feel great. Whatever works for you: a manicure, a facial, an excellent night's sleep followed by a morning's meditation... there's no wrong way to relax. Dance around your kitchen in your knickers if that's what it takes!

If you feel good, you'll take a good photo. That's a firm fact. Now is the time to really focus on a little self-care.

ON THE DAY

Try to give yourself plenty of time beforehand to ensure you're comfortable, organised and relaxed.

Take a moment to consider why you want to capture these photographs and what they'll mean to your business after.

Take a deep breath, have a cup of chamomile and relax. We've got this.

PREPARING YOURSELF

HAIR AND MAKE-UP DOS AND DONT'S

- Don't go over the top with make-up, although most make-up artists will advise you to wear a little more than you'd ordinarily wear day-to-day. A good rule of thumb is to put on about as much as you would for a fancy-ish lunch meeting. Or – and I do like this one – wear about as much make-up as you'd like to be wearing if you were to bump into an ex in the street!
- Do avoid anything shiny. Highlighters and shiny eyeshadows are not the camera's friend.
- Do get your hair touched up so that you have no roots showing; these are very difficult to Photoshop out realistically, so please don't ask me to do it!
- Do get your hair cut a few weeks before the shoot, rather than the day before. You know how your hair can look a little too "fresh" immediately after a trim? And how it looks absolutely perfect about ten days afterwards? Bear that in mind.
- Do book in to have your hair and make-up done by an expert if you're worried about doing it yourself. Those guys can work magic. I can recommend some I like to work with, just let me know.
- Above all, make sure you look like YOU. If you've never worn a scrap of makeup in your life and hate having your hair done, that's TOTALLY fine! Some of the most beautiful photos I have taken have been of make-up-less faces. Just do you.





IF YOU'RE EXPERIENCING A CASE OF THE HEEBIE-JEEBIES BEFORE THE SHOOT, THIS MIGHT HELP...

Lots of us hate being in front of the camera (I am a recovering photo-dodger) but worry not. One of my superpowers is the uncanny ability to make even the most camera-shy person feel completely comfortable. Rest assured, on the day it will end up being much less stressful than you imagine it to be. Everyone I work with comes away saying how much they enjoyed the experience.

That said, if this is a bit of an issue for you, there are a few things you can do before the session to keep the jitters at bay:

- Remember that every negative thought is just that - a thought. A wisp of a thing that is malleable and changeable. It's not set in stone and you can conquer it.
- Keep in mind why you're getting these photographs taken. Having a goal in mind will make the whole thing easier.
- Find another business owner you admire, who has fabulous photographs and put it somewhere you'll see it. They were brave enough to get in front of the camera. You can be, too.
- Get yourself fully prepared so that you're looking and feeling your best.
- Practice some positive affirmations. This might not feel like your particular cup of tea, but you'd be surprised just how effective they can be. Say them out loud to the mirror every morning for a week before your session – it could make a world of difference.

If you're really worried, then please let us know. We can catch up ahead of your session and have a chat about how to alleviate your fears.



WHAT TO WEAR

What you wear during a photo session is an important part of your photographs' overall look, feel, and longevity. Nothing dates a photo like wardrobe choices. From flares in the 70s to the shoulder pads of the late 80s, trends can be portraiture poison.

Here are some key points to consider:

- Your clothing should express your personality but not distract from the main event (you).
- Smart-casual often works best. Think lunch with your best friends.
- Make sure your clothes fit properly. They should be comfortable before anything else: if you're uncomfortable, it shows.
- Coordinate your team's outfits, but don't match. Matching outfits look stiff, awkward and weird, but coordinated outfits tie the entire photo together for a nice, cohesive look.
- Don't be afraid of colour! Try to incorporate your brand colours into your photos.
- Aim for classic items that won't date. A classic cut shirt will stand the test of time a lot better than flares or acid-wash jeans, for example.
- Accessorise if it's your thing, but don't feel you have to. Avoid anything too big or flashy (it might distract from you).
- Dress for the season and the weather. LOTS of layers in winter (thermals are your friend), cool clothes in summer, dark trousers if it's a muddy day.

Looking great

WHAT TO WEAR

- Step away from loud, busy patterns and clashing colours (leave the neons at home, avoid plaid, checks and stripes). Bright colours or dizzying prints are very distracting in photos. Simple block colours work best. (unless this point contradicts point 1 about being you - in that case, go for it!)
- Don't forget to consider shoes and socks (or wellies if required).
- If it's likely to be cold, remember to incorporate jackets into your coordinated scheme - it may end up too cold/wet to take them off during the shoot.
- Avoid logos, slogans and typeface as these never photograph well. Unless of course they're your own logo, then go for it!
- Unless it's your absolute staple favourite, steer clear of black.
- Think about texture. Floaty dresses, chunky knits, woollen scarves. These all work beautifully.
- Do you wear glasses? If they're transition please leave them at home, we want to be able to see your baby-blues.
- Don't forget to clear out your pockets! We don't need any unnatural bulges!
- Make sure clothing covers appropriately - avoid skirts that ride up or show your knickers or shirts where the buttons pop when you sit.

And finally. Don't take any of the above too seriously, of course. Consider clothing that reflects your brand personality and makes you happy. If you're a lover of neons, zig-zag - printed flares, then do your thing. I'm not the fashion police.

Looking great



WHAT TO BRING

The basics, such as a top-up of makeup, water, tissues and wipes (good for any accidental spills), are all useful to pop in your bag.

You can also bring 1-2 outfit changes. Just bear in mind that time spent changing is time we're not photographing. Ideally, opt for changing accessories - jackets, jumpers, scarves, etc. Think about quick ways that you can 'change up' your look without taking too much time.

Props! This might be your laptop, your phone, a pen and notebook or a coffee cup. What 'tools of the trade' do you use? What items are uniquely 'you'? Pop these things in a bag and bring them with you and we'll incorporate as many as we can.

If we're in studio feel free to bring a box of stuff! Ornaments, books, your favourite mug - whatever can make the space look uniquely 'you'.





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I can't recommend Rebecca highly enough! She made it so easy and relaxing. The photographs are simply stunning. So natural and beautiful, it brought tears to my eyes when I saw them for the first time!

Anna Nicol

on the day



ON THE DAY

01
On the day we'll meet at the allocated time and place.

02
I'll work through our planned list of 'shots' one by one. Either walking from location to location or changing 'steups' if we're in the studio.

03
I will talk you through exactly what to do, how to stand/sit/move – all to ensure it's never awkward or weird, and that you get the very best images from your session.

04
I will regularly show you on the back of my camera so you can see how the photographs are looking. These, of course, are not the finished images but will give you a feel for what I'm capturing. This way, I can make any necessary tweaks as we're shooting.

05
It will be relaxed and FUN! Relaxed photographs that show the 'real' you are so very important.



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Rebecca is a joy to work with, she not only got some of the best shots we had ever had, but put everyone at ease, and we all enjoyed the shoot. Great, natural, professional pictures. I usually hate photos, but really like the ones Rebecca took. I can't recommend highly enough!

Jane Morrison-Ross

The exciting bit



RECEIVING YOUR IMAGES

A few days after your session, I'll send you a link to an online gallery where you can view the images we created together. These will be PROOFS, not fully edited images. At this point, focus on the expressions/settings.

It's best to use the 'favourite' function within the gallery to narrow down the images you'd like to keep. Once you've chosen your favourite 25 let me know by email. I'll then set about retouching those images. This process usually lasts 1-2 weeks depending on my schedule. Once complete, I'll send you a digital transfer with all the sizes you'll need and I'll update the gallery so you have an easy way to view them all.

Of course, you can choose to upgrade to purchase the full gallery, though there is absolutely no pressure to do so.

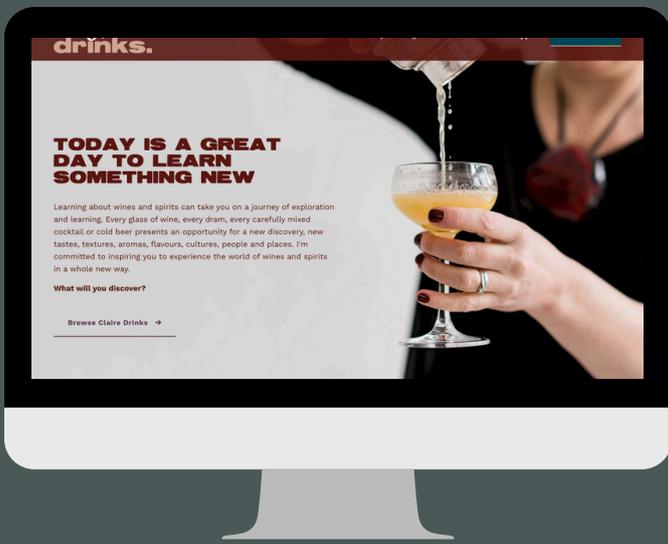


Image Sizes

When I send your photos to you, I'll send them in four (yes, FOUR) different sizes.

Google penalises your website if it's slow, and images are often the cause of a slow-loading website. By using the right size image in the right place, you can keep the Google-bots happy.

Similarly when printing or posting to social media – you've invested a lot in these photographs, you want them to look perfect!

NB - image size is measured in pixels (px).

PRINT RESOLUTION	LARGE WEB RESOLUTION	SMALL WEB RESOLUTION	SOCIAL RESOLUTION
<p>As it says on the tin. Images at this size are for printing only. Be it in a brochure, or a flyer or simply because you'd like a print. for your wall – this is the right size to use.</p> <p>SIZE: 6000 px on the longest size</p>	<p>Large web resolution is for using when the image is going to be more than half of the width of a web page.</p> <p>This is best for landscape-oriented images.</p> <p>SIZE: 1920 px on the longest side</p>	<p>Small web resolution is for using when the image is going to be less than half of the width of a web page.</p> <p>SIZE: 700 px on the longest side</p>	<p>Perfect for using on social media. I'll provide these in a normal ratio as standard, but if you'd like me to create square crops, please just ask.</p> <p>SIZE: 2048 px on the longest side</p>

If you need sizes other than this, please PLEASE get in touch. From personal experience, not all web developers know how to resize images properly, so that they still look good, but don't take up too much space on your website. I am very happy to provide bespoke sizes if you require. Images resized at source are both better quality, and a smaller size.

PRINTING YOUR DIGITAL FILES

The idea of giving you digital files is that you can print them yourself should you wish. However, since you have a lot invested in these photographs – prints from the supermarket just won't do! They are very poor quality and simply won't look as good as they are intended to be.

I highly recommend the company River and Coast (www.riverandcoast.co.uk) for all your printing needs. They are online, have fantastic customer service, are well-priced and produce very high-quality prints.



Printing yourself

Handy Checklist

AFTER BOOKING

- Deposit paid
- Contract signed
- Questionnaire completed
- Hair appointment booked
- Make-up appointment booked
-
-

WEEK BEFORE

- Haircut/nails done
- Clothes washed and ironed
- Props looked out and bag packed
-
-
-

AFTER THE SESSION

- Shout about it on social media!
- Back-up your photos
- Change your profile pictures
- Write a nice testimonial
- Recommend for rewards
-
-

2 WEEKS BEFORE

- Clothing selected
- Accessories selected
- Products/props organised
-
-
-

ON THE DAY

- Hair brush
- Water
- Snacks
- Make-up top-ups
- Props
- Changes of clothes/accessories
-

Notes

don't be stuck



I'M JUST A MESSAGE AWAY

It's very important to me that you enjoy the whole experience.

So if at any point you find yourself stuck or unsure, please get in touch so I can help. Drop me an email or a text message and I'll come right back you.

Email: hello@rebeccaholmesphotography.com

Text Message: 07970 318 566

happy?



NEXT STEPS

If you're happy with your experience with us, then I'd love to work with you again!

- Perhaps you'd like to create some film if I've not already done one for you? Video is the fastest-growing form of media.
- Maybe you'd like to keep the flow of images coming? I have pay-monthly packages to suit all sizes of business.
- If you've an event coming up please get in touch!
- Want some wonderful photographs of your family? Get in touch!

I offer some lovely incentives for people to recommend me to others, please visit rebeccaholmesphotography.com/referrals for more information.

SHOUT ABOUT IT

Recommendation is at the heart of my marketing strategy. If you liked working with me, please take a few minutes to leave reviews on Google, LinkedIn, Instagram or Facebook.

And if we've messed anything up - anything at all - I'm very sorry! Please don't be silent. Drop me an email or pick up the phone. I love receiving feedback of all kinds - it helps me learn and grow.

Thank you



I'm really looking forward to
working with you