



PERSONAL BRANDING PACKAGES

Building a "Brand" in Business has moved on from large Companies with multi million dollar budgets through to the "Solopreneurs" – the new buzzword on the streets.

A Solopreneur is a business owner who works and runs his or her business alone and is fast becoming a powerful and growing force in today's career landscape. Basically – being the master of your own destiny!

A significant part of this challenge is to build and become a recognizable "Personal Brand" – and stand out from the masses in this fast-paced Social Media Economy. And if that's not hard enough – we have to get perfect strangers to 'know, like and trust' us enough from the outset to engage with us. But first we need to INTRIGUE them!

Visual Communication with your target audience is the key and a great place to start is with eye-catching, memorable, WOW-factor imagery to carry over onto all of your social media platforms, website, press and marketing collateral.

It needs to be consistent, relatable and authentic – reflecting your personality. Are you gregarious and sociable? Do you have a Signature colour that you always wear? Do you work in an office or have a Laptop lifestyle? Are you "The Boss!"?

I'll send you a brief Questionnaire to fill out to answer questions like these - and together we will develop clever visual concepts and ideas for beautiful portraiture!

'Selfies' certainly don't cut it in the Professional arena, particularly when you are aiming for a more lucrative Client base.

That's why I have developed these Personal Branding Packages to help you kick-start your new career or re-invent and re-ignite your present Identity.

All Packages come with a Complimentary Creative Consultation so that we can get to know each other and I can get a better understanding of your goals and how and where you want to use your imagery – then we can plan, style and shoot accordingly!

I have a Little Black Book full of Hair and Make Up Artists, Stylists and with a career in the Industry spanning 20 years in Brisbane, I know some awesome Locations. I have a fully mobile Pro Studio – all to make your life easy and your Personal Branding shoot pain-free! And rest assured, I have your best interests at heart when it comes to posing by providing you with clear directions that will flatter and wow them all!



So let's connect, have a chat and start launching the Brand New You!

PERSONAL BRANDING PACKAGES



FIRST IMPRESSION

Up to 1.5hr Session \$545

- Complimentary Creative Consultation prior to the Shoot Day
- Creative or Corporate Portraits
- On location and/ or Studio to you
- Includes 5 fully Retouched High Resolution Images (Colour + BW)



TRUE PROFESSIONAL

Up to 3 hr Session \$1250

- Creative Consultation, Planning Session and Styling Guidance
- Professional HMUA - 1 hour
- On location and/ or Studio to you
- Creative and Corporate Portraits
 - Lifestyle - Business - Social Media
 - Styled Stock Library Images
- Includes 15 fully Retouched High Resolution Images (Colour + BW)





ULTIMATE VISUAL BRAND SESSION

Ready to elevate your career to the next level with a bold new image that will help you be seen and be noticed in all the right ways?

In collaboration with Personal Branding Expert Suzie Lightfoot, we have devised the Ultimate Visual Brand Package!

With over 30 years in the fashion industry, Suzie Lightfoot offers you the ultimate make-over experience that will elevate your personal brand and transform your professional style and image from head-to-toe.

Don't know what to wear or how best to represent your personal brand and image? Suzie will help you select the best outfits for your shoot that will ensure you achieve the leadership style and impact you desire.

For performance driven people who want to elevate their professional style, personal brand and image to achieve greater confidence, presence and influence!

1. **One-on-one style assessment (1hr)**
 - Discuss your professional goals and life aspirations, how you wish to represent yourself and be perceived by others.
2. **VIP Personal Styling Session (1hr)**
 - Personal wardrobe styling session to select 3 outfits that best present and defines your personal brand and leadership style.
3. **Pre-shoot Mood board, concept development & imagery strategy**
 - Translate you're your vision into a reality with the help of a visual brand mood board that conveys your brands style, direction and inspiration for the photoshoot as well as identifies what we need to capture, in what settings and for what purpose.
4. **Day of the shoot (up to 3 hrs)**
 - Have Suzie by your side to give creative direction, styling and oversee your personal brand shoot.

5. **Post Shoot** – Assistance with the selection of the best photos and images that represent your new personal brand presence and leadership style.

**Up to 4hr Session \$2650
PACKAGE INCLUDES:**

- Photographic Creative Consultation and Planning Session
- Professional HMUA – 1 hour
- On location and/ or Studio to you
- Creative and Corporate Portraits
 - Lifestyle – Business – Social Media
 - Styled Stock Library Images
- Includes 30 fully Retouched High Resolution Images – (Colour + BW)



SUZIE LIGHTFOOT
BE SEEN. BE HEARD. BE NOTICED.





THE SOCIAL PACKAGE



It's no secret that some of the best Influencer Marketers on Social Media have their images professionally taken to showcase and leverage the high ends Brands they endorse.

These aren't necessarily big expensive commercial set ups but Lifestyle and Editorial concepts planned around a certain look and style that you want to project to your Target Audience – often with short sharp inspirational messages.

Let's face it – that's pretty hard when all you have is an iPhone and a Selfie stick and the results are often disappointing and doesn't quite convey what you want to say about your Brand!

Introducing the SOCIAL PACKAGE! \$850

- Complimentary Planning Meeting to discuss your Brand, concepts, styling and advice for your Mood Board
- 2.5 hours of Photography in a variety of locations
- Can include for example - Lifestyle Portraits, at Work, Laptop Lifestyle, Exercise, Coffee and Dining Out, Shopping, Hobbies, Pets, Family, Flat Lays
- 25 Edited Web Res images ready for your Social Media!

Present your Personality and Brand online with consistent WOW factor imagery that truly engages your Clients.

STAND OUT FROM THE NOISE!

NEXT LEVEL WOW FACTOR



Hair and Make Up Artist on set for 1 hr
- \$170



Additional Digital Files (Colour + BW)
- \$65ea Or 5 Images for \$250



Wardrobe Stylist - POA.



Specialised Furniture Hire and Propping
- POA.



VIP Personal Shopping Experience with
Suzie Lightfoot - POA



Professional Profile Audit - Suzie Lightfoot
will review your professional LinkedIn
Profile and other SM platforms, offering
recommendations to refresh, update and
optimise your online presence - POA

TESTIMONIALS



When one thinks of truly great photographers in Brisbane, Leah's name is one of the very first to spring to mind. Professional, talented, creative, innovative and efficient are all adjectives I would use to describe her. When it came time to do new professional shots there was only one photographer I would entrust with such a monumental task and that was Leah. I loved her ideas for our shoot and she made it relaxing and entertaining and provided high quality images that represent me and my personal brand, in exactly the way I had expressed. She is a perfectionist who delivers nothing less than perfection.

DAMIEN ANTHONY ROSSI

- TV Presenter and
Brand Ambassador

Leah Desborough is a true professional and working with her on high profile marketing campaigns and my own Personal Branding has been a pleasure. Leah has the ability to put her clients at ease and work quickly and efficiently to tight deadlines, something that shows from her extensive media background. Leah welcomes a collaborate approach with her clients, has exceptionally transparent communication skills and is the consummate professional producing an outstanding final product. It has been with great pleasure and confidence that I can recommend her services.

CHRISTINE RUDOLPH

- Premium Property Specialist
Ray White New Farm



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