



PERSONAL + BUSINESS 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! Or perhaps an 'Influencer'...

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.

New and established Businesses across the board also need to build their Brand when launching a new website or marketing campaign or at times, reinvent their look to connect with their changing target markets.

Visual Communication with your ideal audience is the key and a great place to start is with eye-catching, creative and relatable imagery that tells your story. It needs to feel authentic and will be consistent across all of your Branding – **reflecting your Personality and that of your Business ethos.**

So what's wrong with generic Stock Library shots you may wonder? It's quick, cheap and easy isn't it...?

Well I'll tell you - it's not YOUR specific message that reflects who you are! Anyone in the world, even your direct competitors has access to those over used images and that does not instil believability for your Clients. And as for 'cheap' - exclusive use of just 1 Stock Library image can cost MORE than a whole shoot!

This is your Purpose, your Brand Equity and to differentiate from the masses, your brand look and tone, communicate and re-enforce a message and its important to be deliberately unique with this. I believe and talk in the language of Composition, Colour, Shape, Space, Line, Light and Pose, so rest assured that we will create purposeful and meaningful images to align and compliment your Brand.

'Selfies' certainly don't cut it in the Professional arena, particularly when you are aiming for a more lucrative Client base. So take control and STAND OUT!

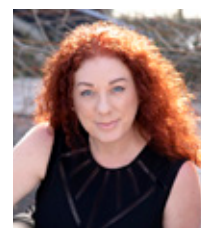
That's why I have developed these Personal and Business Branding Packages to help you kick-start your new career or re-invent and re-ignite your present Business Identity.

All Packages come with a Complimentary Creative Consultation so that we can get to know each other, brain storm mood boards and then I can get a better understanding of your Business goals and how and where you want to use your imagery.

I have a Professional Studio based just 15 mins from the City or I can bring that to your home or workplace – all to make your life easier and your Personal and Business 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... Not to mention a Little Black Book full of Hair and Make Up Artists and Stylists at your disposal.

I want you to be happy and if none of the below Packages fit like a glove, I'm always happy to tailor something special to suit your specific needs.

Let's connect and start launching the Brand New You!



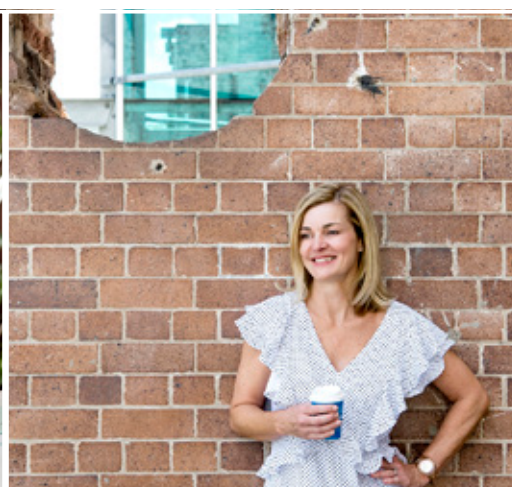
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NEVER 'JUST' A HEADSHOT...

But if that's all you need for a quick Profile or LinkedIn picture, come to the LDP Studio based just 15mins from the City for your slick Professional Portrait **\$150**

- 30min Photography session that includes
- 1 fully Retouched image High + Web resolution
- Colour + BW versions



THE SOCIAL PACKAGE

Influence with style and on trend imagery! Step away from the iPhone and let me direct you into the best light and pose for your Social Media pages.

\$295 per hour

- Includes - Photography, natural Post Production and approx 40 web resolution files
- Extras - Creative Post, Skin Retouching, High Res Files.

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FIRST IMPRESSION

Up to 1.5hr Session \$575

- Complimentary Creative Consultation prior to the Shoot Day
- Creative/ Corporate Portraits with Lifestyle/ Working shots
- On location and/ or Studio to you
- Includes 6 fully Retouched High + Web Resolution Images (Colour + BW)



TRUE PROFESSIONAL

Up to 3 hr Session \$1250

- Creative Consultation- Concept Planning Session with Mood Board Brainstorm
- Professional HMUA – 1 hour
- On location and/ or Studio to you
- Creative/ Corporate Portraits - Team Photos - Lifestyle - Business - Stock Library - Social Media
- Includes 18 fully Retouched High + Web Resolution Images (Colour + BW)



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NEXT LEVEL BUSINESS BRAND

Up to 4 hr Session **\$2800**

- Creative Consultation - Concept Planning Session with Mood Board Brainstorm
- Professional HMUA – 1 hour
- On location and/ or Studio to you
- Creative/ Corporate Portraits - Team Photos - Lifestyle - Business - Stock Library - Social Media
- Includes 30 fully Retouched High + Web Resolution Images – (Colour + BW)

Sharon Doyle - Managing Director of Interfinancial in Brisbane has recently invested in their own Brand Equity and moved away from the ubiquitous stock photo...

"Our business is built on our people - not just their technical skills and commitment to delivery, but the unique spark that our team bring to each engagement: The witty banter, the raised eyebrow, the genuine bubbling joy when we kick goals for a client.

When we last produced some collateral for our business I requested stock images because I thought this would both save us money and help prevent

the collateral from ageing if people changed (or I grew older!). And the product was good.

But it wasn't us. It didn't connect with our clients. They couldn't feel our spirit in the images - our key point of difference, our energy, our personality, our drive, our commitment. We don't use that imagery anymore - it doesn't speak to who we are.

This time we have trusted Leah to capture us the way our clients see us - real people who genuinely get a kick out of our day job. How did I ever think we could really share who we are by showing photos of someone else?"



NEED EVEN MORE WOW FACTOR?



Videography - Basic Package
30 second - 1 min video
- **\$450.00**

INCLUDES:

- Filming of Content
(for up to 3hr shoot)
- Editing
- License free Music added.
- Finished File formatted for
social media and web use.



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

Hair and Make Up Artist
on set for 2 hrs - **\$280**



Additional Digital Files
(Colour + BW) - **\$65ea**

Package of 5 Digital Files
(Colour + BW) **\$250**



Wardrobe Stylist - POA.



**Specialised Furniture Hire and
Propping - POA.**

TESTIMONIALS



Working with Leah was absolutely fantastic. Her attention to detail and ability to direct non models is second to none. She was endlessly patient, calm and professional. I absolutely love the results and have been so excited to share them through our business website and branding in recent months. We've had so much great feedback on the photos. Highly recommend!

JENNIFER JEAVONS

- *Managing Director*
Pixel Palace

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*
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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