

MAY 2021

# PERSONAL BRANDING CLIENT AND PRICING GUIDE



**ANJA POEHLMANN**

PHOTO AND FILM

---

# Content overview



About your session

Before your session

Pricing information

About me

Contact info

# **ABOUT YOUR SESSION**

---

# About your session

When was the last time you had your photo taken? I get it, it's uncomfortable. But actually, it doesn't have to be like that!



MY APPROACH  
AND STYLE

# Personal Branding Photography

Personal Branding photography sounds super fancy, doesn't it? All it means though is that we're bringing **you and your brand or business** into the spotlight.

Personal Branding sessions are more than just a portrait session - we'll look at your brand, message, purpose and value and how we can best capture those in photos.

Before we meet for your session, you'll receive a questionnaire where you'll be able to share with me what's important to you and how your business needs to be seen.





I shoot on location, wherever that is.  
My style is more documentary than anything else. A portrait session will probably never be 100% documentary, but **I document more than I pose and direct during a photography session.**



# Behind-the Scenes Films

---

A film about your business can have a lot of different names like "About me/us", "promo video" or "Behind the Scenes". In the end, they all promote your brand and business including your values, purpose and mission but through slightly different approaches and styles.

How we achieve this is by telling a story - your story. One that evokes emotions, creates a connection with your audience and leaves them so inspired that they want to work with you as soon as possible.

The aim is to cover your key messages in your tone of voice and create outputs for any channel you want to use, to reach your audience. I will help you with story-finding, script-writing, storyboarding, direction, scheduling, filming, editing, soundtrack and motion graphics.

---

## Where does my branding photo or film session take place?

I shoot on location, wherever that is. Your home, your favourite coffeeshop or your workshop.

The location for your portrait session heavily depends on whether you're looking for a personal or branding photography session. I can make suggestions on where the session should take place but ideally you'll take the lead by telling me what you want.

My style is more documentary than anything else. Where, what and how I shoot heavily depends on what you've told me you're looking for - that is where the questionnaire and consultation show their value. **The goal is authentic images for which location plays a big role.** I will document your life, your work, your hobby or just you in your favourite place to get some genuine portraits of who you are.



The photography work that Anja has produced for me have been amazing. My website has never looked better and the interest in my site has risen by 50% in just a few months because it has never been so marketable.

LEE PAYNE,  
BRUCKFEET PRODUCTIONS

client love letter

# **BEFORE YOUR SESSION**

# How to book

---

## Send a booking request

Get in touch with me so we can have a chat about what kind of session you'd like as well as where and when.

---

## Pay a deposit

You've decided you want to go ahead with the booking? Perfect. I'll send you a quote which will create an invoice to pay a deposit so I can book you into my diary.

---

## Fill out questionnaire

Let me get to know you and your business. What do you want to get out of the session?

---

## Have a chat

We can meet for coffee (Sussex area) or set up a (zoom) call to discuss your session in detail before it happens

---

# Before your session

To secure your date, a 20% deposit is required. The final payment is due 7 days before your session. Please get in touch with me, if you would like to talk about a payment plan.



PAYMENT INFO



Depending on what kind of session you're after, I will send you one or more questionnaires so I can learn more about who you are, what you're looking for, who your audience is and where/how you are planning to use the images or film.

Your answers will give me a better idea of how to create the best content for your needs.

QUESTIONNAIRE

---

# What happens during my session?

## Mini Branding

This is the budget option. Except budget sounds cheap. This is not cheap photography, it's a just shorter session. It means you'll get a good handful of professional portraits for any personal or commercial use without investing in a longer, more expensive session.

## Half-day Branding

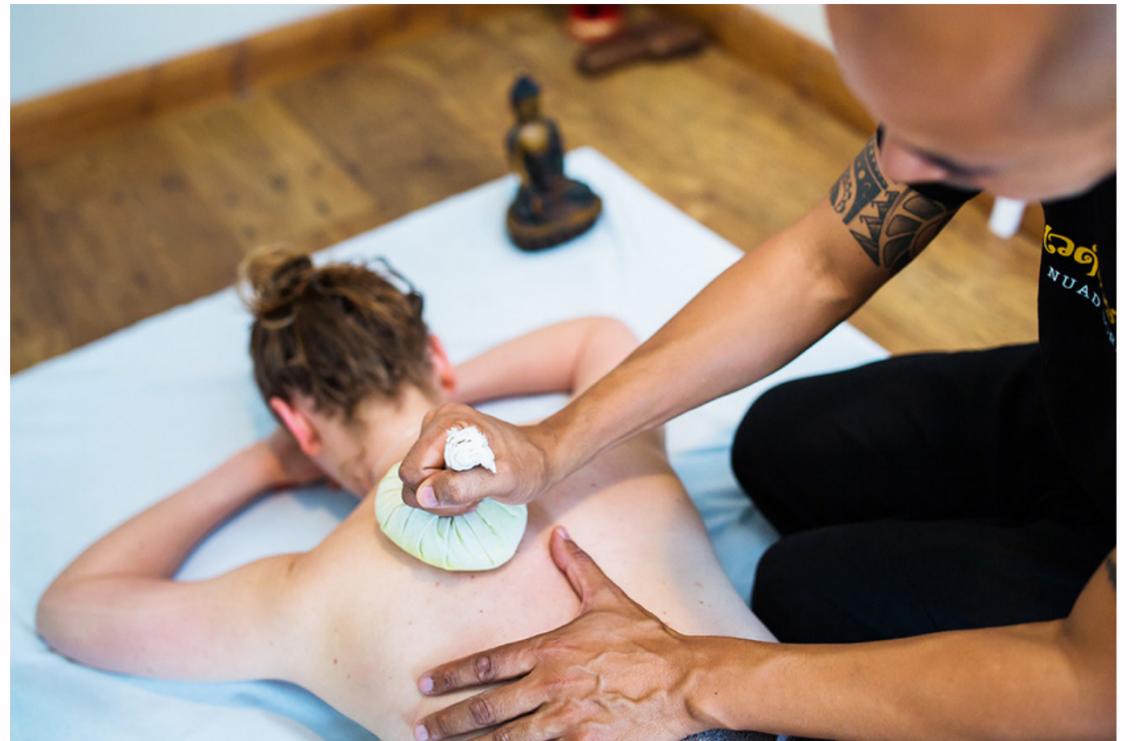
We will spend about 2-3 hours in up to 3 different locations to create images that represent you as a person and/or business. We can use props, your workspace, your products or your hobbies to create a set of images to showcase you and your personality.

## Full-day Branding

I will spend up to 6 hours with you on a location (or multiple locations) chosen by you. We can use this time however you prefer, based on what you need. This could be a mixture of portraits, environmental portraits in your workshop/workplace, product photos or you working with a client etc.

We can cover all aspects of your business to make sure you'll walk away with a set of images that represents you and your business and speaks to your audience.

---



# **PRICING INFORMATION**

# What I offer



## PHOTOGRAPHY

I offer different sessions based on your needs. Those sessions vary in length and outcome.

## FILMS

Using the power of video will give your brand or business that extra kick to set yourself apart from the crowd.

---

Anja is a very talented photographer with years of experience and creativity. Don't hesitate to book her. She's done an amazing job with my portraits and she knows how to capture my most spontaneous moments. I really admire her work and professionalism.

CHRISSA M.



client love letter

# Personal Branding Sessions

---

## FULL-DAY BRANDING

£700

- consultation/questionnaire
- up to 6-hour photo session in different locations
- 80 fully edited photos as high-res download via an online gallery
- short video clips for Social Media possible (unedited)

---

## HALF-DAY BRANDING

£400

- consultation/questionnaire
- up to 3-hour photo session at up to 3 locations
- 50+ fully edited photos as high-res download via an online gallery
- photos can be used for commercial purposes

---

## MINI BRANDING

£175

- consultation/questionnaire
- 45-minute photo session
- 10 fully edited photos as high-res download via an online gallery
- additional images can be purchased through your gallery
- photos can be used for commercial purposes

# Personal Branding Sessions

## Video add-on to your Branding Session

Want photos and video to represent your business? No problem!

Book a Personal Branding session (previous page) and add a small video package on top!

---

## VIDEO ADD-ON

£350

- available for FULL-DAY or HALF-DAY BRANDING session
- shooting time will be divided between video and photography
- 1-2min film as output, optimised for your preferred channel
- music licensing included (unless specific music requested)
- ideal for small business promo or “about me” video

# Behind-the-Scenes Film

**This is an offer specifically for your small business that needs an "About us/me" film to give insight into who you are, how you work and who you serve.**

Message me to see examples or to discuss your project and needs.

---

## BTS/ABOUT ME FILM

£750

- concept and story-finding to best present your business/service/product
- interview or script/voice over recording optional
- half day of filming on location
- 2-3min film as output
- output will be optimised for your preferred channel
- 2 revision for final video included
- music licensing included (unless specific music requested)

# ABOUT ME

# WHO AM I?



Hello.

My name is Anja and I'm a photographer and filmmaker based in Brighton, UK.

I love documenting life around me.

The images and videos I create are not just for me but the people in my life. I see this as my legacy and love knowing how much others appreciate when I capture the big as well as little moments in life.

# CONTACT INFO

# Contact Information

## **WEBSITE**

[www.anjapoehlmann.com](http://www.anjapoehlmann.com)

## **EMAIL ADDRESS**

[anja@anjapoehlmann.com](mailto:anja@anjapoehlmann.com)

## **PHONE NUMBER**

07873 501955

Let's have a chat, shall we?

---



[www.anjapoehlmann.com](http://www.anjapoehlmann.com)