

SALLY BAKER  
PHOTOGRAPHY

BRANDING  
FOR SMALL BUSINESSES



2024



## ABOUT ME

I am a **mum to two crazy, very energetic boys**, growing up so fast before my eyes. I am constantly taking pictures of them trying to capture all these amazing moments as I go along. I adore my friends and wouldn't be without my husband and family. I love my yoga and walking our black Labrador puppy in the local woods. The self-confessed geek in me also loves crosswords and jigsaw puzzles! I live in New Malden, SW London, growing up nearby.

I have been doing **family photography** for over 7 years now and I love it! They say never work with children or animals but I couldn't imagine anything more fun and rewarding. I worked in finance for 10 years but decided a few years ago to quit my job, start a family and take up one of my **biggest passions in life.....photography!** I feel lucky to be able to do something that I love. I retrained and it was the best decision that I made.

I love to capture those in-between moments that can get missed in day to day life. They should be treasured along with the big milestones but are so easily forgotten. I love to watch **families interact** and for them to take time out and just be.

Capturing people is what I am passionate about the most so including **branding photography** for small business owners was a natural progression. Being one myself, I am fully aware of the need for regular marketing and letting your client see the real you behind your brand.

# BRANDING SHOOTS FOR SMALL BUSINESSES

As well as all of my beautiful families, I also love to do **personal branding shoots for business owners**. Although a typical studio headshot may be great for some people and some professions, it is no longer the only option if you want to show the world what you look like. The rise of social media and the pressure to post regularly to your followers leaves some business owners stuck for content. This is where I come in.

They take place at a location of your choice, which doesn't necessarily have to be your work place. Social media and website content gives you the opportunity to post numerous images of yourself and **show your potential clients the real you behind your brand**.

Sometimes this can be very important. It can depend on your job, business or industry of course but I am finding more and more these days that this is what your audience wants to see. It also gives you **plenty of images for the social media monsters!**





## PRICES

Prices for my Branding sessions are very simple. I offer just one package, which should cover everything that you need. If you are after a longer or more bespoke shoot then please do let me know and I can of course give you a quote.

For just **£225** you will get the following.

- ◆ 1 hour photo shoot.
- ◆ 30 minutes travel to the shoot location from KT3.
- ◆ Selection of 30+ watermarked images to view on your own private online gallery.
- ◆ 20 digital images available to download.
- ◆ Option to purchase the remaining digital images (on top of the 20 above) for a further £100.
- ◆ Additional products available - listed on the gallery.

## **PLEASE TAKE TIME TO READ THE QUESTIONS BELOW**

### QUESTIONS - PART 1

#### **WHEN WILL I RECEIVE MY PHOTOS?**

After the shoot, please allow two weeks for the edit to be finished and your photos to be ready to be viewed on your online gallery. The gallery will then be open for a further two weeks to make your purchases or choices. All orders can be made directly through the gallery and I will detail how at the time. Once I have approved the order and payment has been made, digital images will immediately be available to download to your email. Prints and other products, should then arrive within approximately 2-4 working days.

#### **WHEN AND HOW DO I MAKE PAYMENT?**

The shoot fee of £225 is payable upon booking, the bank details are provided using my online booking system. Please note the shoot is not confirmed until payment has been made. Once you have received your gallery and chosen your purchases, payment via the gallery must then be made to fulfil your order. Please note that if you are not purchasing any of the remaining images then there is *nothing further to pay*. The shoot fee is non-refundable if the shoot is cancelled, however, if you need to postpone due to illness etc I am pretty flexible at rescheduling for another date





## QUESTIONS - PART 2

### HOW DO I BOOK A SHOOT?

Drop me an email ([sally@sallybakerphotography.com](mailto:sally@sallybakerphotography.com)) or give me a call (07799 536596) and we'll start by getting a date in the diary.

### DO YOU HAVE A BOOKING SYSTEM?

Yes, I use an online booking system so once we have secured the date I will then send you a link to a questionnaire, contract and quote. By answering the questionnaire, it not only gives me the correct details for the shoot but also a bit more personal/business info that will allow me to get the most out of the shoot for you. The contract just covers a few standard points, nothing scary I promise. The quote confirms the shoot fee and provides the bank details.

### HOW MANY PHOTOS WILL I BE ABLE TO CHOOSE FROM?

For Branding sessions I guarantee at least 30 photos from a 1 hour shoot but I usually end up with a lot more.

### I'M REALLY NERVOUS IN FRONT OF THE CAMERA, HELP?

First of all, don't worry! As you will have guessed by now, I am not a big fan of the studio, posed look so I don't ask you to get into any uncomfortable positions or do anything you don't want to do. My shoots are very relaxed and it is my job to make you feel at ease and distract you into having a good time :-). I promise you all grown ups will start the session fairly nervous but by the end they will be enjoying themselves or at least start to feel more comfortable in front of the camera.

Just remember why you are getting these photos, whether it is to showcase your products and services or to help market your business and show your clients the real you.

### WHO OWNS THE COPYRIGHT?

As in standard practice, I retain the copyright but I grant you unlimited printing rights, which means you can print them as many times as you would like but you are not allowed to sell or modify them.



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Don't forget I also shoot **Families**.

Please visit my website below for more info and brochures.

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Visit my **website** at [www.sallybakerphotography.com](http://www.sallybakerphotography.com)

**Email** me at [sally@sallybakerphotography.com](mailto:sally@sallybakerphotography.com)

Follow me on **Instagram** [@sallybakerphotography](https://www.instagram.com/sallybakerphotography)

**Call** me on [07799 536596](tel:07799536596)

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P H O T O G R A P H Y