

# Business & Product

P H O T O G R A P H Y



**IMAGE TO BRAND**

COMMERCIAL PHOTOGRAPHY

POWERFUL IMAGES FOR PROFESSIONAL IMPACT

LET'S CREATE "POWERFUL IMAGES" FOR PROFESSIONAL IMPACT.



## BUSINESS PORTRAITS

Think of your Business Portrait as your virtual business card. In the day and age where people take less than 3 seconds to decide if they'll stop and view your profile or move on, a professional portrait can be what makes the difference in capturing someone's attention.

More importantly though, a Business Portrait shows your professionalism. It tells potential clients that you're serious about your image.

By personalising your session, I am able to elevate you and your brand above your competition.

## WHY PERSONAL BRANDING?

Why do you need a personal branding session? Why not just have a series of photos taken for your business? Personal Branding is a cross between lifestyle portraits and business photography. It focuses on helping personal brands and small businesses look highly professional in their visual communications.

IMAGE TO BRAND offers a simple and effective solution by creating a library of images that foster connection with your target audience and make you stand out as the expert in your field.

Humans are wired to connect with stories. IMAGE TO BRAND helps you authentically communicate your distinct value with purposeful story telling.



# Stay Connected.

Do you regularly update your Social Media? Now you can update with regular, quality images that represent your Brand.

Social Media Brand Packages are available as 3, 6 or 12 month packages and are billed monthly to keep your costs down. Each package consists of a monthly photo session with edited images supplied ready to use on your social media pages.



Keep your social media pages fresh and looking professional!





## MY EXPERIENCE IS YOUR ADVANTAGE.

Are you someone that *HATES* having your photo taken? If you are, that's *FANTASTIC*, because I love making people feel so comfortable and relaxed that when they leave, and having seen what we've created, they have a new air of self confidence and a spring in their step!

It's the little things that make a big difference. How you hold your hands, the way your head is tilted or where the light is falling on your face are all things that can make or break a photo.

Having posed people for 28 years, I know exactly what looks good and what doesn't. I know if an image is 100% right or whether it can be done better. The last thing you want is to look awkward as people pick up on that when they view it. I want to bring your personality out for people to see before they even meet you!

Making you comfortable in my number one priority before a photo is taken. If you're comfortable, it'll show and that's what will make your photos perfect.

# But don't just take my word for it.....

 Jenna Currie recommends Image To Brand Corporate & Commercial Photography. 21 August · 🌐

Thank you so much ric, I absolutely hate photos of myself but you have done an outstanding job getting natural looking photos. Very pleased with your work and feedback from clients has been great.



"We have worked with Ric for many years now and he continues to deliver high quality photographs for our corporate profile. Ric is extremely accommodating, always willing to raise the bar and makes our team feel comfortable and at ease. Not only is he talented, but a genuine and great guy to do business with".

–Rose Grgic – Harcourts Real Estate North Geelong



Ric is absolutely terrific to work with. Not only is he a true professional but his friendly personality makes the photo shoot fun and easy to do, even when you're not experienced with getting your photo taken. Also, the pictures he takes are great quality and are suitable for many applications – from head shots to glossy magazine covers! So it's a no-brainer when it comes to selecting a corporate photographer in Geelong! Love your work, Ric!

– Allyson Stepien – everheal



**Colin Kynoch**  
Founder & Principal of  
Securus Business  
Consulting. Business  
Consultant | Strategic  
Analyst

The proof is in the pudding. I went to Ric to organise a Corporate Portrait. Ric made me feel very comfortable and at ease, and has given me a great selection of Corporate Portraits. If you want to make sure that your corporate image is highly professional, then Ric is the photographer to make that happen.

# About Me

Hi, my name is Ric and I want to learn about your business. I'm an internationally awarded photographer and in the last 29 years I've won Gold, Silver and Judges Choice Awards in the United Kingdom, the United States & Australia. I was also named as one of the Top 50 photographers in Australia and in the Top 15 in Victoria. To date, I have been awarded 28 times for my work in the photographic industry.

Rest assured that when you book with IMAGE TO BRAND Photography, I will be the only person you will be dealing with. I pride myself on personalised, one to one service with fast turn around times. I work with you to deliver images that make people stop and look.

During my personalised consultation, I'll be talking to you about what it is that you do and what you need. This will allow me to tailor the photos and make suggestions for what will best suit your business.



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# YOUR INVESTMENT

	BUSINESS PORTRAIT \$390	BRANDING SESSION \$690	SOCIAL MEDIA MONTHLY PACKAGE \$690*
BUSINESS HEADSHOT	INCLUDED	INCLUDED	INCLUDED
• LENGTH OF SESSION	APPROX. 1 HR	APPROX. 2 HRS	APPROX. 2 HRS MONTH
• LOCATIONS	1	3	YOUR CHOICE
• OUTFIT CHANGES	2	3	UNLIMITED
• PERSONALISED BUSINESS CONSULTATION		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
• HIGH RES FILES.	2	10	50
• SOCIAL MEDIA READY FILES	2	10	50
• NUMBER OF FULLY RETOUCHE MAGES.	2	10	20 PER MONTH
• PASSWORD PROTECTED ONLINE GALLERY	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
• TEAM / GROUP PHOTOS		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
• MONTHLY PAYMENT PLAN			<input checked="" type="checkbox"/>
• 3, 6 OR 12 MONTH PACKAGE			<input checked="" type="checkbox"/>
• ALL PRICES INCLUDE GST			

\* MINIMUM CONTRACT IS 3 MONTHS BILLED ONE MONTH IN ADVANCE.





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