

# PERSONAL BRANDING STORYTELLING

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**FELICIA RULE**  
PHOTOGRAPHY

BOLD. FASHIONABLE. SOPHISTICATED

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I AM HERE TO CREATE VISUAL IMAGES THAT REPRESENT YOUR BRAND

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When it comes to Personal Branding, I take a great amount of pride in capturing your best natural features, your strength, and your essence. My approach to photography is natural and relationship-oriented; I love to get to know my clients before putting them in front of the lens. I want to hear all about your story - both personal and professional - so I can tell it in light and color.

My goal is to create portraits that say something meaningful about you. Are you an actor? A business professional?

A model? With 12 years of experience capturing headshots, I feel confident in my ability to craft a series of images that truly say something about who you are and your Business goals. My portraits have been described as Bold, vibrant, and versatile.



# PRICING

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## PRICING & TERMS

I begin all Personal Branding bookings with a free 35 minute consultation (either in-person or over video chat) to learn more about your goals and suggest ideas. If you decide to move forward, I will deliver a Pinterest vision board based on what we discussed in the consultation. This board will serve as the final vision and direction for the shoot, and include wardrobe, makeup, and posing ideas.

A few weeks before the shoot, we will meet again to make sure your vision is solidified. I want to make sure we get the right shots for your needs, be they for social media posts, a personal website, or press materials. You'll be able to reach me any time throughout this process if you have questions or ideas!

My pricing for Personal Branding includes the following:

- 2 in-person or video chat style consultations with you
- Pinterest inspiration board for style direction
- 2-3 hours of photography services
- Art direction to ensure everything stays on-brand for you
- Commercial use rights to all final images Selected \$150 Each Image

**\$550 per day**

50% deposit due at booking





## HOW TO BOOK

Getting creative with my clients is a huge part of what I love so much about what I do! Once you decide you want to book, we'll get together over a cup of coffee or glass of wine and talk about everything—from your brand vision to trends in styled photography. I am 100% here to help you create a set of dream images for your personal marketing.

I encourage you to ask questions, give ideas, and play a hands-on role in the planning process. After all, it's the pooling of our creative minds that generates such incredible results! The following is a list of ways to get ahold of me. I'm available mornings, afternoons, and evenings most days of the week. Can't wait to chat!

REACH ME ANY TIME, ANY WAY

### EMAIL

[feliciarule@gmail.com](mailto:feliciarule@gmail.com)

### CELL

916.429.5244 (TEXT OK)