



# PERSONAL BRANDING

BY TOPTIA PHOTOGRAPHY





GRAPHIC DESIGNER  
Ginza On-Location Session



# WELCOME

Personal brand photography is the art of using high-quality images to tell the story of your brand. Using photos to market and advertise your brand not only positions you as an expert in your field but it gives your clients and audience a more authentic brand experience. Whether you're a coach, online entrepreneur, influencer or speaker, beautiful, professional photography can really take your branding to the next level.

We would love the opportunity to assist you with your personal brand photography by offering you a professional, customized photo session that brings every aspect of your brand to life. Not only will we help you create a visual version of your branding message but we'll also create a photo experience that will leave you feeling great. Your brand photography will draw clients in and give them a reason to choose you.

We look forward to working with you and bringing your vision to life.





# HOW A PERSONAL BRANDING SESSION IS DIFFERENT THAN A HEADSHOT SESSION

Personal branding photography is a relatively new aspect of visual branding, with savvy business owners jumping on board to take their branding to the next level. A personal branding photography session differs from a typical headshot/portrait session in several ways.

With headshots, the focus is simply you, usually shot from the waist up. Headshots are incorporated into personal branding sessions, but we don't stop there. We delve deep into not just who you are visually, but telling the story of what you do and why you do it via detail shots, lifestyle shots, photos of you in action, you with your products, etc.

The possibilities are endless and each session is customized to best reflect the type of business you run and the message you wish to convey about your brand through images.





TECH CONSULTANT  
Roppongi Branding Session





These sessions are more customized than a headshot session, so there are lots of factors to consider including the location(s), outfits, branding colors your brand messaging, etc. Therefore, our pre-shoot experience will be more involved and in depth in the pre-planning stages. We help you decide how to best translate your brand into images that you can use on social media, your website and in advertising. Each brand is different and each session is personalized.

These sessions also differ from our regular sessions in that we include the digital files. You will end up investing more into this type of session than you would with a headshot session, simply because you're getting a wider variety of images, and more time spent with planning, consulting, and finally, shooting. With these images the end goal is to help you be more profitable in your business, so think of these images as a true investment in your brand.

We are happy to set up customer recurring packages based on what you need for your business.



# IS A PERSONAL BRANDING SESSION RIGHT FOR YOU?

How do you know if you need a personal branding session?

You should consider a personal branding session:

- If you own any kind of business.
- If you are the face of your brand and it is important for people to connect with you.
- If you wish to take your business to the next level by stepping up your visual branding.
- If you want your ads to look fresh, polished and professional







CULTURAL TRAINER  
Aoyama branding Session



# HOW WE WORK

## **Booking Your Photo Session**

It's always best to book your photo session in advance, especially if you are working towards a specific deadline. It's also important to take the time required for photo selection and editing into account when booking your personal branding session.

## **The Brainstorming Session**

Once you've set a date for your photo session, we can begin brainstorming ideas. The photos from your personal branding session are very multi-purpose. They can be used for your website, promotional materials, blogs, ads, social media, headers, banners and more. That's why planning and analyzing is so important. Knowing where and how you want to use your images will help us understand whether you'll require vertical, horizontal or square images for instagram. If you will want to use text across any of your images, please let us know so that we can plan the image backgrounds accordingly.

## **Your Brand Description**

We ask that you come up with a brief but detailed description of your brand and what it stands for so that we can find ways to bring this across in your images. If there are specific colors that you would like to incorporate, please let us know.

Our goal is to paint the perfect picture of what it is you do, and what sets you apart from your competition. These images will provide an important glimpse into what it would be like to work with you.



# PRIOR TO YOUR SESSION

Confirm any hair and makeup appointments and confirm the address one week prior to your session. If you will be coloring your hair, this is the time to do it. The day before your session we ask that you prepare your outfits, ensuring that they're steamed, pressed and on hangers.

If you want to look great in your photos, make sure you are well hydrated on the day prior and be sure to go to bed early so you will look and feel well rested.



# THE DAY OF THE SESSION

Now it's all about relaxing and enjoying the experience. We will direct you on how to pose and ensure that you get the best possible shots.

We'll take a mix of lifestyle images and headshots to give your audience a better view of what you do on a daily basis. We'll also take some behind the scenes shots for a more personal view of what it's like to work with you.







## EDITING

After the shoot we will spend time sorting through all of the photos, deleting any photos that didn't work out. Once we've done this we will set up a meeting to view our top tier images. These will have light edits to them so they may or may not be the final images. We will get rid of any small imperfections and ensure that the color looks amazing. If you have any specific editing requests, please let us know.

## SELECTING YOUR IMAGES

While some of our print packages do come with a specific number of images, there is always the option to purchase additional shots if you would like to use extra photos. It's best to choose a good mix of images so that you have a little bit of everything available to you. We are always happy to assist you with this process if need be.



# 5 TYPES OF IMAGES TO CONSIDER FOR YOUR BRAND

## A HEADSHOT

Something that solely focuses on your expression and personality



## AN ENVIRONMENTAL PORTRAIT

Show the environment you operate in. These are the most informative types of images for your brand.



## IN ACTION PHOTOS

How do you work? Are you presenting, teaching yoga, coding, holding virtual meetings? Show us you in action!



## A HALF-BODY PORTRAIT

These give your audiences more information about who you and your brand are.



## A "TOOLS" PHOTO

Coffee cups, laptops, guitars, cooking utensils, etc. What are your go-to tools? These are great for blog posts and social media.



# CHOOSING A LOCATION

Before you start considering locations for your session, take the time to think about what your average day looks like. Remember that you want to give potential clients and audience a look at a day in your life so your photos need to tell that story. You may even find that you don't need to look very hard or far for the perfect location either as your office or backyard might be all you need.

Using props to bring your workspace to life is a simple way to create a great setting for your shoot. Consider some of the coffee shops, hotels, studios or co-working spaces in your area for ideas. Always opt for a location with as much natural light as possible as this makes for the best shots.









# WHAT TO WEAR: CHOOSING THE PERFECT OUTFIT

Your outfit will make a huge difference to your photos so choose something that suits your personality and your brand. There is no need to spend a fortune on clothes either. Make sure your clothes suit your body type and fit well. Simpler is better but feel free to add a pop of color to add some personality and flair. Keep your skin tone and hair in mind when choosing an outfit as contrasting colors make for some of the best photos. Want to see what you might look like in photos in a certain outfit? Take a few selfies to decide what works and what doesn't.

## **Tips for the Ladies**

- Avoid baggy clothing
- Stay away from clothing with logos and wording
- Don't wear intense colors or busy prints
- Choose the right undergarments

## **Tips for the Men**

- Avoid wearing any items with logos or wording unless it's part of your branding.
- If you are wearing a suit, it should be tailored
- Your shirt should be fitting. Clothing that's too big adds weight so opt go for something that's slightly smaller to avoid the sloppy look
- A tie isn't always necessary but bring one along anyway
- Ensure that your undershirt is not visible

## **Hair and Makeup**

If you really want to make your photos stand out, we suggest you have a professional assist you with your hair and makeup. Opt for a hairstyle that adds body and volume to your hair. Extensions can be used if necessary or desired.





LUXURY SERVICE  
Toranomom Session



FASHION DESIGNER  
Shinjuku Branding Session







# PRICING

## PACKAGE ONE ¥50,000

This starter package involves 3 of the 5 different styles of branding images. We'll have around a 90-minute session, most likely at 1 location in a public venue such as a park or city street area. This option comes with 1 complimentary digital image and complimentary Hair and Makeup Services. Once our official collection is shared, digital images are purchasable at collections starting at ¥200,000 or ¥30,000 per photo.

## PACKAGE TWO ¥100,000

This photo package includes all five must-have styles of branding images. We'll have around a 90-minute session, shooting at your choice of 2 public locations or rent a space that best captures your brand. These spaces are most likely members-only co-working spaces throughout the Tokyo area. This option comes with 2 complimentary digital images and complimentary Hair and Makeup Services. Once our official collection is shared, digital images are purchasable at collections starting at ¥200,000 or ¥30,000 per photo.

## PACKAGE THREE ¥150,000

The full Monty! Our session will be between 3 to 4 hours long at a high-end rented space that really boosts the look of your brand. These spaces range from more prestigious members-only co-working spaces or executive apartments throughout the Tokyo area. We'll also have my lovely assistant present with us for the duration of the session. This option comes with 3 complimentary digital images and complimentary Hair and Makeup Services. Once our official collection is shared, digital images are purchasable at collections starting at ¥200,000 or ¥30,000 per photo.



# SHOWCASE



## REVEAL BOXES

White & black leather collection



## LEATHER POUCHES

Suede leather in a legacy box



## STORYBOOK ALBUM

Leather binding with washi paper



## WALL ART

Matted prints at custom sizes





---

# PRODUCT MENU

## & PRICING GUIDE

---

### COLLECTIONS

**400,000**  
thirty portraits

**300,000**  
twenty portraits

**200,000**  
ten portraits

+ 100,000 for every 10-image bundles on top of 30-image collection  
Retainer payments are credited to all collections  
30,000 for a la carte images

---

### WALL PORTRAITS

A matted print or leather canvas portrait to  
hang on your wall.

Complimentary framing

**24 x 36 ..... 340,000**

**16 x 24 ..... 200,000**

**11 x 16 ..... 120,000**

**8 x 12 ..... 85,000**

\*For larger sizes, please inquire for a quote.

---

### BLACK LABEL COLLECTION

25-Double Matted 11x14" prints collection +  
16 x 24" Wall Enlargement + Complimentary Photo  
Session

**520,000**

---









# PERSONAL BRANDING

## TOPTIA PHOTOGRAPHY

Shinjuku • Kawaguchi

[tia@toptia.com](mailto:tia@toptia.com)

(090) 4943-7164

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