



changing the face
of business.

THE INFLUENCER SERIES (LIGHT) - IN STUDIO





TAILORED VISUAL COMMUNICATION

A portrait is a conversation. And the best conversations are dynamic – a blend of 'give and take' (push & pull) that generates an 'engaged tension'. Interestingly though, when the portrait session is over, the images are only half finished. The second half takes place in the viewers' minds.

The human brain is an interpreting machine. We know this from evolutionary biology. So we frame an experience in which the viewer becomes 'co-creator' of the encounter. Challenging the viewer to participate... to collaborate... allows them to engage with you in a way that fosters familiarity, connection and influence.

We begin by considering the relationship between you, your audience, and the desired outcome

- Who is your audience?
- What do they need to understand?
- What qualities would you most like to portray?
- Are you upholding long-standing traditions within your industry?
- Or are you breaking down walls?

Through a series of simple visual cues, Jason shows you how to evoke the qualities and values your business is founded on; effectively increasing profit by maximising trust.





REAL PEOPLE. REAL IMPACT. EVERY TIME.

Being photographed is outside most people's comfort zone. Our process that takes all that away, delivering incredible results every single time.

Jason's **A.C.E.** process (Angle - Connection - Expression) is a gradual, layering process that teases out an honest and authentic result.

- 1. Angle** - Discover your most natural and flattering position & posture, refined for the camera's perspective.
- 2. Connection** - Realise how to transmit 'through the camera' to connect with the viewer in a powerful, compelling way.
- 3. Expression** - Develop a nuanced, complex range of expression that engages your audience.

With **clear, simple, and precise direction** every step of the way, Jason shows you how to *do* confident, approachable, trustworthy and all the other valuable qualities you want to portray.

And with **continuous, instant feedback** on the computer monitor, there's no mystery. This removes the pressure of wondering if you're getting it right; allows us to take stock along the way; and gives you more confidence allowing us to fine-tune your message.





IMPACT + INFLUENCE + INSPIRE

You make meaning by interacting with your world. Nothing lives in a vacuum... and neither do our images. They are a collaboration in the truest sense and we create them with that in mind.

Because when someone pauses... lingers for just a fraction of a second more... you've gotten their attention. And that attention is the most valuable commodity of all.

If we expect people to give us their attention, then it's our responsibility to show them something worthy of their attention – something candid and familiar... something they can relate to. We gain trust by giving trust. Tap into the deep well of human interaction and allow yourself to truly be seen with honesty and authenticity.

If your goal is to...

- + create a powerful, meaningful connection...
- + give your audience the chance to identify with you (not merely recognise you)...
- + embrace the process of self-expression AND self-discovery.

...then maybe you're ready.

The Influencer Series is ideal for visually establishing yourself as an unparalleled authority.



THE INFLUENCER SERIES *light* - IN STUDIO

INFLUENCER SERIES (LIGHT) - IN STUDIO SESSION INCLUDES:

- **Pre-shoot consult** to get the objectives aligned and on point
- **2-hour session** with portrait specialist, Jason Malouin
- **Precise direction** throughout the entire session
- **Real-time feedback** allowing us to fine-tune the results as we go
- **Incredible range** and diversity of self-expression
- **Customised for flexibility** and ease of use across all media and collateral
- **Private, online gallery** to select your winning shots
- **5 final 'Hero' images** giving you a beautifully dynamic range of images retouched for authenticity and integrity by world-class professionals

Plus:

- A batch of unretouched, low res 'Selects' to use for social/ blogs etc.
- Images in High and Low Resolution - Ready To Use for Print and Web.
- BONUS - Our favourite 'Creative Crops' for maximum impact

Starting at \$1995*

Hair and Makeup Option: \$250pp
Professional wardrobe styling available

