

EZEKIEL E.

SERVICE & INVESTMENT GUIDE



WELCOME



Your image should do more than show what you look like. It should help people remember you.

Hi Starla,

Thank you so much for reaching out, and please thank Samantha for thinking of me. I'm happy she sent you my way!

I'd love the opportunity to help you create the portraits for your upcoming pageant. Congratulations on participating! August gives us plenty of time to plan a session that captures the look and confidence you want to present.

Rather than simply creating a headshot

and full-body portrait, my goal is to create a small collection of images that reflect your personality and present you at your very best. That way, you'll have images not only for the pageant, but also for social media, announcements, and future opportunities.

I've attached my investment menu for you to review. Once you've had a chance to look through it, I'd be happy to answer any questions and help you choose the collection that best fits what you need for the pageant.

I look forward to hearing from you!

Warmly,

Erik Esparza

PORTRAIT INVESTMENT GUIDE



PERSONAL BRANDING PORTRAITS FOR MAY WEST & ASSOCIATES

Your image should do more than introduce you.
It should leave an impression.

These sessions are designed for professionals who want imagery that feels natural, elevated, and distinctive. The goal is not simply to create flattering portraits, but to create a visual presence that feels aligned with who you are and memorable to the people you want to reach.



INVESTMENT MENU

A session built around the impression you want to leave

01 | THE SIGNATURE

A refined portrait session for professionals who need a polished, natural update.

This session is ideal for creating a small collection of strong, elevated images that move beyond the feel of a traditional headshot while keeping the experience simple and focused.

BEST SUITED FOR:

Updated profile imagery / Conference and networking use / A polished personal refresh / Professionals who need a few exceptional images

\$650

INCLUDES

Pre-Session Planning Call

Concept Direction Based on Your Personality and Brand Presence

1 Location

1 Hour

One Wardrobe Look (*Second Look if Time Allots*)

Guided Portrait Session

Proof Gallery / 8 final Retouched Images

Commercial Usage for Self-Promotion & Business Marketing

02 | THE DISTINCTIVE

Most Popular

A strategic lifestyle portrait experience designed to help you stand apart.

This is the best fit for professionals who want more than an updated photo. It is designed to create a cohesive set of images that feel warm, memorable, and visually set apart from what is commonly seen in your industry.

BEST SUITED FOR:

Personal brand growth / Website and social media refresh / Conference, networking, and speaking visibility / Professionals ready to move beyond a generic portrait / Building a more distinctive visual Identity

\$1,250

INCLUDES

Discovery & Planning Consultation

Creative Concept Development Based on Your Personality, Audience, & Brand Goals

Wardrobe and Location Guidance

2 Locations or One Layered Setting

Up to Three Wardrobe Looks

Guided Lifestyle Portrait Session With Movement and Expression Coaching

Proof Gallery / 20 Edited Images / Vertical and Horizontal Image Variety for Multiple Platforms

Commercial Usage for Self-Promotion and Business Marketing

03 | THE PERSONAL BRAND STORY

A premium portrait experience for professionals who want a fuller visual library with greater depth and range.

This session is built for those who want to create a more complete and enduring brand image library. It allows space for multiple looks, richer storytelling, and a more expansive collection of images for long-term use.

BEST SUITED FOR:

Full website refresh / Long-term brand visibility / multiple campaigns or launches / a more expansive content library / professionals who want greater depth, variety, and flexibility

\$1,950

INCLUDES

Extended Strategy Consultation

Detailed Creative Direction Around Brand Identity

Multiple Location Planning / Up to 4 Outfits

Extended Lifestyle & Portrait Session

Proof Gallery for Selections

40 Final Retouched Images

Wider Mix of Portraits, Environmental Imagery, Detail-Driven Frames, & Storytelling Compositions

Priority Editing Turnaround / Commercial Usage for Self-Promotion and Business Marketing

ADD-ON OPTIONS

Additional Edited Images	\$75 each
10-image add-on bundle:	\$600
Rush turnaround:	\$250
Additional location:	\$200
Additional outfit and coverage time:	\$200
Short-form brand video add-on: starting at	\$450



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