



PERSONAL BRANDING CONTENT PROPOSAL

Photos + Reel Content Designed to Keep Your Personal Brand Visible

Flexible personal-branding content services for entrepreneurs, executives, speakers, creators and professionals. Packages may be booked as a **one-time service** when you need fresh content or selected as a **monthly subscription** for ongoing consistency.

FLEXIBLE BOOKING OPTIONS

ONE-TIME SERVICE: Book any package for a single photoshoot and content recording session with no monthly commitment.

MONTHLY SUBSCRIPTION: Select the same package on a recurring monthly basis to maintain a consistent library of fresh personal-brand photos and reel content.

OPTION A - CAPTURE ONLY | NO REEL EDITING

BRAND STARTER

\$400 per session / month

4 reel concepts | 1-hour session

Includes:

- Personal branding photo capture
- Digital photo gallery
- Vertical reel/video content recording
- Multiple looks or content setups as time allows
- Organized digital delivery
- Houston-area travel allowance included within approximately 25 miles

No reel editing included.

BRAND BUILDER

\$600 per session / month

Up to 6 reel concepts | 2-hour session

Includes:

- Personal branding photo capture
- Digital photo gallery
- Vertical reel/video content recording
- Multiple looks or content setups as time allows
- Organized digital delivery
- Houston-area travel allowance included within approximately 25 miles

No reel editing included.

BRAND PRESENCE

\$900 per session / month

Up to 10 reel concepts | Up to 4-hour session

Includes:

- Personal branding photo capture
- Digital photo gallery
- Vertical reel/video content recording
- Multiple looks or content setups as time allows
- Organized digital delivery
- Houston-area travel allowance included within approximately 25 miles

No reel editing included.

Capture Only is ideal for clients who edit their own content, work with another editor or simply need fresh personal-brand photos and organized short-form video clips.



OPTION B - CAPTURE + REEL EDITING

BRAND STARTER + EDIT

\$650 per session / month

4 edited reels | 1-hour session

Includes:

- Personal branding photo capture
- Digital photo gallery
- Vertical reel/video content recording
- Multiple looks or content setups as time allows
- Organized digital delivery
- Edited social-media-ready vertical reels
- Music, basic text and branded elements as applicable
- On-screen captions when applicable
- One round of minor revisions
- Houston-area travel allowance included within approximately 25 miles

Reel editing included.

BRAND BUILDER + EDIT

\$850 per session / month

Up to 6 edited reels | 2-hour session

Includes:

- Personal branding photo capture
- Digital photo gallery
- Vertical reel/video content recording
- Multiple looks or content setups as time allows
- Organized digital delivery
- Edited social-media-ready vertical reels
- Music, basic text and branded elements as applicable
- On-screen captions when applicable
- One round of minor revisions
- Houston-area travel allowance included within approximately 25 miles

Reel editing included.

BRAND PRESENCE + EDIT

\$1,200 per session / month

Up to 10 edited reels | Up to 4-hour session

Includes:

- Personal branding photo capture
- Digital photo gallery
- Vertical reel/video content recording
- Multiple looks or content setups as time allows
- Organized digital delivery
- Edited social-media-ready vertical reels
- Music, basic text and branded elements as applicable
- On-screen captions when applicable
- One round of minor revisions
- Houston-area travel allowance included within approximately 25 miles

Reel editing included.

Capture + Editing is ideal for clients who want fresh branding photos plus polished, social-media-ready reels from the same session.

HOW TO BOOK

- **One-Time:** Choose the package that fits your immediate content need, reserve the session and receive the selected deliverables without an ongoing commitment.
- **Monthly:** Choose a recurring package and reserve one personal-brand content session per billing month.
- **Plan:** Share priorities, talking points, promotions, wardrobe ideas and content goals before the session.
- **Capture:** Photos and reel footage are recorded during the selected 1-, 2- or up-to-4-hour session.
- **Edit:** Editing packages include the selected number of finished reels with captions when applicable, music, basic text and branding.



PACKAGE DETAILS & SERVICE TERMS

PERSONAL BRANDING USE

Services are intended for individual personal-brand content such as professional visibility, thought leadership, speaking, entrepreneurship, lifestyle branding, educational content and social media presence. Commercial campaigns, large teams, event coverage, product campaigns or multi-person productions may require a separate quote.

ONE-TIME SERVICE TERMS

Any listed package may be booked as a one-time service. One-time bookings do not require an ongoing monthly commitment. A signed service agreement and required payment/retainer reserve the selected date. Future sessions may be booked separately based on availability.

MONTHLY SUBSCRIPTION TERMS

Monthly subscriptions are billed in advance and reserve one personal-brand content session per billing month. Unused recording time, reel quantities or sessions do not automatically roll over unless agreed to in writing. Rescheduling is subject to availability and the service agreement.

PHOTO DELIVERY

Photo coverage focuses on natural personal-brand captures created during the scheduled session. Digital gallery access is included. Advanced retouching, skin retouching, detailed image manipulation or extensive color work is not included unless quoted separately.

REEL COUNT & SESSION TIME

Packages begin at 4 reels/reel concepts with a 1-hour minimum session and scale up to a maximum of 10 reels/reel concepts and up to 4 hours of recording coverage.

EDITING TURNAROUND

For Capture + Editing packages, standard reel turnaround is up to 7 business days after the session and receipt of required branding assets, instructions or approvals. Rush delivery may be available for an additional fee.

TRAVEL

Package pricing includes a \$50 Houston-area travel allowance within approximately 25 miles of Crystalline Productions' standard service area. Extended travel, parking, tolls, studio rentals, venue fees or special access requirements are additional when applicable.

ONE-TIME OR MONTHLY
Capture Only: \$400-\$900

ONE-TIME OR MONTHLY
Capture + Editing: \$650-\$1,200

Crystalline Productions
Personal Branding | Event Capture | Video | Content Creation
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