

# MENA PHOTOGRAPHY CLIENT GUIDE

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[www.menaphotography.co.uk](http://www.menaphotography.co.uk)

**MENA**  
*PHOTOGRAPHY*

WELCOME

At MENA Photography, we understand that planning a headshot/branding photoshoot can feel overwhelming, especially if it's your first time. This guide is designed to make the process clear, stress-free, and enjoyable from start to finish.

Whether you're here to refresh your online presence, build a portfolio, or enhance your marketing materials, you're in the right place. Below, you'll find a detailed overview of the photoshoot process, helpful tips, and answers to frequently asked questions.

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# MEET YOUR PHOTOGRAPHER

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## **Marlena Kowalczyk**

*Headshot & Branding Portrait Photographer*

✉ [mena.photography.uk@gmail.com](mailto:mena.photography.uk@gmail.com)

Meet Marlena, the photographer behind MENA Photography, where each photograph tells a story.

With extensive experience, Marlena specialises in crafting visual narratives that resonate across various platforms. She has collaborated with diverse clients to develop impactful marketing campaigns, adapting her photography style to meet unique project needs in today's dynamic marketing landscape. Exploring Marlena's portfolio reveals her artistic vision and professionalism, with work featured in printed media outlets, business websites and other marketing materials.

Marlena's client-centred approach is at the heart of her work. Clients often remark on how comfortable they feel during a photoshoot. She is known for her ability to create a warm, supportive atmosphere that puts those in front of her lens at ease. Whether it's coaching a novice model on how to pose or encouraging business professionals to share their stories, Marlena's personable approach ensures that the results are both natural and engaging.

We'd love to hear from you! If you have any questions or would like to receive our pricing guide, please feel free to get in touch.



# OUR PROCESS

01

## Initial Inquiry

Browse our website to learn about our services, explore our portfolio, and ensure we're the right fit for your branding needs. Feel free to reach out with any questions about collections, pricing, or availability.

02

## Booking Your Session

Once you're ready to move forward, we'll confirm availability and provide an invoice for the required deposit. All services are invoiced, so you can include the photoshoot as a business expense.

03

## Pre-Shoot Consultation

After booking, we'll schedule a 30-minute Zoom call to discuss your goals, branding style, and any specific requirements. During this call, we'll also guide you through preparation tips, including wardrobe, styling, and what to expect on the day.

04

## Preparing for the Session

To ensure the best results, take time to prepare:  
Wardrobe: Bring a selection of outfits that align with your brand's tone.  
Styling: Neutral tones and minimal patterns are timeless. Consider hiring professional hair and makeup services.

05

## Photoshoot Day

Arrive on time, and we'll handle the rest. Our relaxed atmosphere, posing guidance, and attention to lighting and body language ensure your confidence shines through. The remaining balance is due on the photoshoot day, payable via bank transfer or cash.

06

## Selection & Delivery

After the shoot, you'll receive a watermarked preview gallery to choose your favourite images for retouching. Within seven business days, your final images will be delivered via secure file transfer, provided in two formats: online use and print-ready.





# COLLECTIONS

Whether you need a few standout images or a complete portfolio, our collections are tailored to meet your branding goals. Each session includes professional guidance, expert retouching, and versatile images ready for both online and print use. With a focus on quality, variety, and timeless appeal, we help you create portraits that elevate your brand and resonate with your audience.

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- ## 01 Essentials Collection

**£290 | 3 Portraits | Up to 45 Minutes**

Perfect for those who need a few high-impact images, the Essentials Collection provides timeless portraits that capture your professionalism and personality.

  - Ideal for: Quick updates to your website, LinkedIn, or social media.
  - Designed for efficiency: This compact session is great if you're short on time but still need high-quality images tailored to your brand.
- ## 02 Signature Collection

**£480 | 6 Portraits | Up to 90 Minutes**

The Signature Collection is perfect for creating a versatile selection of branding portraits that suit multiple uses and platforms.

  - Ideal for: Small business owners, entrepreneurs, and professionals building their online presence.
  - This session allows us to explore multiple angles and settings, capturing the depth of your personality and brand.
- ## 03 Premium Collection

**£630 | 9 Portraits | Up to 2.5 Hours**

The Premium Collection is your all-in-one solution for building a comprehensive visual identity across various marketing materials.

  - Ideal for: Professionals or teams seeking an extensive, cohesive branding library.
  - Tailored for your brand.



# FAQ

## **1. What should I wear for my session?**

Choose outfits that reflect your personal or professional brand. Neutral tones and simple patterns work well, as they keep the focus on you. Bringing multiple outfits is recommended to add variety to your portraits.

## **2. I've never been photographed professionally. How will I know how to pose?**

No need to worry! During the session, we provide clear and friendly guidance on posing, posture, and expressions to ensure you look natural, confident, and professional.

## **3. What if I feel nervous about being photographed?**

Feeling nervous is completely normal, and we're here to help! Our sessions are designed to be relaxed and enjoyable, so you'll quickly feel at ease in front of the camera.

## **4. Can we include my workspace or specific branding elements in the photos?**

Absolutely! If you'd like your workspace, tools, or branding elements featured, let us know, and we'll incorporate them seamlessly into your shoot.

## **5. What locations are available for photoshoots?**

We offer sessions at our studios in Edinburgh and Dundee, your business premises, or another suitable location of your choice. We can also recommend venues if needed.

## **6. Do you provide hair and makeup services?**

While we don't offer these services directly, we recommend hiring a professional hair and makeup artist to enhance your look and help you feel camera-ready.

## **7. What if I need to reschedule my session?**

Life happens! If you need to reschedule, please let us know as soon as possible. We'll do our best to accommodate your new date, subject to availability.

## **8. How long will it take to receive my final images?**

You'll receive a watermarked gallery shortly after the shoot to select your preferred images for editing. Final edited images will be delivered within seven business days via secure file transfer.

## **9. In what formats will I receive my photos?**

Your images will be provided in two formats: optimised for online use (e.g., social media, websites) and print-ready for high-quality materials like brochures or PR kits.

## **10. Can I use the photos for anything I want?**

The standard license allows use for marketing, PR, and promotional purposes. If you plan to use the images for paid advertising, a separate license is required.

## **11. How can I book a session?**

Simply fill out the contact form on our website or email us directly. Once we confirm your booking and receive a deposit, you're all set!





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# NEXT STEPS



Ready to elevate your brand with a personalized photoshoot? Booking your session is simple: reach out via email or fill out the contact form on our website. We'll get back to you promptly to discuss availability, answer any questions, and guide you through the process. Let's work together to create images that truly represent your brand!

[mena.photography.uk@gmail.com](mailto:mena.photography.uk@gmail.com)

*Thank you!*

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