

# HOUSE

## OF PHOTOGRAPHY

### BRANDING

Are you telling your  
brand story visually?

### Dream Clients

Meet the HOUSE dream clients from  
the month of January & February

everyBODY is *beautiful!*

March 2023







# Connie

I specialize in creating beautiful, timeless images that capture your personality, beauty, and brand. With an emphasis on artistic expression and connection, I believe in creating meaningful experiences where clients feel comfortable being themselves.

My passion for photography comes from my ability to connect with individuals and give them the opportunity to show their true selves in a safe space, such as my luxury boutique-style studio.

I curated a space that allows clients to have an engaging and immersive photography experience like none other. With more than 20-plus creative and interchangeable set designs, I am able to help clients experience photography differently.

I am passionate about empowering people through body-positive images that showcase every person's unique beauty. Whether in the studio or on-location, I strive to create aesthetics that are modern while still embracing classic portraiture techniques.

Proofreader: Renee Walston Johnson



# WHY PERSONAL BRANDING?

Personal branding images are an essential part of any entrepreneur's marketing plan. Not only do they help create a professional and cohesive brand identity, they also immediately communicate to potential customers who you are and what your business is all about.

A personal branding image serves as a visual representation of an individual or company, giving viewers a snapshot of who you are and why they should do business with you. They should be used across multiple platforms, including websites, social media accounts, email signatures, and print materials.

When designing a personal branding image, it is important to keep things consistent and recognizable; meaning the same photo or logo should be used across all channels. This will help people quickly identify who you are and associate your content with your brand.

In addition to creating visual recognition, personal branding images also help establish trustworthiness in the eyes of potential customers. Studies have shown that when two companies offer similar products or services but only one of the two has a professional-looking logo or profile picture, people are more likely to assume the first company is more reliable and credible than the latter, even if their prices may be slightly higher!

Ultimately, having well-crafted personal branding images will give entrepreneurs an edge over their competition by highlighting their unique personality and message that can not be conveyed through words alone. It is an important way for entrepreneurs to build relationships with customers and increase trust in their brands for greater success in the future!



# BRANDING IS DEFINITELY MORE THAN JUST A LOGO AND PHOTOS.

“Branding isn’t just a cute logo but it’s also the story behind the logo and the boss behind the brand”

**L** While a logo and photos are important components of a brand identity, they are just a small part of the overall branding process.

Branding is the process of creating a unique identity for your business and conveying it to your target audience. This identity includes a wide range of elements, such as messaging, tone of voice, brand values, visual identity, and overall brand experience.

Messaging is one of the most important components of branding, as it communicates the key benefits and values of your business to your target audience. Your messaging should be consistent across all marketing channels, from your website to your social media posts, to help build trust and familiarity with your audience.

Tone of voice is another important component of branding. It refers to the way your brand speaks to your target audience, and includes factors like the language you use, the level of formality, and the overall style of your messaging.

Your tone of voice should be aligned with your brand values and personality, and should resonate with your target audience.

Brand values are the fundamental beliefs and principles that guide your business. These values help define your brand's purpose and mission, and can influence everything from your messaging to the way you interact with customers. It's important to identify your brand values early on in the branding process, as they will inform many of the decisions you make moving forward.

Visual identity is another key component of branding. This includes the design elements that represent your brand, such as your logo, color palette, and typography. A strong visual identity helps build recognition and credibility with your target audience, and should be consistent across all marketing channels.

Finally, brand experience refers to the overall impression that customers have of your business. This includes everything from the way you interact with customers to the quality of your products or services.



A great brand experience can help build customer loyalty and drive repeat business.

In conclusion, branding is a complex process that involves many different elements, including messaging, tone of voice, brand values, visual identity, and overall brand experience. While a logo and photos are important components of branding, they are just a small part of the overall process. By focusing on all of these elements, you can create a strong and memorable brand identity that resonates with your target audience and sets you apart from competitors.



# KLT Factor

At The House of Photography, we understand the importance of building a strong brand that people know, like, and trust. We like to call this the KLT Factor. This factor is essential for creating a loyal customer base, generating leads, and growing your business. In this article, we'll dive into what the KLT Factor is and how you can build it for your brand.

## What is the KLT Factor?

The KLT Factor refers to the three key elements of building a strong brand: Know, Like, and Trust. Let's break down each of these elements:

- **Know:** The first element of the KLT Factor is building brand awareness. This means ensuring that people know who you are and what you stand for. It's about creating a strong brand identity that is recognizable and memorable.
- **Like:** The second element of the KLT Factor is building likeability. This means creating a positive emotional connection with your audience. It's about being relatable and authentic, and creating content that resonates with your target audience.
- **Trust:** The third element of the KLT Factor is building trust. This means establishing credibility and reliability with your audience. It's about delivering on your promises, providing excellent customer service, and creating a consistent brand experience.

## How to Build the KLT Factor

Building the KLT Factor takes time and effort, but it is essential for creating a strong brand that people trust and love. Here are some tips for building the KLT Factor:

- **Be consistent:** Consistency is key to building a strong brand. This means being consistent with your brand messaging, visual identity, and customer experience.
- **Be authentic:** Authenticity is essential for building likeability. Be yourself and let your brand personality shine through.
- **Provide value:** Providing value to your audience is an excellent way to build trust. This means creating content that is helpful, informative, and engaging.
- **Focus on customer experience:** Creating an exceptional customer experience is essential for building trust. This means providing excellent customer service, responding to feedback, and creating a positive brand experience.
- **Use visual storytelling:** Visual storytelling is an effective way to create an emotional connection with your audience. This means using high-quality visuals and telling stories that resonate with your target audience.

At The House of Photography, we understand the importance of the KLT Factor in building a strong brand. That's why we work with our clients to create visual content that builds brand awareness, likeability, and trust. Whether it's through brand photography, videography, or social media content, we help our clients tell their brand story and build a loyal customer base.

# STYLE







In today's highly competitive market, it is more important than ever to stand out and showcase your unique personality and brand identity. One way to achieve this is through fashion-forward styling for your branding session that represents who you are and the ideal client you are trying to reach.

At The House of Photography, we understand the importance of fashion and styling in creating impactful branding images. That is why we have three trusted and experienced stylists we refer to our clients who can take the stress out of preparing your looks for your experience.

Our stylists will work with you to create a wardrobe that showcases your personality and brand identity, while also appealing to your target audience. They will take into consideration your personal style, body type, and the overall aesthetic you are trying to achieve.

In addition, our stylists can be onsite to provide a full-service experience, ensuring that you look and feel your best throughout the shoot. They will help with everything from hair and makeup to wardrobe changes and styling adjustments, ensuring that every detail is perfect.

By working with our stylists, you can achieve a cohesive and fashion-forward look that represents your brand and appeals to your ideal client. You can focus on being yourself and presenting your unique value proposition, while our stylists take care of the rest.

In conclusion, fashion-forward styling is a crucial element in creating impactful branding images that represent who you are and the ideal client you are trying to reach. By working with our trusted and experienced stylists at The House of Photography, you can achieve a stress-free, full-service experience that will help you stand out in today's competitive market.

# STYLISTS



*Oneika Bristol*

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



*Lee Salter*

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



*Tanesha Brown*

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

Please note that hiring a stylist for your photography experience is an ala carte option and is not included in the standard services offered by The House of Photography. Our trusted and experienced stylists-Oneika Bristol, Lee Salter, and Tanesha Brown-have their own packages and processes that are independent of The House of Photography.

We are happy to connect you with our stylists and facilitate communication. However, any negotiations or discussions regarding pricing, services, or expectations must be made directly with the stylist.



# *It's A Hair Thing, Baby!*

When it comes to taking photos, one of the most crucial elements is hair styling. Whether for a professional photoshoot, a personal portrait, or a social media post, the way you style your hair can have a significant impact on the final result.

Here are a few reasons why hair styling is so important for a photoshoot:

1

Hair frames your face, and the style you choose can either enhance or detract from your features. A well-styled hairdo can highlight your best features, such as your eyes, cheekbones, or jawline. On the other hand, a poorly styled hairdo can detract from your features, make them look disproportionate or draw attention away from your face.

2

Your hair can also set the mood for the photoshoot. For example, a messy, tousled style can create a carefree, casual vibe, while an updo can give off a more formal, elegant feel. The style you choose can also complement the clothing you are wearing or the theme of the photoshoot.

3

Your hair is just one element of your overall look for the photoshoot. It needs to complement your makeup, clothing, and accessories, creating a cohesive and polished appearance. A professional hairstylist can help you choose a style that complements your outfit and makeup, making sure that everything works together seamlessly.

4

When you look good, you feel good, and confidence is key when it comes to taking photos. A well-styled hairdo can make you feel more confident and self-assured, which will show in your photos. When you are confident, you are more likely to relax and have fun during the photoshoot, resulting in more natural and flattering photos.

5

Your hair also is a reflection of your personality and style. The way you wear your hair can communicate your personal brand, your fashion sense, and your individuality. By choosing a hairdo that represents who you are, you can create a more authentic and meaningful photoshoot experience.

Hair styling is a crucial element of any photoshoot, and it is important to take it seriously. By working with a professional hairstylist, you can choose a style that complements your features, sets the mood, and boosts your confidence. So if you are planning a photoshoot, be sure to talk to your hairstylist and choose a hairdo that makes you look and feel your best.

*When you look good you feel good and you photo great!*



**Divine Design**  
Hair Loss Solutions  
[www.divinedesignshs.com](http://www.divinedesignshs.com)



**Parlour RVA**  
[www.parlourrva.com](http://www.parlourrva.com)



**Canvas The Salon**  
[www.vagaro.com/canvasthesalon](http://www.vagaro.com/canvasthesalon)



**Crowned To A T**  
[www.crownedtoat.as.me](http://www.crownedtoat.as.me)



**Georgia's Hair Salon**  
[www.georgiashairsalon.com](http://www.georgiashairsalon.com)



**Naturally Tressed**  
[www.schedulicity.com/scheduling/NT9GEAU](http://www.schedulicity.com/scheduling/NT9GEAU)

*Hair Stylist*  
RECOMMENDATIONS!





*Genriean Cooper*  
IG: @gennieanicole\_mua



*Dee Wilford*  
IG: @makeupbydeewilford



*Tamar McLeod*  
IG: @tamarmcleod



*Tyshon Coley*  
IG: @makeupbyludi

# *The House* GLAM SQUAD



When it comes to creating images for branding and boudoir, makeup plays a crucial role in achieving the desired look. The House of Photography understands the importance of makeup and how it can impact the final outcome of your images.

For branding images, it is essential to go for a professional look that represents your brand's identity. A polished, subtle makeup look with neutral tones and a focus on enhancing your natural features is ideal. Avoid dramatic eye shadows or bold lip colors that can distract from your message. The goal is to look confident, professional, and put-together.

On the other hand, boudoir images call for a more glamorous look that enhances your natural beauty while adding a touch of drama. You can opt for bold eye makeup, a bright lip color, or a more sculpted cheekbone. The goal is to create an alluring and sexy look that makes you feel confident and empowered.

Regardless of the type of shoot, it is essential to work with a professional makeup artist who understands your vision and can deliver the perfect makeup application that compliments your style. The House of Photography's glam squad is experienced in creating a wide range of makeup looks and will work closely with you to achieve your desired outcome.

Makeup plays a crucial role in achieving the perfect branding and boudoir images. By choosing the right makeup style for your shoot, you can represent your brand identity or express your confidence and femininity. Working with a professional makeup artist like The House of Photography's glam squad ensures that you achieve the desired outcome for your images.



# GLAM SQUAD



# BUT WHY

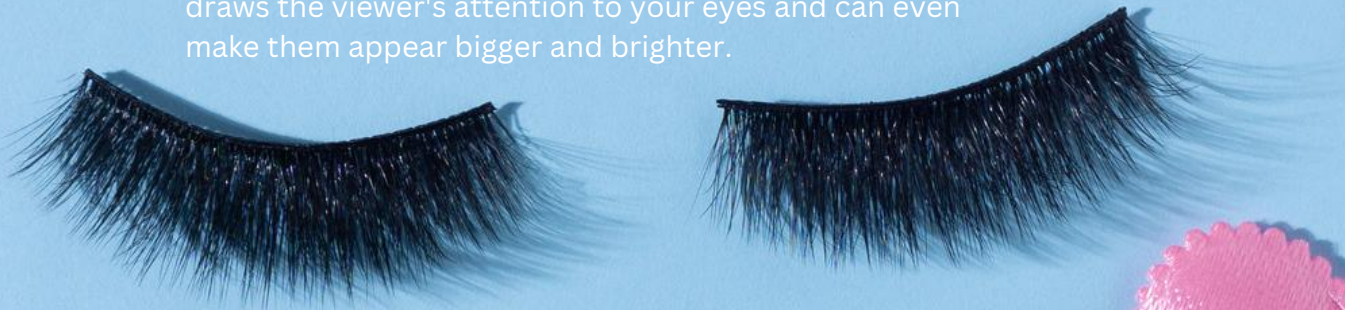
## Do I have to wear lashes?

When it comes to professional photo shoots, having lashes on is essential to creating a polished and finished look. Lashes add depth and dimension to your eyes, which can make a significant difference in the final outcome of your photos. They create a focal point that draws the viewer's attention to your eyes and can even make them appear bigger and brighter.

Lashes can also balance out other makeup elements in your look, such as bold lip colors or heavy eye shadows, creating a sense of harmony and cohesion in your overall appearance. They add a touch of glamour and femininity that can elevate any look, whether it's a natural or dramatic style.

In addition, lashes can help to frame your face and highlight your best features, such as high cheekbones or a defined jawline. They can even help to soften facial features, such as a strong nose or jaw, creating a more balanced and flattering look.

Overall, having lashes on during your professional photo shoot is essential to creating a complete and polished look that enhances your natural beauty and highlights your best features. With the help of a professional makeup artist, you can choose the perfect style of lashes to complement your unique look and achieve the desired outcome for your photos.







WELCOME TO THE CREW

*Tyshon  
Coley*

Professional Makeup Artist

HOUSE of  
PHOTOGRAPHY

Tyshon Coley is a professional makeup artist who is joining the House Glam Squad to provide clients with beautiful makeup looks that enhance their natural beauty. With a team of four amazing MUAs, the House of Photography by Connie & Co. is sure to provide clients with exceptional service, an unforgettable client experience and stunning results.

If you are interested in following Tyshon Coley and her work, you can find her on Instagram at #makeupbyludi. It is always great to have talented professionals join our team.

Welcome the Connie & Co. Crew, Tyshon!





WELCOME TO THE CREW

Jzakaala  
Hamilton

Graphic and Web Designer

HOUSE of  
PHOTOGRAPHY

We are thrilled to welcome Jzakaala Hamilton to the House of Photography by Connie & Co. team as our preferred graphic and web designer. With her wealth of knowledge on the latest trends in branding, Jzakaala is the branding queen we were seeking to help our clients create a cohesive brand identity.

Jzakaala is a highly-skilled graphic and web designer who has experience in creating stunning websites and designs that capture the essence of a brand. With her expertise in branding, she will be a valuable asset to our clients who come to us for brand photography. She can assist them in creating a brand identity that will help them stand out in their industry and attract their ideal customers.

We invite you to check out Jzakaala's website, [www.luxurrystudios.net](http://www.luxurrystudios.net), to learn more about her portfolio and services. We are excited to have Jzakaala as part of our crew and look forward to the amazing work that she will do for our clients. Welcome to the team, Jzakaala!

# HEADSHOT

## Highlights



Korri Williams



Kateresea Ford



Danica Coleman



Carolyn Jacobs

**Headshot Happy Hour: Every 1st Wednesday, 6PM-8PM**

*\$29 Booking Fee | Ala Carte Digital Images: \$50/image (reg. \$99) | Add Makeup: \$75*



*New Year's Day*  
**ALL-DAY GIVEAWAY**  
*Headshot Winners*



Nichole Barnette



Lisette Johnson



Sharon Toliver



Angelique Byers



Tomaree Porter

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*Congratulations!*

# LAVETTA

*Goldsbrough*

She is a highly-skilled, multifaceted professional who is dedicated to teaching others about the nuances of wine - tasting and pairing - as well as providing the highest standard of service when it comes to etiquette and makeup for cancer survivors.



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## My Optimal Image

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

IG: @myoptimalimage

My Optimal Image has launched to coach those striving for excellence who desire to elevate their image from just doing, to doing it with confident style and grace! The refining result is empowerment to be the Optimal Image of yourself. The Optimal Image and representation of yourself is paramount in being the agent of change to make impact on the lives of others. My Optimal Image instructs on skills that will support you in leadership in areas of business etiquette, dining etiquette, executive presence, and wine management hospitality.

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MARION  
WOODHOUSE

## PHOTOGRAPHER

She is a creative professional who has developed her passion for photography into an art form, showcasing stunning images that captivate the eye and stir the heart. Her portfolio speaks of skill and precision.

Marion enjoys capturing children, family, individual portraits, and pet photography.

Check her out at  
[www.marionsphotography.photorelect.com](http://www.marionsphotography.photorelect.com)

FB: @Marion's Photography

IG @marionsphotography



# FREDA

## *Funnye*

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Myrtle Beach, SC, Headshot & Branding Photographer who infuses her fun energy, humor, professionalism, and creativity to create the perfect experience for her clients.

Check her out at [www.fredafunnye.com](http://www.fredafunnye.com)  
FB: Freda Funnye Photography  
IG: @FredaFunnye







# Toni Blue

Updating your headshots is an important step when taking on a new executive position. As a leader, your image is closely tied to the image of your company, and your headshot is often the first impression that potential clients, investors, or partners will have of you. It is important that your headshot reflects the professionalism, competence, and confidence that you bring to your new role.

Meet Toni Blue: Advocate and Change Agent. Toni recently accepted a new role as Vice President of Business Development with GetInsured/CIA, where she continues her work of solving problems that 'hinder people from living their lives with dignity and respect.' Toni believes we all deserve the chance to learn, to thrive, and ultimately, to have joy.

Congratulations, Toni!





Marsha Witherspoon is a licensed mental health counselor who owns her own private practice. With years of experience in the field of mental health counseling, Marsha has developed a reputation for providing compassionate and effective therapy services to clients of all ages. As a private practice owner, Marsha is able to provide individualized care to her clients; tailoring her approach to meet their specific needs and goals. She believes in creating a safe and supportive environment where clients can explore their feelings and experiences without fear of judgement. If you are in need of mental health counseling, consider reaching out to Marsha Witherspoon for expert care in a private setting.

# MARSHA WITHERSPOON

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**MY LEGACY**

*Counseling & Consulting*

Book by calling: 804.615.2306  
mylegacyccs@gmail.com





*Introducing....*

## **Dr. Tashika Nixon-Williams**

Tashika Nixon-Williams is a shining example of the power of hard work, dedication, sacrifice, and the will to achieve a goal. She recently accomplished a remarkable feat by completing her doctoral program in nursing, an achievement that is the result of years of effort and perseverance.

Tashika's accomplishment in completing her doctoral program in nursing is a testament to the sacrifices she made along the way. She has set an inspiring example for others to follow; showing that with determination and patience, anything is possible. Tashika's achievements are a source of pride not only for her but also for her family, friends, and colleagues. Her passion for nursing and her commitment to improving patient care truly are remarkable and we celebrate her incredible accomplishment with admiration and respect.

Congratulations, Tashika!



# MIA GRAHAM

## *Turns Twenty One*



21



*Oh to be Twenty One!*

MIA GRAHAM NOW IS OFFICIALLY LEGAL! THIS YOUNG WOMAN RECENTLY CELEBRATED HER 21ST BIRTHDAY SURROUNDED BY HER FRIENDS AND FAMILY. MIA IS AN AMBITIOUS AND HARD-WORKING INDIVIDUAL, WHO IS WELL ON HER WAY TO PURSUING HAPPINESS.

TURNING 21 IS A SIGNIFICANT MILESTONE; IT MARKS THE START OF A NEW CHAPTER IN MIA'S LIFE. WE WISH HER ALL THE HAPPINESS, SUCCESS, AND JOY AS SHE EMBARKS ON THIS NEW JOURNEY. HAPPY 21ST BIRTHDAY, MIA!





# NATIONAL SALES NETWORK HEADSHOTS



CORPORATE  
EVENT  
PHOTOGRAPHY



Becoming a member of the National Sales Network Richmond Chapter is an excellent opportunity for individuals who are involved in the sales, marketing, technology, finance, and HR disciplines. The organization offers a strong sense of community that fosters peer-to-peer networking, which can lead to valuable business connections and potential career opportunities. Members also have access to leadership and volunteer opportunities that can help them develop valuable skills and enhance their professional profile.

The National Sales Network has over 18 local chapters across the country which means members can expand their network beyond their immediate geographical location. Members receive advanced notice on sponsor-company job expansions, which can be valuable for those seeking new job opportunities or looking to advance in their current role.

Members can enjoy discounts on the organization's Annual Conference and Chapter events, providing access to valuable industry insights and learning opportunities. Overall, becoming a member of the National Sales Network Richmond Chapter is a great way to network with like-minded professionals, expand one's career opportunities, and enhance one's professional development.

## Meet & Greet

March 23 6PM-8PM | Bar Louie, Hampton, VA

# DATE NIGHT

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## *The Nelsons*



Do date nights feel a little too predictable and mundane? If that's the case, why not switch it up a bit and look into having a couples photo shoot instead? This is an amazing way to create treasured memories between you and your partner while also bringing out your inner romance.

These types of romantic photoshoots are perfect for any duo, regardless of how long they have been together. Don't worry – these pictures do not need to be overly sexual or explicit; they can just capture the two of you in each other's company, doing something special or just simply enjoying spending time together.

A couples date night shoot can range from being super casual to more formal, such as wearing fancy outfits like ball gowns and tuxedos. It would even be fun to do a themed shoot, re-creating movie scenes or dressing up as classic fantasy characters. Now that would make for some memorable photos!

No matter which idea you go for, this type of date night creates an opportunity to spend quality time together to connect. Posing for these photos will bring out emotions like love, happiness and sometimes embarrassment if things get too silly, but all of these instances are what truly makes memories last forever.

If you are looking to rekindle the spark in your relationship, why not try out a couples date night photo shoot session? It will be one unique evening that will not soon be forgotten!



# DATE NIGHT

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## *The Manleys*



# EVERYTHING IS CONTENT

The House of Photography recently hosted two Content & Cocktail events. What an amazing success! Entrepreneurs from as far as the Tidewater area came together on February 6th and 20th to create content and to network with like-minded individuals. The event was a great opportunity for business owners to collaborate and to create high-quality content for use in promoting their respective brands.

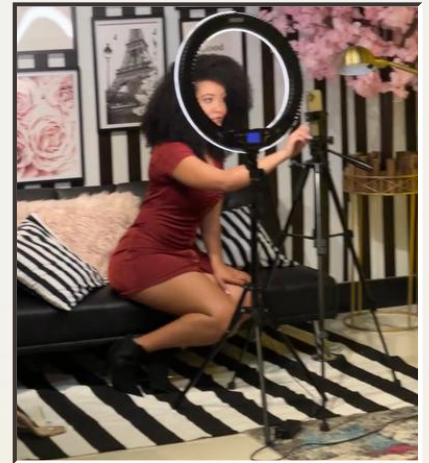
One of the highlights of the event was the opportunity to update headshots at a special rate. Many entrepreneurs took advantage of this offer, resulting in stunning photos that perfectly captured each individual's unique personality.

In addition to the headshots, the event also provided entrepreneurs with access to a variety of curated sets and props. The entrepreneurs took advantage of the opportunity to create a range of content - from professional product shots to fun, playful social media posts, creative reels as well as videos.

The Content & Cocktail days were not just about creating content but also an opportunity for entrepreneurs to network and make connections with other professionals in their respective industries. The event provided a fun and relaxed atmosphere where business owners could share their experiences and learn from each other.

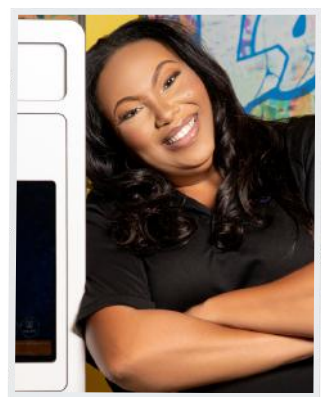
The Content & Cocktail days were a fantastic way for entrepreneurs to focus on their brands, spend time with like-minded professionals, and tap into their creativity. The House of Photography provided a welcoming and productive environment that allowed business owners to showcase their brand in a unique and professional way. If you missed out on the event, be sure to check out the next page for some of the stunning headshots that were created and details on the March and April events.





Highlights

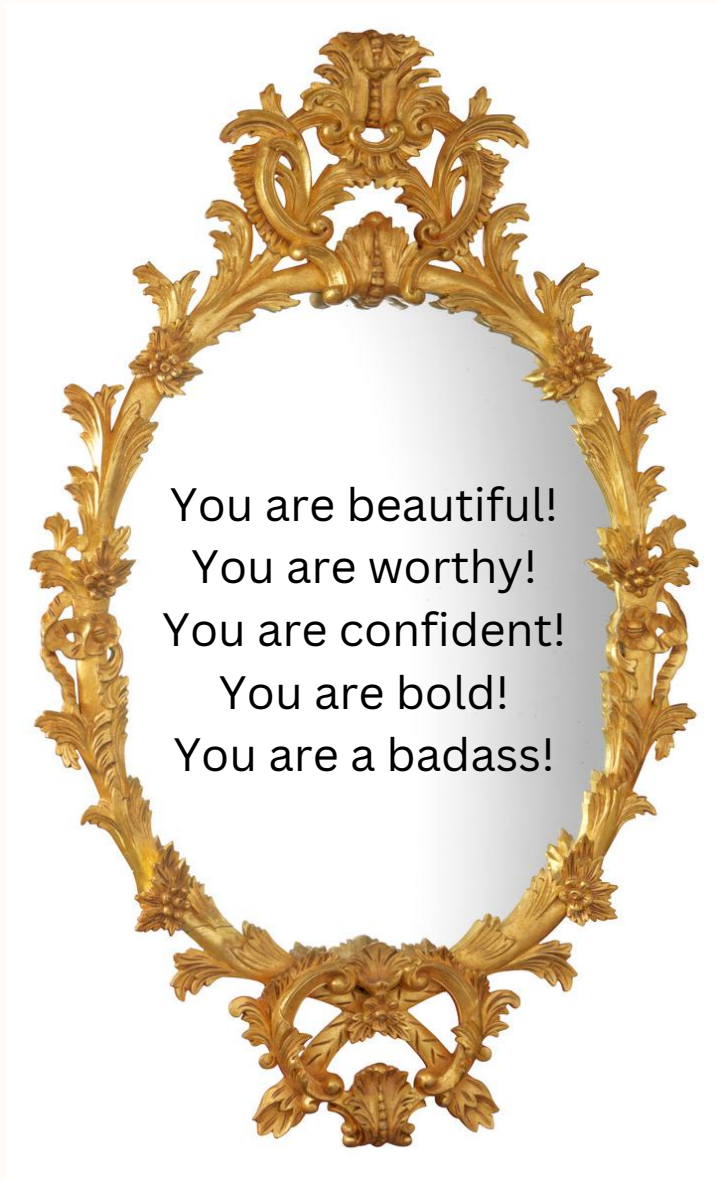




# Content Day Headshots



# M I R R O R



*At the House of Photography we encourage our clients to practice Mirror Work, especially when planning to do a Boudoir Experience that's all about self love!*

Mirror work is a self-help technique where you use a mirror to examine and work on your thoughts, feelings, and beliefs. It can help you develop self-awareness, build self-esteem, and create a positive self-image. Here are some tips for learning mirror work:

- Find a quiet, private space where you can be alone with a mirror. This could be a bathroom or a quiet corner of your room.
- Sit or stand in front of the mirror and make eye contact with yourself. Focus on your reflection and take some deep breaths to calm your mind and body.
- Use positive affirmations to build your self-esteem. Look yourself in the eyes and say positive things about yourself, such as "I am worthy," "I am loved," "I am enough." Repeat these affirmations several times until you feel their positive impact on your mind and body.
- Examine your emotions and feelings. As you look at yourself in the mirror, pay attention to your emotions and feelings. Are you feeling sad, angry, or frustrated? Acknowledge these emotions and try to understand why you are feeling this way.
- Challenge negative beliefs and thoughts. As you examine your emotions and feelings, you may uncover negative beliefs or thoughts about yourself. Challenge these thoughts by questioning their validity and looking for evidence that contradicts them.

Practice regularly. Mirror work is a skill that requires regular practice to become effective. Set aside time each day, even if it's just a few minutes, to practice mirror work and build your self-awareness and self-esteem.

# M I R R O R



# COMFORT ZONE KILLA CONFIDENCE INSTILLA

In today's society, people are constantly searching for ways to build their confidence and step out of their comfort zones. Photography is an excellent way to achieve this. At The House of Photography, we pride ourselves on being "comfort zone killas and confidence instillas" through our photography experiences.

We believe that everyone is unique and has a story worth telling. Our mission is to capture those stories and turn them into tangible memories that our clients can cherish for years to come.

When you book a photo experience with us, we will work with you to create a comfortable environment where you can truly be yourself. One of the ways we instill confidence in our clients is by providing them with a professional makeup artist. Our talented team knows how to enhance your natural features and make you feel beautiful both inside and out. We also encourage our clients to bring their favorite outfits and accessories to the shoot, so they can express their individual style and feel confident about their image. A stylist can also help to curate fashionable pieces for your experience.

During the photoshoot, we will guide you through every step of the process. We will give you direction on posing and expressions to ensure that we capture your unique personality and style. Our goal is to make you feel confident and comfortable throughout the shoot, so we can capture your true essence.

After the shoot, we will edit and retouch the photos to perfection. We want our clients to be proud of their images and feel confident sharing them with their loved ones. When you see the final product, we guarantee that you will feel like a superstar.

At The House of Photography, we believe that stepping out of your comfort zone is the key to living life to the fullest. It's easy to get stuck in a routine and become complacent, but trying new things and taking risks can lead to incredible experiences and personal growth.

Stepping out of your comfort zone can be scary, but it's important to remember that everyone has insecurities. By taking a chance and trying something new, you may discover talents and abilities you never knew you had. You may also gain a new perspective on life and learn to value your worth in an amazing way!



ARE YOU READY TO  
*Unveil & Unleash?*



# Why Boudoir?

It is no secret that many women struggle with body positivity and self-acceptance. From the constant bombardment of societal messages telling us to change our bodies and what they should look like, to the pressure to conform to an ideal image, it can be all too easy to lose sight of our own beauty.

But what if there was a way for women to not only overcome these struggles but also gain a newfound sense of liberation in their own skin? That's where a professional photoshoot comes in.

Often times, having a professional photoshoot is seen as simply another avenue for women to exist within the confines of rigid beauty standards—forcing them into uncomfortable poses and tight clothing that does nothing for their confidence. But when done right, a photoshoot can truly be freeing.

Through the art of photography, women can express themselves in empowering ways that are unique to them and their vision. They have creative control over how they choose to display themselves and how they want the world to see them.

Photoshoots allow us to create an alternate reality where we can be whoever we aspire to be without any judgement or expectations holding us back.

By being given this opportunity and space, women can begin to build up their self-confidence and learn how strong and beautiful they already are—inside and out. Photoshoots become about more than just outward appearances; they become about true freedom from our own insecure thoughts.

So let us defy society's standards together by owning who we are—embracing both our flaws and our attributes—and celebrate ourselves in whatever form feels most comfortable!

Come see us at The House of Photography for a fun and freeing experience where you are seen and celebrated!







# Couples Boudoir: Rediscover Intimacy, Passion, and Connection

Everyone deserves to feel beautiful, accepted, and full of confidence in their own skin. And when it comes to couples boudoir photography experiences, that's exactly what you can experience.

These intimate experiences capture both partners in the midst of showing their appreciation for one another through physical gestures like hugs, kisses and cuddles. This type of photography is perfect to celebrate special occasions like engagements or anniversaries, but also a great way to simply document a loving moment in time.

The beauty of these intimate couples boudoir shoots lies within the fact that they do not have to be explicit or overly sexual; they just need to show some love between two people. It is an opportunity to share an unspoken bond with your partner and capture those moments in time; freezing them forever as a reminder of that connection.

Couples boudoir also is an amazing way build up trust in a relationship because it requires tremendous vulnerability on both sides, and when reflect on the results later down the line, you can reconnect with that initial feeling of intimacy. If you feel daring enough for more intricate poses, remember that this does not have to mean fully-exposed; think strategically-draped clothing or jewelry for extra coverage while still achieving a connected image with endless possibilities for creative expression.

So, if you're wanting something unique and special with your other half, why not give couples boudoir a try? After all, life is too short to not take risks and make memories together!





# Boudoir Benefits



Confidence Boost  
Boldness  
Freeing  
Self Love  
Empowerment  
Ignite Passion  
Feel Sexy  
Be Pampered  
Have Fun  
New Perspective  
A Gift  
Life Changing  
Conquer Fear  
Just Because  
Courage  
Strength  
Body Positive  
Celebrate You  
Fitness Milestone  
Step Out The Box  
Healing  
Girls Night Out  
Personal Growth  
Alter Ego  
Shop Lingerie  
Feel Badass





# STUDIO RENTAL

The House Studio is perfect for professional events, networking mixers, meetings, private content day, mini conferences, photoshoots, launch parties, food tastings, intimate small parties, and adults-only dinners.

Over 20+ Interchangeable Scenes

including Luxe Living Room, Mid Century Living Room, Afro Boho Sitting Area, Glam Wall, Chanel Sitting Area, Pink/Blue/Yellow Sitting Area, Victorian Couch, Wine/Cigar Nook, Green Screen Wall, Office Scene, Mini Kitchen Scene, Tub/Shower, Vanity, 2 Bedrooms, 2 Moveable Double Sided Walls & backdrop paper in 2 sizes: 53" and 107"

Kitchenette (In development)

Microwave, Keurig, 3 Square Chafing Dishes, 2 Round Chafing Dishes & White Serving Dishes Available

3 Dressing Rooms

2 Makeup Rooms

w/ director chair & ring light

Accessory Wall & Prop Wall

1 Bathroom

Wifi

50in TV on Wheels

Projector

Chi Curling Iron, Blow Dryer, Iron w/ Ironing Board & Rolling Clothes Rack

4-5ft Folding Tables, 16 Folding Chairs & 2 Foldable Bar Tables

Bevvy Station w/ Nespresso & GE Opal Nugget Icemaker  
(Bartesian for Connie & Co. Clients & Guests Only)

Stocked Bevvy Fridge w/Water, Assorted Juices & Sodas  
(Wine & Champagne for Connie & Co. Clients & Guests Only)

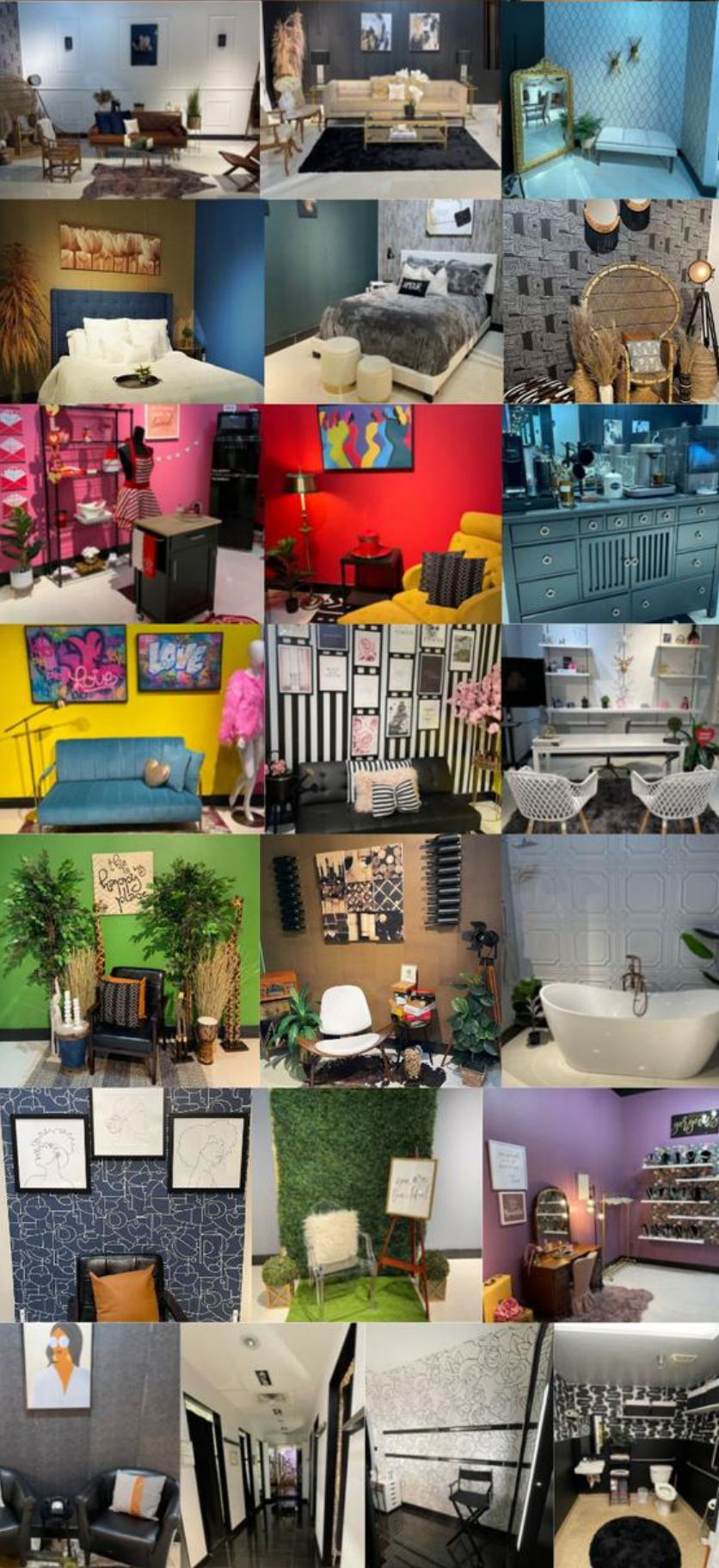
6 Bose Bluetooth Ceiling Mounted Speakers

Security Cameras

**\$150/hr., min 2-Hr. Rental**

Full Studio Access

*Setup and breakdown included in rental timeframe.*





# SUPPORT STONY POINT SMALL BUSINESSES

## **Andre Young Interiors**

Interior Design & Studio Rental

## **Very Ashley**

Women's Boutique

## **Verseau Bistro**

Cheesecake, Coffee & Charcuterie

## **AR Workshop**

Hands On DIY Craft Classes

## **Curvy Body By Ivy**

Women's Boutique

## **Griffin Cigar**

Cigar Lounge

## **SharNation**

Dance Studio + Rental

## **Soulshine**

Yoga Studio

## **Travian Vann**

Bridal Boutique

## **C&G Luxury Candles**

Candles, Classes & Events

## **Sisters Boutique**

Women's Boutique

## **Danie B. Events**

Wedding & Event Design + Florals

## **Stumpys**

Axe Throwing

## **Gnome & Raven**

Escape Room

## **MediaNoche**

Local Artisan Gift Shop

## **Sitting Pretty**

Dog Grooming

## **The Queen Factory**

Event Space

## **Fido Park Ave**

Dog Boutique

## **House of Photography**

Branding & Boudoir Studio + Rental

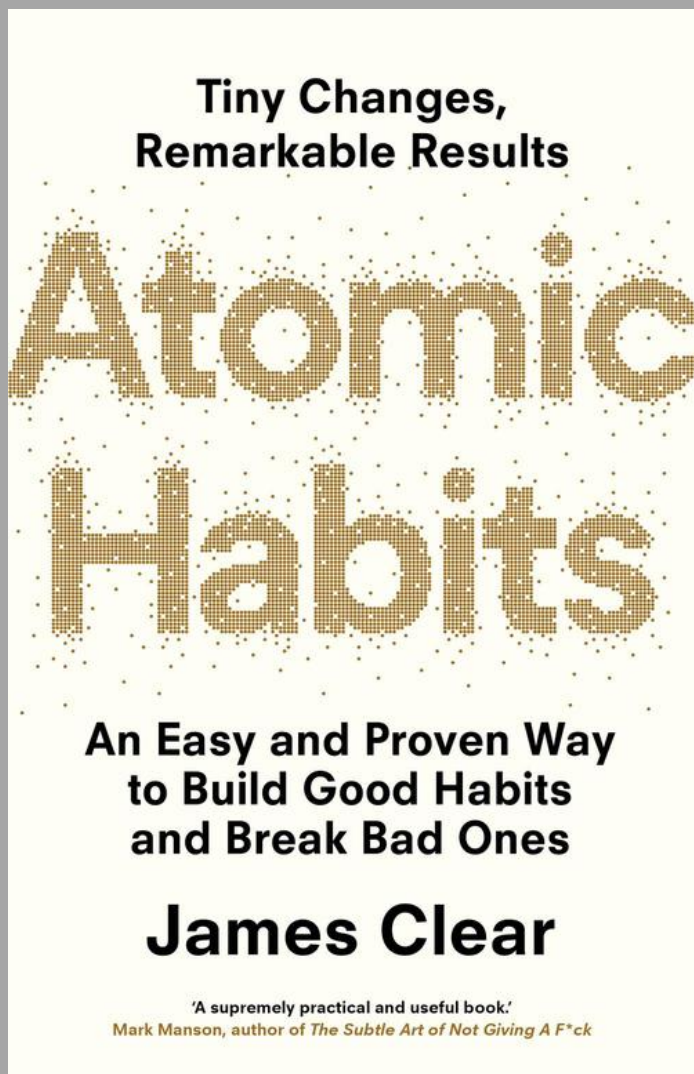
## **Crossroads Records**

Record + Unique Gifts

Stony Point Fashion Park is a great example of a community where small businesses support each other. Our local shops have created a network of support that enables us to thrive in a competitive environment. We support and uplift each other. As a result, the quality and diversity of offerings at Stony Point Fashion Park are truly impressive. If you're looking for a unique shopping experience, or if you simply want to support small businesses, come visit us! We'd love to show you what makes Stony Point Fashion Park so special, and we appreciate your support.

# The READ

WHAT ARE WE READING



## Atomic Habits

by James Clear

### ● Focus on small habits

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Clear emphasizes the importance of small, incremental changes over time. Rather than trying to make a big change all at once, focus on small habits that you can build on over time.

### ● Make habits enjoyable

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We are more likely to stick with habits that we enjoy doing. Find ways to make your habits more enjoyable, such as by pairing them with something you like or finding a social element to your habit.

### ● Use habit stacking

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Habit stacking is the process of adding a new habit to an existing one. For example, if you already have the habit of brushing your teeth in the morning, you could add the habit of doing a quick workout right after.

### ● Use the two-minute rule

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The two-minute rule is a simple way to make new habits stick. The idea is to make the habit so easy that it takes only two minutes to complete. Once you've mastered the two-minute version of the habit, you can gradually increase the difficulty.

### ● Track your progress

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Clear stresses the importance of tracking your progress when building new habits. This can help you stay motivated and see the progress you've made over time.



# Candid Conversations

*w/ Connie*

Looking for an inspiring and informative speaker for your next event? Look no further! I am now available for "candid conversations" on a variety of topics including personal business branding, stepping out of your comfort zone, unveiling your beauty & unleashing your sexy, manifesting your dream, real talk about entrepreneurship and how to open a photography studio. With years of experience as an entrepreneur and photographer, I am passionate and transparent about sharing my knowledge, wins, fails, lessons and blessings with others. My talks are visual, engaging, interactive and sometimes dramatic but also tailored to the specific needs of your audience. Contact me today to learn more and book me for your next event or panel!

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Connie McGowan  
804-317-2825

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IG: @the.houseofphotography  
IG: @connie\_and\_co







Are you looking for a new hobby or creative outlet? Look no further than the Basic Photography 6-Week Program. Oh Shoot Academy kicked off in January and is a great way to experience the world of photography and learn more about capturing stunning images. Whether you are a hobbyist or aspire to be a professional, this is the program for you.

Oh Shoot Academy offers a week-by-week breakdown of topics related to photography, starting with fundamental principles and working up to a few advanced techniques. Topics covered include camera settings, composition, lighting, working with clients, posing, and basic editing.

The best part about this program is that it is designed for everyone — whether you just picked up a camera for the first time or dabble as a hobbyist. It is perfect for anyone who wants to learn something new or refresh their skillset. The program takes place in a modern studio equipped with a variety of designed sets. This setting allows participants the opportunity to apply immediately what they have learned with an engaging, immersive, and hands-on training.

At the end of the course, each participant will graduate as well as showcase their portfolio to friends and family in a small reception celebrating their achievement. By taking this six-week program, photographers will gain an understanding of basic photography principles along with any additional knowledge they may need to succeed in their pursuit of becoming a photographer.





# OH SHOOT CANDIDS





# ENROLL TODAY



## What's Included:

- 6-Week Basic DSLR Photography Training + Graduation
- **Classes every Thursday 7PM-9PM starting March 16, 2023**
- Stony Point Photography Studio as Classroom + Practice Lab
- Workbook w/ Interactive Lecture Days including Show & Tell
- Engaging Educational Training
- Planned Styled Shoots, Challenges & Shoot Homework
- Hands On Guided Training & Small Group Practices
- Portfolio Building
- Professional Headshots & Class Picture
- Academy T-Shirt
- Gallery Showing of Photos
- Graduation + Reception w/ Friends & Family Invited

\*Must own a DSLR camera (preferably Canon, Nikon or Sony), laptop, download Lightroom

# \$599pp

Registration end March 10

limited to 10/Class

Instructor: Connie McGowan

Connie & Co | Owner of House of Photography



20+ Creative Sets



Luxury Studio Classroom



Planned Shoots



Hands On Training



Meet New People





# LOVEHER

*Youth Empowerment Collabo*

Our mission is to provide a variety of curated programming that is creative, engaging, educational, motivating, relatable, empowering, cathartic, and fun. In partnership with the Divine Assist Youth Center in Ashland, VA, the LoveHER program is a unique mentoring program connecting teen girls to successful women in the community. We strive to create a safe and supportive environment where girls can explore their interests, learn new skills, and build meaningful connections with their peers and mentors.

The program kicks off March 14th!

WANT TO GET INVOLVED? Email Connie McGowan at [book@thehouseofphotography.com](mailto:book@thehouseofphotography.com)

Learn more at [www.loveher.club](http://www.loveher.club)

Check out this youth program, tutor or donate at [www.divineassist.org](http://www.divineassist.org)



EVENTS

Plan  
Upc



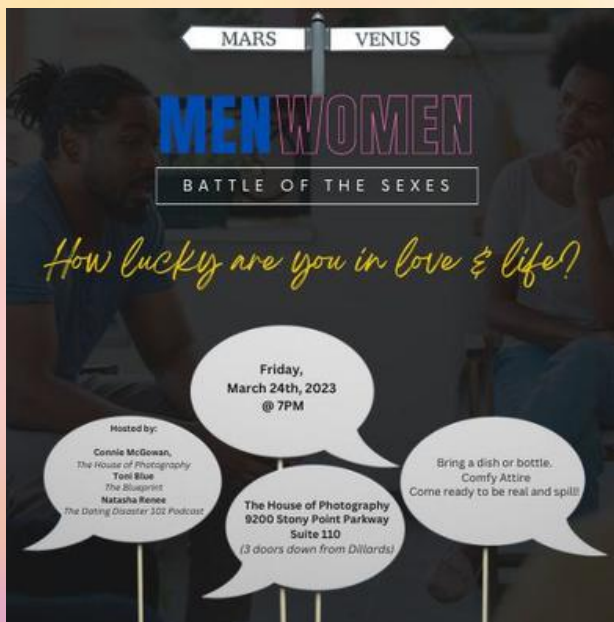
# March Events



Wed., March 1st



Mon., March 13th



Fri., March 24th



Sat., March 25th

# April Events



**Sat., April 1st**

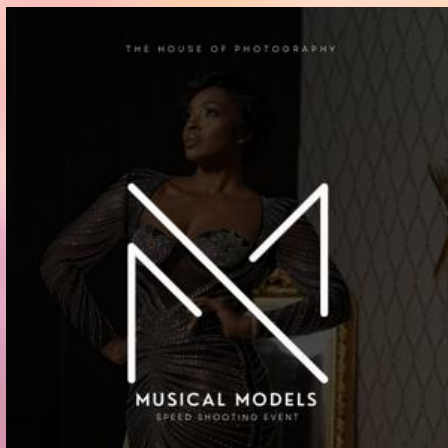


**Mon., April 3rd**

**Mon., April 17th**



**Wed., April 5th**



**Fri., April 14th**



**Fri.-Sun., April 21-23**





Join Connie & Co. on March 25, 11AM-2PM for the launch of The Brand Brunch. Featuring guest speakers who will provide valuable information to help entrepreneurs establish successful business and personal brands, the event will be held at The House of Photography and will include a delicious and glamorous brunch spread, amazing speakers, thank you gifts, and even a few deals to elevate your brand!

The guest speakers are well-versed on branding and marketing, with a wealth of knowledge and experience to share. They will cover a range of topics from brand strategy, visual identity and social media marketing to makeup, styling, personal branding photography, content creation, writing amazing copy for websites, newsletters, bios, and more. Attendees will have the opportunity to learn from the speakers, ask questions, and network with other entrepreneurs.

The Brand Brunch promises to be an educational and engaging event that entrepreneurs will not want to miss. Tickets are available now and space is limited, so be sure to secure your spot soon!

**Join the Brunch Bunch!**

*\$49pp*



**\$600 All Inclusive Stay**

**\*\$200NRF Deposit due by March 10th, 2023**

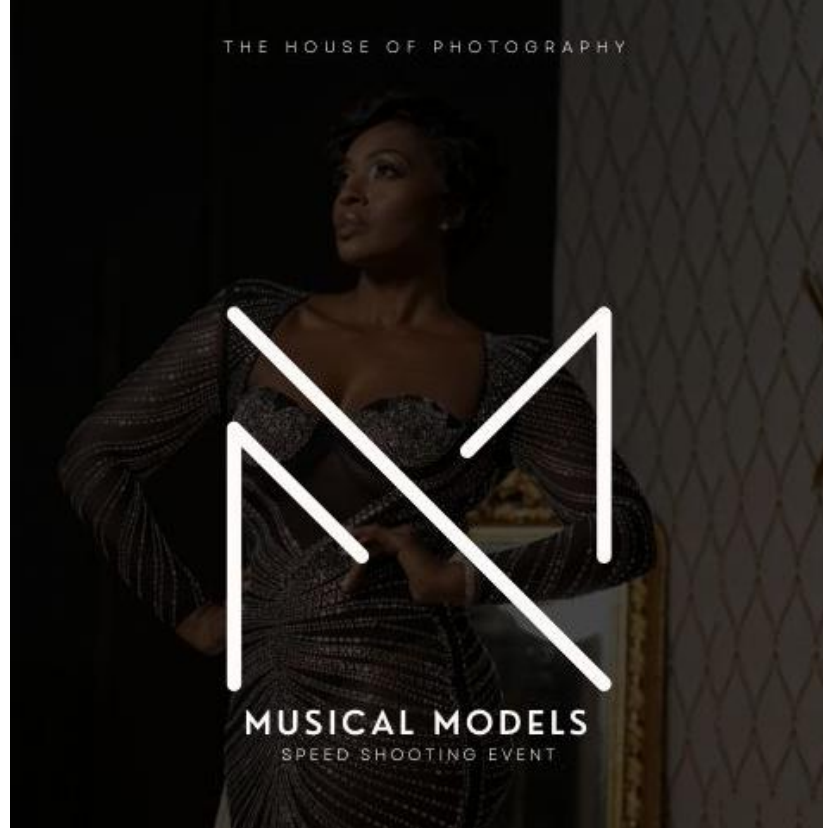
**\$200 Automatic Withdrawal Payment on March 24th and April 14th**

Welcome Party  
Cabin or Tipi Accommodations (based on availability)  
In Room Snacks  
Wine Tasting & Sharing (*Bring 1 bottle of your favorite wine or champagne to share*)  
Cabin Competitions: Mystery Quickfire Cooking Challenge  
Pajama Runway Show & Late Night Sundae Social  
Mindfulness Experience w/ Meditation, Sound Therapy & Aromatherapy  
Reflection Walks  
Saturday Soul Brunch  
*Excursions (On Your Own)*  
Saturday "Little Italy Night"  
LipSync Battle  
Fireside Chat  
Departure Breakfast To Go  
Swag Bags  
Self Care Slumber Party Theme T-Shirt  
Group Photoshoot  
Giveaways Daily

**Email [book@thehouseofphotography.com](mailto:book@thehouseofphotography.com) to register**

We're very excited to host our upcoming event, but we need your help to make it happen. We've set a registration quota that we need to meet by Friday, and unfortunately, if we don't reach it, we'll have to change the date of the event to the fall. We truly believe that this event is worth your time and investment. So, if you're interested in attending, please register as soon as possible and encourage your friends to do the same. It's such an amazing self care experience that you don't want to miss! We appreciate your support and can't wait to see you there!





**Join us for a night of creativity, music, and fun at the House of Photography's Musical Models event! This unique event will bring together professional or aspiring models and photographers for a one-of-a-kind photo shoot experience almost like Musical Chairs and Speed Networking combined.**

**With over 20 studio sets to choose from, models will pose for photographers as they capture images within the time frame of a single song. This time constraint encourages photographers to think quickly and creatively, resulting in dynamic and exciting photos that showcase the model's personality and style.**

**In addition to providing an opportunity for photographers and models to update their portfolios, this event also serves as a great networking opportunity. Light refreshments and bevies will be provided, allowing attendees to socialize and make connections with like-minded individuals.**

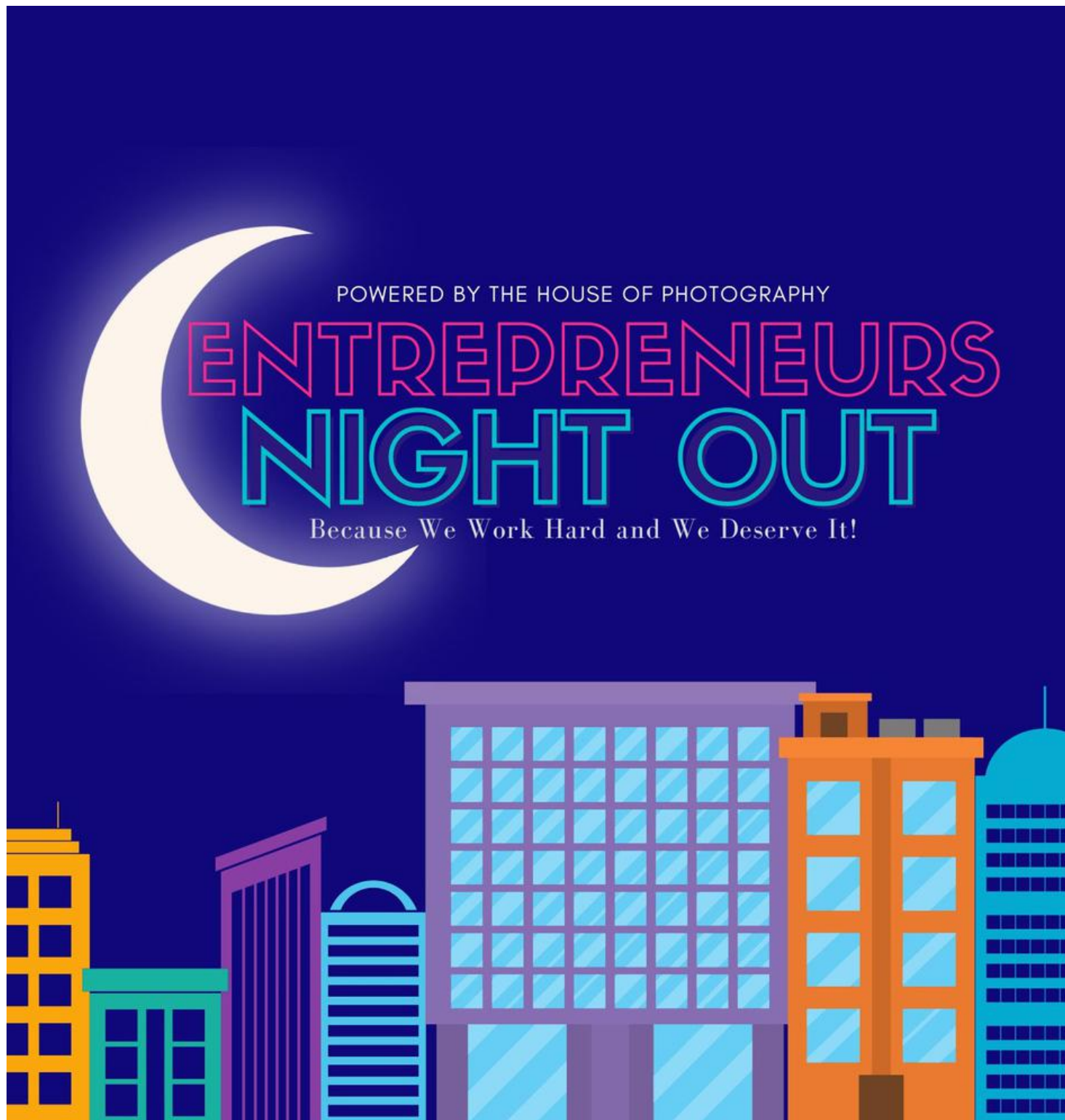
**During the event, photographers will be limited to using only one light source, which will move with them between sets. There will be two rounds, giving photographers the opportunity to capture images of multiple models and experiment with different lighting and posing techniques.**

**At the end of the night, photographers will have the chance to review their best images of the models, followed by 5-10 days to edit and upload to a shared Dropbox portal. These images will be available for download within 7-10 days, providing photographers and models with high-quality images that they can use to enhance their portfolios and online presence.**

**Don't miss out on this exciting event! Join us for Musical Models and unleash your creativity while making new connections and having fun.**

**Tickets \$25pp (model & photographer)**

**Tickets will be available starting March 15th**



Wednesday, March 29th @ 7PM

## **The Park RVA**

1407 Cummings Drive, Richmond, VA 23220



THE HOUSE OF PHOTOGRAPHY

NEW ORLEAN'S STYLE

# SN BALLS



WATCH FOR POP UP DATES

"ON THE HOUSE"

9200 Stony Point Pkwy Suite 110 (Near Dillards)

FREE TO ALL CLIENTS

*Donations  
Accepted*  
Cashapp \$conniemcgowan

## **SCHEDULE CONSULTATION CALL**

A photography discovery call is an initial meeting with a potential client before booking your photo experience. These calls are typically scheduled via phone or video chat and help us to gain a better understanding of your photography needs and vision.

## **BOOK EXPERIENCE**

Once you have decided that the date, time and investment works for you, an email with a booking page will be set up for you to sign your contract and remit your non-refundable booking fee. This fee covers the photographer's time, talent, team, and experience.

## **PLAN OUT EXPERIENCE**

Another planning call or zoom will be set up to plan all the details of your experience from start to finish. We will create a moodboard, timeline and secure other vendors if needed (i.e., hair and/or fashion stylist)

# EXPERIENCE TIMELINE

## **EXPERIENCE DAY**

Get ready for a fun, fierce and freeing photography experience customized to you and filled with creativity that may even take you out of your comfort zone.

## **POST EXPERIENCE PARTY- AKA "PEP RALLY"**

24 hours after your experience we will have a zoom viewing party to go over your images and choose your final selections. This is when your final payment will be due based off your choice of collections. Final processing begins after payment is remitted.

## **DELIVERY**

Images will be professionally retouched and sent in a digital gallery for download in your private online portal within 72 hours after payment. Prints and albums take 5-10 business days.



# House STATS

JANUARY & FEBRUARY

## PRIMARY PHOTOGRAPHY

Branding Experiences	05
Boudoir Experiences	04
Headshots	25



Oh Shoot Photography Students	06
Speaking Engagements/Interviews	02



## SECONDARY PHOTOGRAPHY

Birthday	01
Graduation	01
Just Because	01
Couples	<i>Date Night</i> 02



[WWW.THEHOUSEOFPHOTOGRAPHY.COM](http://WWW.THEHOUSEOFPHOTOGRAPHY.COM)

9200 Stony Point Pkwy., Suite 110, Richmond, VA 23235

Ph: 804-807-8702

Email: [book@thehouseofphotography](mailto:book@thehouseofphotography)

IG: @the.houseofphotography *New IG*

IG: @connie\_and\_co

FB: TheHouseofPhotographybyConnieandCo

**\*\*Do not inbox inquiries for faster response please email\*\***

Office Hours 11AM-7PM | Closed Mondays & Tuesdays

# HP HOUSE of PHOTOGRAPHY

I am thrilled to take a moment to applaud my amazing photography team at the House of Photography. Their dedication to providing our clients with the ultimate photography experience is unparalleled, and they consistently go above and beyond to ensure that every shoot is unforgettable and filled with our house hospitality.

From their technical skills to their creativity and passion, this team truly embodies the essence of what it means to be a dream team. They work seamlessly together, complementing each other's strengths and cross promoting each other. I'm incredibly proud of my team and grateful for all that they do. They are, without a doubt, the best photography team in the city!!

Thank you for rocking with The House of Photography!







## **Dream Team**

### *Handlers*

Rhonda Fox  
Mee Mee Graham  
Renee Walton Johnson  
Treasure Bailey  
Toni Blue Washington  
Cristal Crenshaw  
Danielle Little

### *Makeup Artist*

Genniea Cooper  
Tamar McLeod  
Dee Wilford  
Tyshon Coley

### *Pose Coach*

Kim Peerman

### *Brand Consultant & Designer*

Jzakaala Hamilton

# THE HOUSE OF PHOTOGRAPHY

CONNIE MCGOWAN, OWNER/PHOTOGRAPHER



Point your camera at the QR code.

## Branding | Boudoir

9200 Stony Point Pkwy, Suite 110  
Richmond, VA 23235



