

A woman with short dark hair, wearing a metallic, shimmering, sleeveless dress and large hoop earrings, is looking back over her right shoulder. The background is a dark, solid color.

THE  
SLIDESHOW

SUE BRYCE EDUCATION

# CLARITY

Show what you want to attract.

## *Focus*

on shoots you want to offer.

## FOCUS

on demographics you want to attract.

*Name it, describe it,*

**AND SHOW IT**

*in your marketing.*



# Example:

My target shoot:

*“The Sue Bryce Experience”*

# Title:

*Makeover & Photoshoot*  
(for One Girl)

From jeans, to lingerie, to a gorgeous fashion-styled VOGUE shoot.

Full Hair and Makeup with Styled Clothing.





# Target Demographics:

## *For Makeover & Photoshoot*

Girlpower  
13 - 30 years old  
*(no children)*

Independent Woman  
30 - 50 years old  
*(no children)*

50+ Fabulous

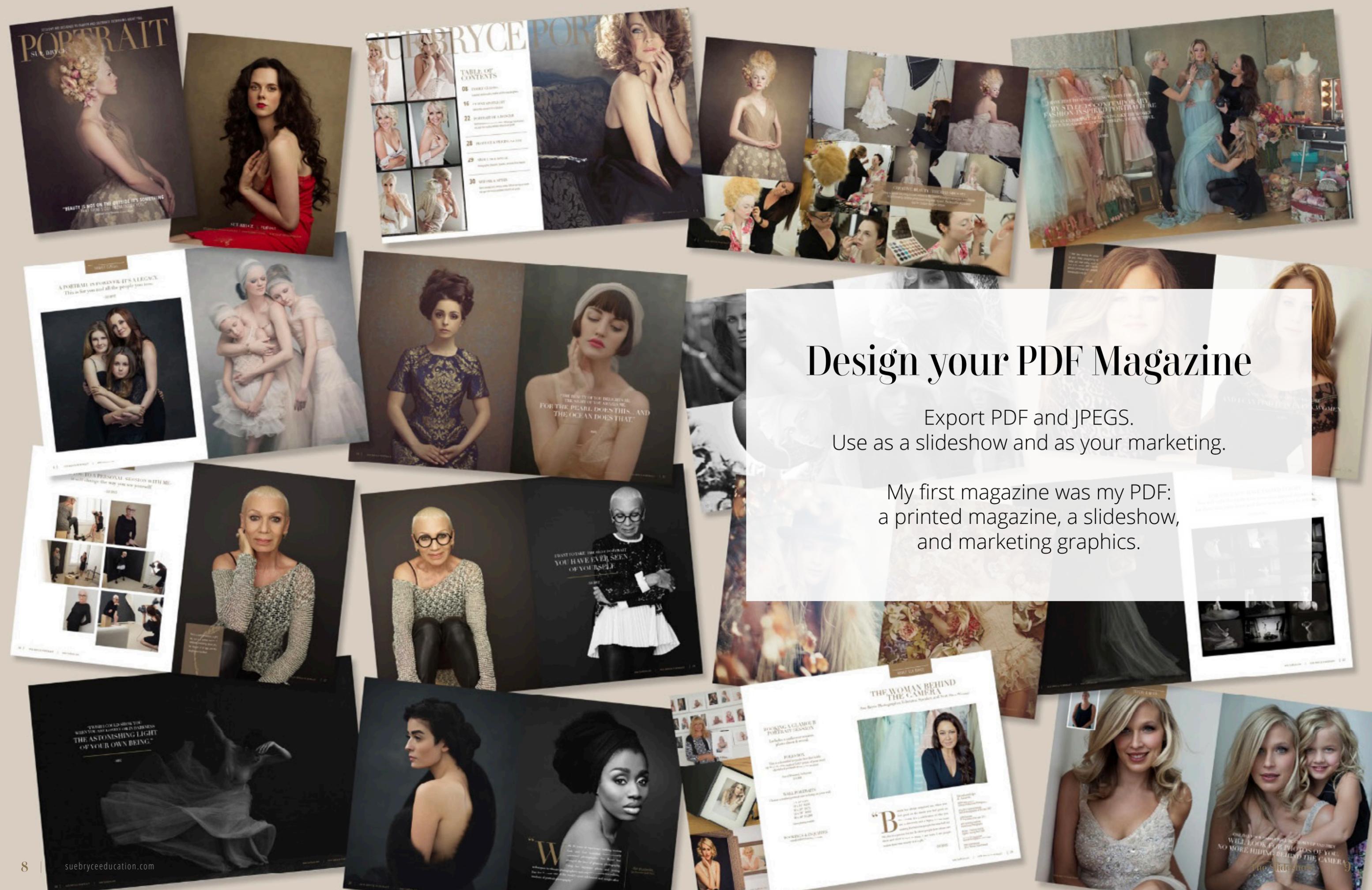
## Product:

### *Folio & Prints Available*

Show: Add-on options

Who do you want to be  
photographed with?

Styles: full glamour, lingerie, fashion,



# Design your PDF Magazine

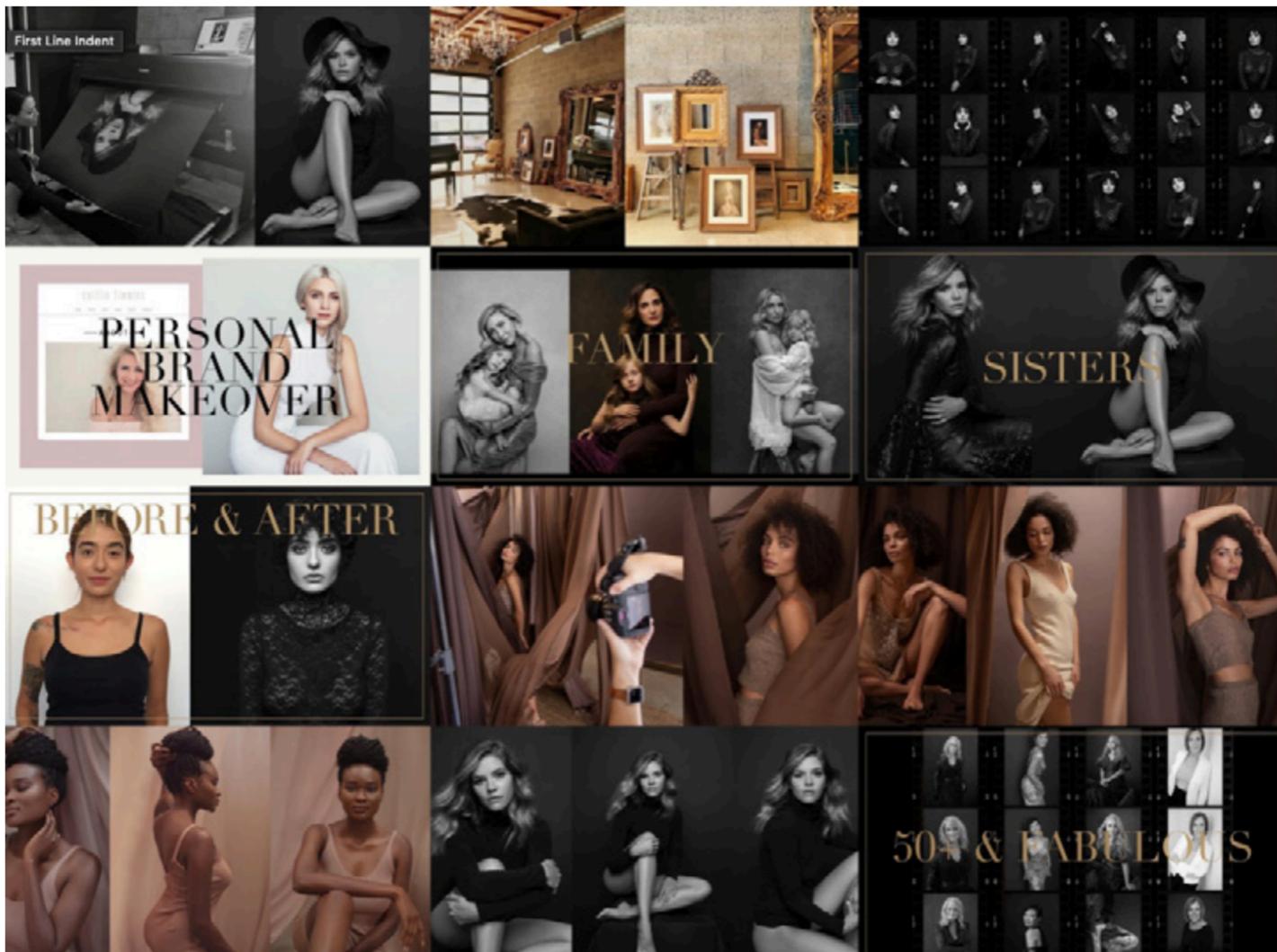
Export PDF and JPEGs.  
Use as a slideshow and as your marketing.

My first magazine was my PDF:  
a printed magazine, a slideshow,  
and marketing graphics.

Build multiple folders for  
**GENRE SPECIFIC  
SLIDESHOWS**

ready for a presentation that deep dives  
into each genre and type of shoot you offer

based on your genres  
and the experience you offer.



**NAME THEM,**  
*show them,*  
**& OFFER**  
**THEM.**

# CONTEMPORARY PORTRAIT *genres & styles*

In my portrait masters world,  
these are the popular genres.  
They can also be styles.



## I create an experience for these styles.

- Glam Makeover & Photoshoot
- Men (*GQ Style for Men*)
- Girls Day Out: Sisters or Best Friends
- Dream Location or Travel Shoot
- Boudoir
- Intimacy / Couples
- Couples Engagement or Elopement Couples
- Multiple Couples
- Same-Sex Couples
- Young Partners
- Older Partners
- Dance
- Gym or Fitness Sessions
- Teens or Seniors
- Pets & People or Pets (*On Their Own*)

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All of these genres are in my folio,  
not as separate genres, but styles.

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I offer four types of photoshoots, but  
I show all of these images in one gallery.

## I SEE THESE STYLES AS CONTEMPORARY PORTRAIT.

I show portraits that communicate  
these genres and styles.

*I match one or more  
demographics to each style.*



When you create ***your brand***, you get to decide what types of genres, styles, and shoots you want to do.

## DEFINE IT IN YOUR MARKETING!

You can specialize in any genre that you've mastered:  
one or more of these genres.

Or you can create one contemporary brand  
that offers all these titles  
as *"Styles you Offer"* or *"Types of Shoots."*

## THAT'S WHAT I DID!

You can create different combinations,  
styles, and types of photoshoots.

Show different ages  
and different experiences.

Then, you attract those people  
***to your brand.***



# Specialize

*Example: Sue Bryce Boudoir*  
(one genre)

Describe your style and show it.

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## Multiple Genres

**Example:**

*Sue Bryce Newborn,  
Baby, and Children*  
(ages 0 - 10)

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## Contemporary Portrait

*& Personal Branding*

## CONTEMPORARY PORTRAIT

This is my choice  
*because I love to shoot  
all these styles,*

and I love how they fit into  
*the photoshoot  
experience I offer.*

# Family Genres and Combinations

I offer them, but only show  
a small amount in marketing.

You can choose how much to show  
and what to show in your marketing.

But always have lots of galleries  
prepared for the extra offers.

Women love being offered  
all of these family genres.

Every time you add someone  
**SHE LOVES**

*to an image,  
it becomes more*

**VALUABLE.**



# Types of Shoots I Offer:

- Maternity
- Newborn
  - \*I do not show or shoot newborn.*  
*(Safety training is paramount.)*
  - Babies (6 months up to 1 year)
  - \*\*Always have offered to shoot babies & children.*
  - I only show Mummy & Me in marketing.
- Children
- Family
- Mummy & Me
- Mom & Adult Daughter
- Generations
- Family Add-on & Groups

**I offer 8 of these 9 Combinations,  
but only as add-ons to  
get more buyers connected.**

I market using Mummy & Me sessions and Teen/Adult with Parents.  
I prefer to show combinations rather than full portrait shoots in my marketing.  
But I have a full gallery prepared for consultation if they swing this way.

**I see all of these as genres:**  
I offer them. I like to do them, but not as main genres.

- Maternity
- Baby
- Family Add-ons

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## Target market for bookings and add-ons: Family First

50+ and Fabulous because these two demographics cover four demographics: Grandmother, Daughter with Children, and Daughter without Children (ages 18 to 50).

- Mother & Daughter
- Mummy & Me
- Adult Children
- Sisters
- Generations
- and Add-ons



It doesn't require a lot of explanation as this is the most requested session.

I have been advertising this session for 20 years.

Look at these images and see how I get that Mum first. The add-ons happen naturally.

## All women dream of having a beautiful portrait of their children,

but their secret desire is to have a beautiful photo of themselves with their children.

I don't need to show family images or say I am a family photographer.

## I show what the woman desires:

*"A beautiful portrait of me and my babies that they will keep for generations to come."*

## Me and my beautiful Mother.

Then, they bring the men.

**Add-ons:** add Dad, Family, Extended Family, Grandparents & Generations

# BUSINESS & NETWORKING GENRES

How I get clarity around what I offer:

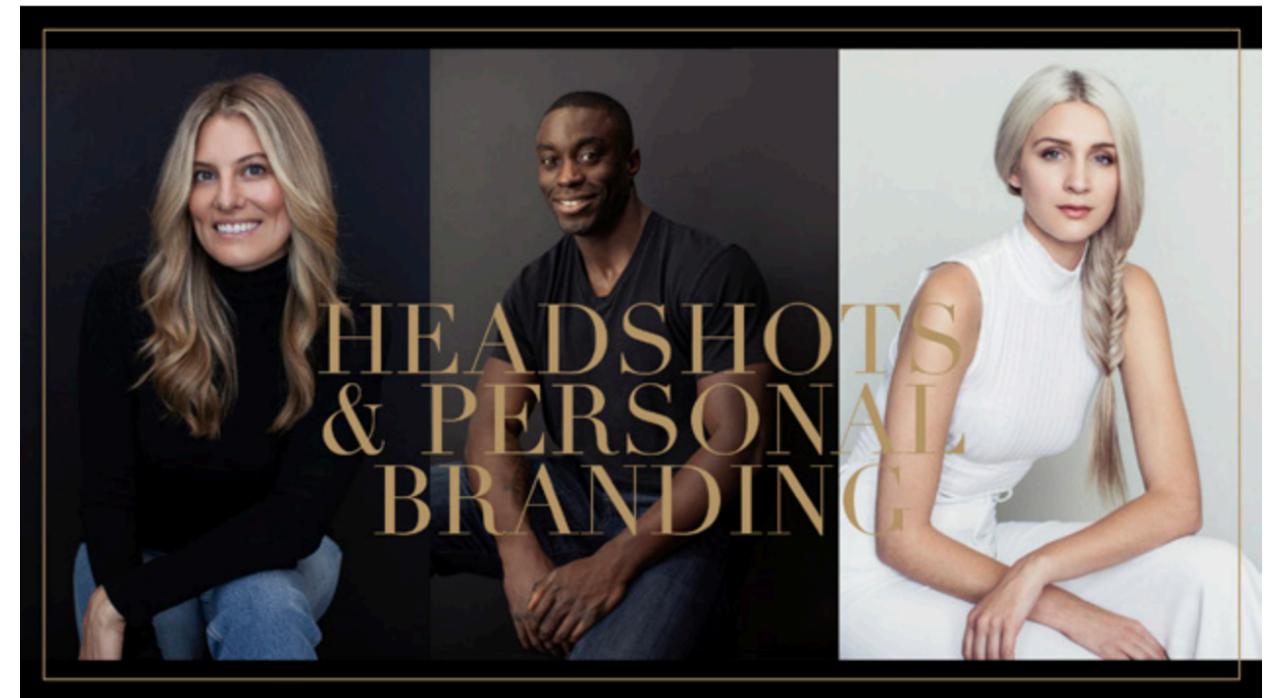
Write out the types of shoots you offer and keep it simple!

- Headshots
- Personal Branding
- Marketing Images for Social
- Product Images

**I offer all four of these business services  
at the consultation.**

*(Use a visual example.)*

I market using "Contemporary Headshots  
and Styled Personal Branding."



## Target Demographic:

Male, ages 30 - 60

Female, ages 30 - 60

Hair & Makeup is optional at an extra cost.

## Target:

Solo-preneurs, Entrepreneurs, Creatives,  
Professionals with an Online Profile, Business Owners,  
Authors, Public Speakers, Online Educators,  
Bloggers, and Industry Leaders

Use these titles to attract. These titles elevate my clients.  
My images elevate their confidence and forward-facing brands.

# Title of Shoot:

Headshots and Personal Branding

# Product:

Corporate

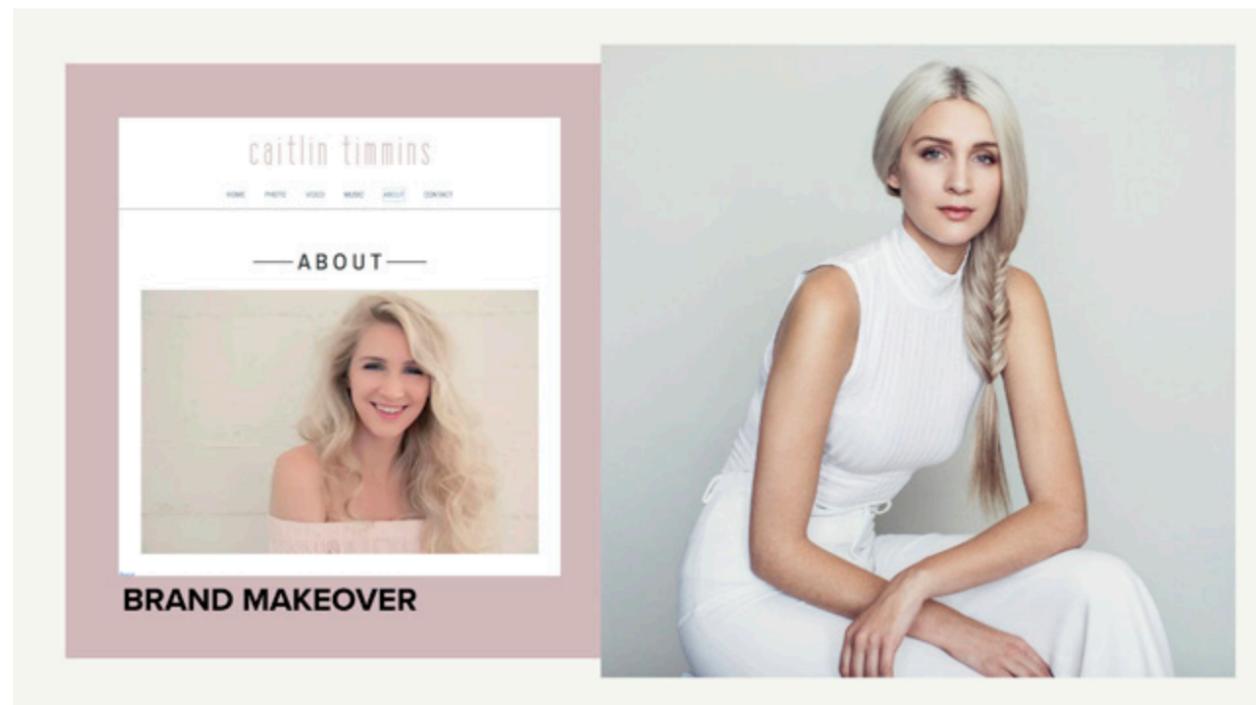
Digital package: \$1500

Styled Personal Branding: \$3000 +

Add-on Products, Promo Video: \$1500 - \$3000

# Ongoing business and networking:

Outstanding business-to-business networking opportunities and also B2B alliance for gift vouchers. Also, high referral percentage.





**I show 40ish, well-rounded images that have one or two of the above combinations.**

All of these images describe the style and the type of shoot that my client is thinking of.

*“Who is she doing this for?”*

*“Is it a gift?”*

*“Who is she going to do it with?”*

*“An experience—make a day of it!”*

*and “How does she want to be photographed?”*

All 40 of these images describe my process, plant seeds, and show all the different experiences I offer.

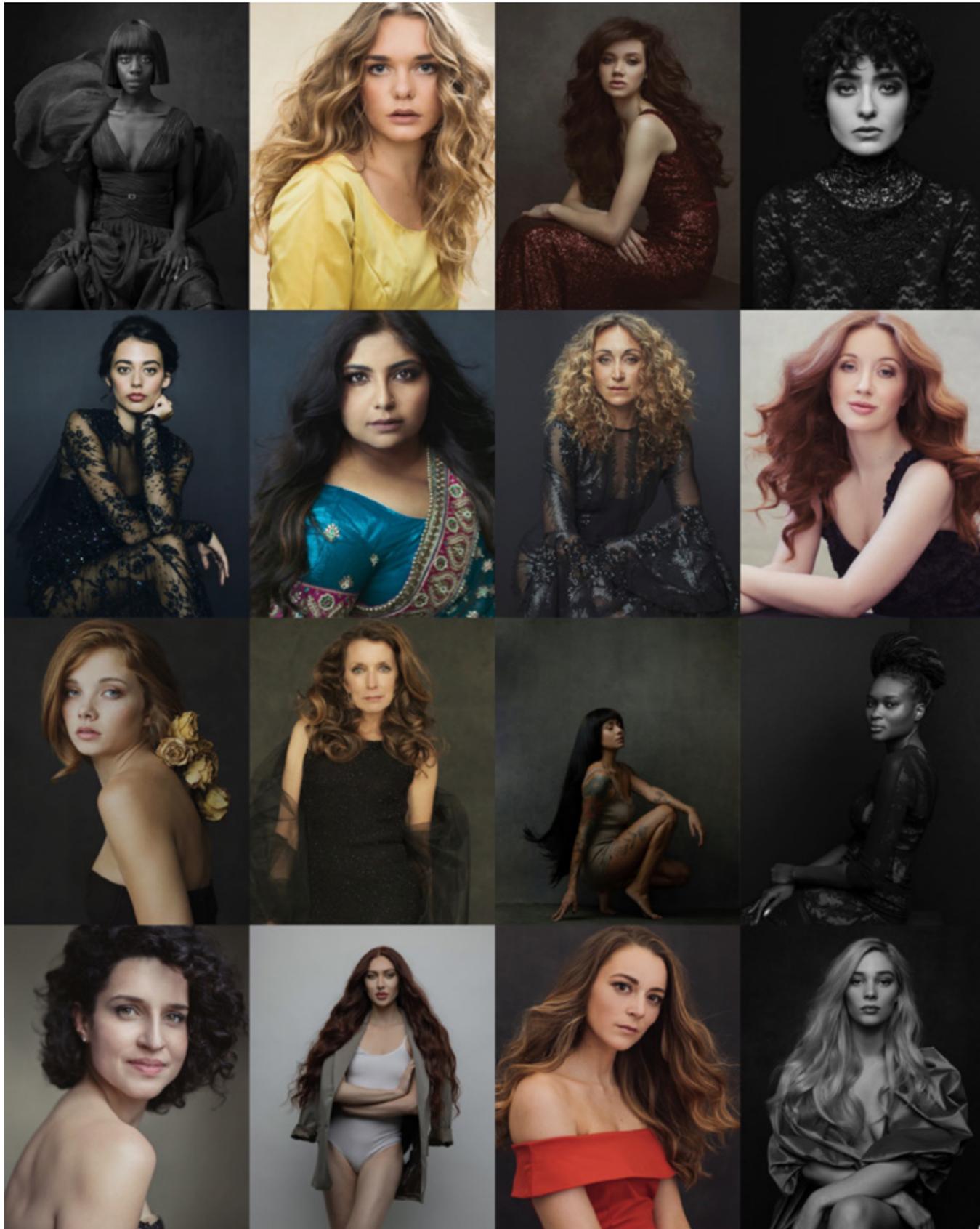
You can design your magazine and then export the PDF as images and use them in a slideshow.

I don't set up a slideshow and let it play. I advance slide-by-slide, noting every image I show, every type of shoot I offer—and that's where and when my client gets excited and engaged.



**I also prepare a full gallery off to the side.**

If your client leans in to one type of shoot, you have the pricing PDF ready to go specifically about that experience and a deep dive gallery that can hook them.



## I have these full galleries prepared for:

- Single Girl Makeover & Photoshoot Experience
- Dance
- Lingerie and Glam
- Couples / Love Partners
- MEN Corporate
- Personal Branding
- Male Portrait
- Girls Day Out Groups  
*(glam parties of 2 - 6 girl friends)*
- Before and Afters

# DIVERSITY IS IMPORTANT TO ME.

Representation is vital to me and my brand: in race, in body size, and in age.

All of these three groups get denied and ignored in mainstream marketing.

When I do talk about age targeting, it is about the demographic they fall into.

The 50+ is the most *un-marketed* demographic in the world, and yet they control the world's wealth. They are ignored in advertising.

Personally, I want to empower 50+ women to be photographed, to be powerful, to be valuable, to celebrate their beauty, wisdom, journey, and at the same time, empower this demographic to have fun, be beautiful, and put themselves first.

I also love photographing them as they are my age group, too!



## Before & Afters: Full Gallery

Show Before & Afters in your consultation and in your PDF as a viewing gallery.





# Show Behind-the-Scenes and Action Shots.

Use these on your PDF, marketing, social triangle, stories, and in your website galleries.



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