

A CARSON MEDIA

Investment Guide



Photo Collections | 2022

!!!
Nice to meet you!

WE'RE THE CARSONS

When choosing someone to trust to capture all your special moments, it's important to get to know them first. We'd like you to meet Caleb and Kaci Carson; the creative minds behind Carson Media. Between the two of us, we have over 10 years of experience behind the camera and enjoy every moment of it.

We started dating in 2017, married in 2018 and had our beautiful girl in 2020. We're just a couple of 25-year-olds with a dream to run Carson Media together full time and because of your support, we are one step closer to doing just that.

xx Caleb + Kaci Carson



What our Clients Love



Jennae + Ben

"We had so much fun during our session with Carson Media! Kaci and Caleb did a great job at creating an environment in which we could relax and just enjoy ourselves in front of a crackling fire while we took pictures. They were organized and always gave us great direction for our poses. The results speak for themselves! We look amazing in these photos ;)"

The McMorrow Family

"So easy to work with and we couldn't love our family photos more!!!"

Portraits

Families | Couples | Maternity

Collection 1

Up to 30 Minutes

1 Outfit

1 Location

15 Edited Photos

Online Downloadable Photo Gallery

Print Release

Option to Purchase Full Gallery

\$250

Collection 2

Up to 1 Hour

Up to 2 Outfits

1 Location

30 Edited Photos

Online Downloadable Photo Gallery

Print Release

Option to Purchase Full Gallery

\$350

Extended Family Collection

Up to 2 hours depending on group size

1 outfit

15 edited photos per individual household

10 edited photos of whole extended family

Online Downloadable Photo Gallery

Print Release

Option to Purchase Full Gallery

\$200/Household

Individuals

Newborns | First Birthday/Cake Smash | Seniors

Newborns

Up to 3 Hours
Up to 3 Outfits
1 Location
20 Edited Photos of Newborn
10 Edited Family Photos
Online Downloadable Photo Gallery
Print Release
Option to Purchase Full Gallery

\$450

First Birthday | Cake Smash

Up to 2 Hours
Up to 2 Outfits
1 Location
30 Edited Photos
Online Downloadable Photo Gallery
Print Release
Option to Purchase Full Gallery

\$400

Seniors

Up to 2 Hours
Up to 3 Outfits
Up to 2 Locations
30 Edited Photos
Online Downloadable Photo Gallery
Print Release
Option to Purchase Full Gallery_

\$500

How to Book

Once you have read through our Investment Guide and chose the package that covers your needs, the next step would be to contact us to set up a date! We typically scheduled sessions at least four weeks in advance, but we sometimes will have last minute opening due to cancelations.

Please visit www.carsonmediawest.com/book-a-session or email us at kaci@carsonmediawest.com with the following information:

Subject: Book My 2022 Photo Session

Name

Phone Number

Mailing Address

Package Name

2-3 Dates You Have Available for the Session

Within 48 hours after emailing us or submitting the form on our website, we will email you a contract, invoice and photoshoot prep guide to confirm your booking and select a date.

Notes:

We require a retainer of 50% of the total cost within 7 days of signing the contract to secure your date

Until the contract is signed, we do not hold your date

We have a travel fee of \$25 per 45 Minutes if the locations(s) you want are 45 Minutes or more away from our location (Kent City, MI)

Our weekends fill up quickly, but we can typically swing a more "last minute" weeknight session if needed.

Keep in mind we prefer to do sessions during golden hour (the hour before the sun sets or rises) to avoid harsh lighting

After the Session

Sneak Peeks

Within 48 hours after your session ends, we will post 5-8 edited photos from your session on our [Carson Media Facebook Page](#). If you'd like to get notified when they're posted, be sure to hit the "like" button on our page (and invite your friends while you're at it!).

Gallery Delivery

Within 8 weeks after your session, we will email you the fully edited online gallery from your session. The link will take you to our gallery website hosted through PassGallery.com. Once you get this email, you will have the option to create a favorites list and download your chosen images. If you aren't satisfied with your photos, please let us know within 14 days of the gallery delivery and we will happily work with you to get them where you love them. If it's after that 14 day period, there is no guarantee we will still have the editable (RAW) files from your session and an additional charge will be made for further editing.

Each package has a set amount of photos that is included in your session. I typically edit more than that exact number so you have the option to choose which photos you'd like. You will also have the option to purchase extra individual photos from the session or the entire gallery. Price depends on original package and overall gallery size.



A Simple Request

The most common way we get new clients is by word of mouth from past clients. Because of this, we ask that if you post any of your photos to social media, **that you tag us in your post.** If you forget, no worries! There will be no hard feelings, but we might comment our business page so people know who took them!

We also will give you 10% off your next session if you refer a friend and they book with us. But make sure they let us know who sent them! We will also stack the discount if more than one friend books with us through you. Yes, that means if you refer 10 friends, you could earn yourself a free session! Each discount is only good within the year it was earned, so don't forget to book!

Please allow us 48 hours to respond to any emails, texts, or phone calls. We have other jobs and a family so answering things right away isn't always an option on our end. If your session is getting close or there is an emergency please give us a call. If we don't pick up, shoot us a text and we will call back as soon as we see it. If we don't respond within 48 hours, please give us some grace and reach out again. We always do our best to reply as soon as we are able to, but things come up or get sent to spam and we're only human.





Thank You!



We hope this Investment Guide has helped you choose the perfect session to capture your life where it's at right now.

As always, please don't hesitate to reach out with any questions you may have.

We look forward to working with you!

Caleb + Kaci Carson
Carson Media

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