juniperberry
PHOTOGRAPHY
Juniper Berry
Photography
Spring/Summer 2021
Heidi Jewell | Photographer | 780 720 2905 | juniperberryphotography.com

Photographer
Heidi Jewell

I've earned my diploma of Professional Photography and continue to challenge myself in the art of photography.

Website
juniperberryphotography.com

Get In Touch
780 720 2905

About Juniper Berry Photography
I want your portrait experience to be a joy, not a chore. I will work closely with you to ensure your photo shoot is in sync with your special story.

Juniper Berry Photography
Spring & Summer 2021

This Magazine is published by Juniper Berry Photography. Subscribe on the website to receive new issues when they are released.

All prices and products detailed in this magazine are subject to change.

Printed versions of this magazine are printed in Canada from responsible sources.

All rights reserved. The contents of this publication, including the cover, may not be reproduced without the written consent of Juniper Berry Photography.

On The Cover:

Hennessey is very creative and loves to draw and paint. She loves the outdoors – and enjoys hiking in the mountains with her family. Hennessey says that supporting and hanging out with her friends is her favourite pastime.

From her photo session at
Elbow Tree Cottage
Barrhead County, Alberta

Hello

Thank you for considering Juniper Berry Photography to record your special moments.

Juniper Berry is a little different and this will be more than your average photo shoot. I want you to have the best experience and I'm with you all the way -- you'll have a pre-shoot consultation to discuss your vision, needs and wants. If you don't have a vision, I can help with that too. I will give you tips and guide you through preparing for the shoot, including what to wear.

Your photo shoot will be tailored specifically for you and on the day I will be ready to capture images that are true to you and be proudly displayed in your home.

I think this is so much better than a stranger showing up telling you to smile – don't you?

Collect memories, not things.

Heidi, Photographer

Alberta, Canada
780 720 2905

Contents

5 **Why, What & Special Requests etc.**
Made for you

7 **It's Simple**
So much included

8 **Session Styles**
What chapter are you on?

13 **Collections**
You choose

14 **À la Carte**
Canadian quality

15 **Canvas**
Cover your walls with what's most important

16 **Albums**
A beautiful way to record your memories – a time machine

19 **Quality Prints**
Keep your images safe

20 **Collage Displays**
Unique custom wall art

21 **Gifts**
Smiles make great gifts

23 **Digital Products**
Your images at your fingertips

24 **Booking**
Lets get started

25 **The Referral Program**
How does it work?

27 **Sweet Words**
Testimonials from Juniper Berry clients

28 **FAQS**
Here is where I'll answer your questions

29 **Thank you**
It's going to be great

Why?

There are various reasons why it's time for a portrait session. Perhaps you're celebrating a milestone? Maybe it's about time you treat yourself to an amazing experience that makes you feel good about yourself? What is your story? Together we can make beautiful portraits that you and your loved ones will cherish forever.

What?

Every shoot includes a pre-shoot consultation so I can get to know what is important to you and tailor the photo shoot to you specifically.

Special requests

I'm happy to accommodate any fun ideas you may have, or any props you'd like to incorporate. If you would like to bring anything special, including animals, to your shoot please let me know.

It's not everyday

This is going to be an experience and you will want to look your best so use this as an excuse to pamper yourself with a manicure/pedicure and have your hair done. If you want to be fresh faced I can recommend a makeup artist.

"Nothing can dim the light that shines from within."

Maya Angelou

It's simple

All sessions include the following amazing perks so you only need to decide which products are important to you so you can choose the Collection that you like best.

1

Pre-shoot Consultation

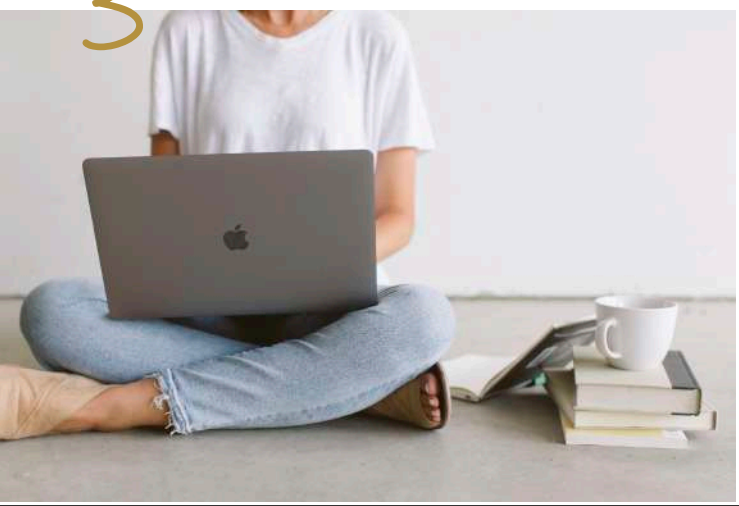
After confirming the date of your photo session I'll be in touch with you to arrange a pre-shoot consultation; we will discuss your vision, hopes and if you have a certain look or feel in mind for your shoot. The consultation is the most effective way for us to create a photo shoot tailored for you. I like to schedule the pre-shoot consultation to take place at the location the shoot will be - if that is not possible we can meet at an alternative location or over the phone. We will discuss what to bring, what to do before your shoot and although I'm always available to answer questions, this is an opportune time to ask about anything you want clarified. This consultation ensures that on the day we are shooting with purpose, the images will be true to you and you'll be proud to display them.

2

Tips & Guidance

I want you to have the best experience. This means that I'm with you all the way. I will give you tips and guide you through preparing for the shoot.

3



Digital Reveal

Each Collection includes an online digital proofing gallery of carefully selected and professionally edited images. Within two-weeks of your shoot I will forward you a link to your online proofing gallery. Once seeing your images you select which ones you want for your chosen package. It's at this point that clients often upgrade their package or add à la carte items. Once you select your images I can prepare your products for print. You will be able to send your gallery link to family who may also be interested in ordering prints.

Session Styles

WHAT CHAPTER OF LIFE ARE YOU ON?

What type of session are you looking for? Keep reading to see popular sessions, information on Collections and more. There's always a good reason, no matter where you are in life, to record today for tomorrow.

Let's make your moments memories.

INDIVIDUAL

TOMORROW BRINGS CHANGE, RECORD TODAY

We all have different reasons for wanting to record ourselves in images. Maybe it's for the short-term and you need some profile photos to choose from? Or maybe you or a loved one is celebrating a milestone? Whatever your reason, I can say that my clients are never sorry they booked a photo session and those moments will now be unchanged and remembered forever.

*you can see testimonials on the website

SURPRISE PROPOSAL

DON'T TELL YOUR STORY, SHOW IT

Surprise her with your proposal and impress her with your ability to create a special story for you to share for years to come.

I'll help you keep your proposal a surprise and record these memories so they can be shared with those you love.

Your story will be treasured always.

MATERNITY

YOUR FAMILY HEIRLOOMS ARE SPECIAL MOMENTS THAT WILL BE CHERISHED FOREVER

You're creating a family so what better time to start creating family heirlooms for the next generation that can be enjoyed now and long after the little feet grow.

What kind of Maternity Session suits you best; traditional, intimate, lifestyle? Let's talk about the type of session you want and the best time during pregnancy to schedule your Maternity Session.

FAMILY

FAMILY IS NOT AN IMPORTANT THING, IT'S EVERYTHING

Your family is changing with each new tooth and every new experience. Let me capture your family as you are today; sparkling eyes, side glances, knowing looks and all the things that make your family special to you. My job is to record your family making memories and enjoying moments together. Call for your consultation today and we can design a session that fits your family.

We can build a gallery of beautiful portraits of lasting memories that will hang on the walls of your home; portraits that you will pass on to your children and they will pass to your grandchildren. A legacy of beautiful portraits of you and your family will be cherished forever.

NEWBORN

THE NEW BABY SMELL GOES AWAY BUT YOUR MEMORIES WILL BE RECORDED FOREVER

Let's talk about what kind of newborn session appeals to you most.

HEADSHOTS

FIRST IMPRESSIONS COUNT

First impressions will always be important but now that we conduct so many of our initial interactions online, virtual personal branding has become as important as the handshake when introducing yourself.

Whatever your business, make the best first impressions with a professional headshot or personal branding session.

BOUDOIR

INTIMATE PORTRAITURE

Let me capture your individual beauty in a way that will have you skipping, smiling and wishing you had done this sooner. If you have any hesitations contact me for the Boudoir Magazine. We can talk about how this type of session can be tailored to your comfort level.

FOCUS ON WHERE IT COUNTS

Regardless of the weather we can create images that highlight personality and character in the studio at Elbow Tree Cottage. Soon the studio will open for individual photo shoots.

LAUNCH DATE TO BE ANNOUNCED SOON.

Visit the website to subscribe to the VIP list to be notified of all launch specials.

STUDIO SESSIONS
COMING SOON

SMALL BUSINESS BRANDING

BEAUTIFUL IMAGES THAT ARE UNIQUE TO YOU

Imagine every time you were posting to your social accounts, sending a digital mailer or creating a print promotion, you had a catalogue of beautiful images to choose from.

I walk you through a process that enables us to create images that are unique to you and your brand.

"All you need is love and a horse."

Collections

YOUR CHOICE

Photo sessions with Juniper Berry start at $350 and include:

- a pre-shoot consultation to ensure this photo experience compliments your unique needs;
- guidance and tips to prepare you for your shoot;
- a tailored 1 to 2 hour photo shoot;
- a print credit for à la carte items; and
- an online digital reveal of your images.

If you know what you're looking for, choose from a Collection that features your favourite product. Of course you can always enhance your selected Collection with à la carte items for you or as gifts for loved ones. I can help you find products that best suit the style of session you choose.

*Prices are subject to change

À La Carte

Printing your images ensures you will enjoy them everyday and they're not forgotten or lost on your computer's hard drive. One-hour photo labs and consumer online ordering sites are designed for speed, not consistency, and they drastically alter the colour profile of the images your photographer has taken hours to produce. This is why I have partnered with a Quality Canadian Professional Print Lab who works exclusively with professional photographers to create the handmade print products in my Collections. Enhance your Collection choice with additional items from the à la carte menu and get the memories you want and the quality these memories deserve.

Canvas

COVER YOUR WALLS WITH WHAT'S MOST IMPORTANT

Your family's smiles are more valuable than what you can buy in a shop and this wall art becomes more cherished as time passes.

You're not investing in a run-of-the-mill canvas. These Gallery Wraps are like no other in the market; they are hand-stretched using the finest quality archival canvas. All of your canvases are laminated for extra protection and durability. Each canvas wrap is reinforced with a front face board for extra strength. The back of the canvas has a finished cover and is ready to hang with wire hanger or metal brackets. A set of 4 clear bumpers are included to protect your walls. Canvases have become a very popular product among my clients.

Albums

TURN THE PAGES OF TIME AND SPARK MEMORIES YOU FORGOT YOU HAD

I call these albums time machines because when you sit with this custom album in your lap you are taken back to moments gone. Your memories stay preserved in this album for you to enjoy at special gatherings or on a rainy Sunday.

Albums are great because even the details from your session can be published; little feet, hands and special details enhance your story in the pages of albums.

TESTIMONIAL

★ ★ ★ ★ ★

It's so beautiful, thank you, thank you!
We so love the professional look of the album!

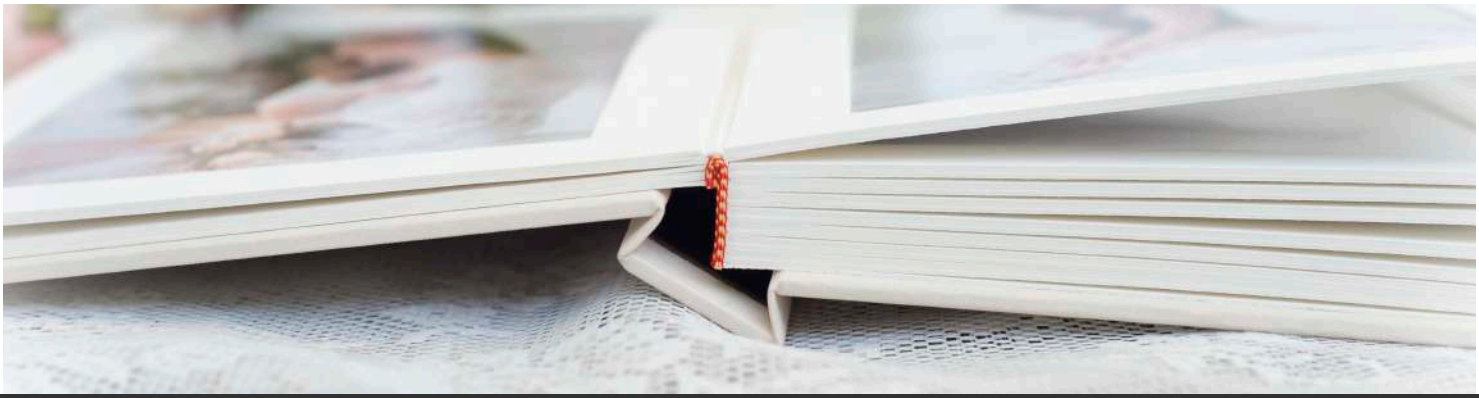
Claire

Album Choices

Juniper Berry has album options to fit every budget - the hard cover leather bound Juniper Album, the matted Clove Album or soft cover books. All albums are printed in Canada at professional labs so you can be assured of the lasting quality. You simply choose which one that suits your style best.

Make your book even more distinct by customizing it with a message embossed on the front cover. [1]

[1] You have many choices of leatherette, linen and faux silk covers



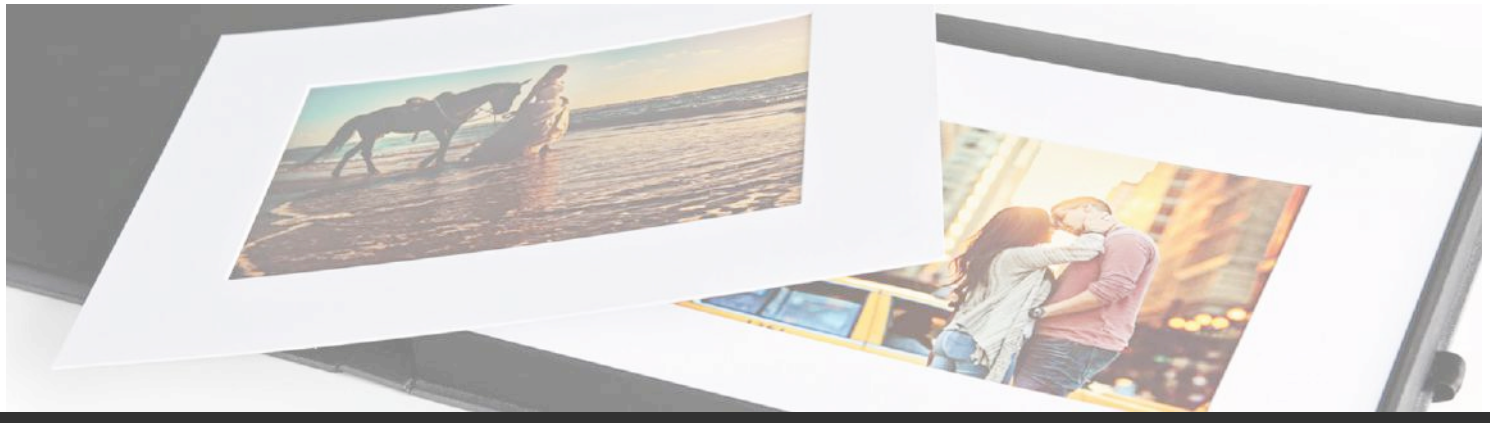
"... because every picture tells a story."

juniper berry photography . com

Quality Prints

KEEP YOUR IMAGES SAFE BY GETTING THEM OFF YOUR COMPUTER

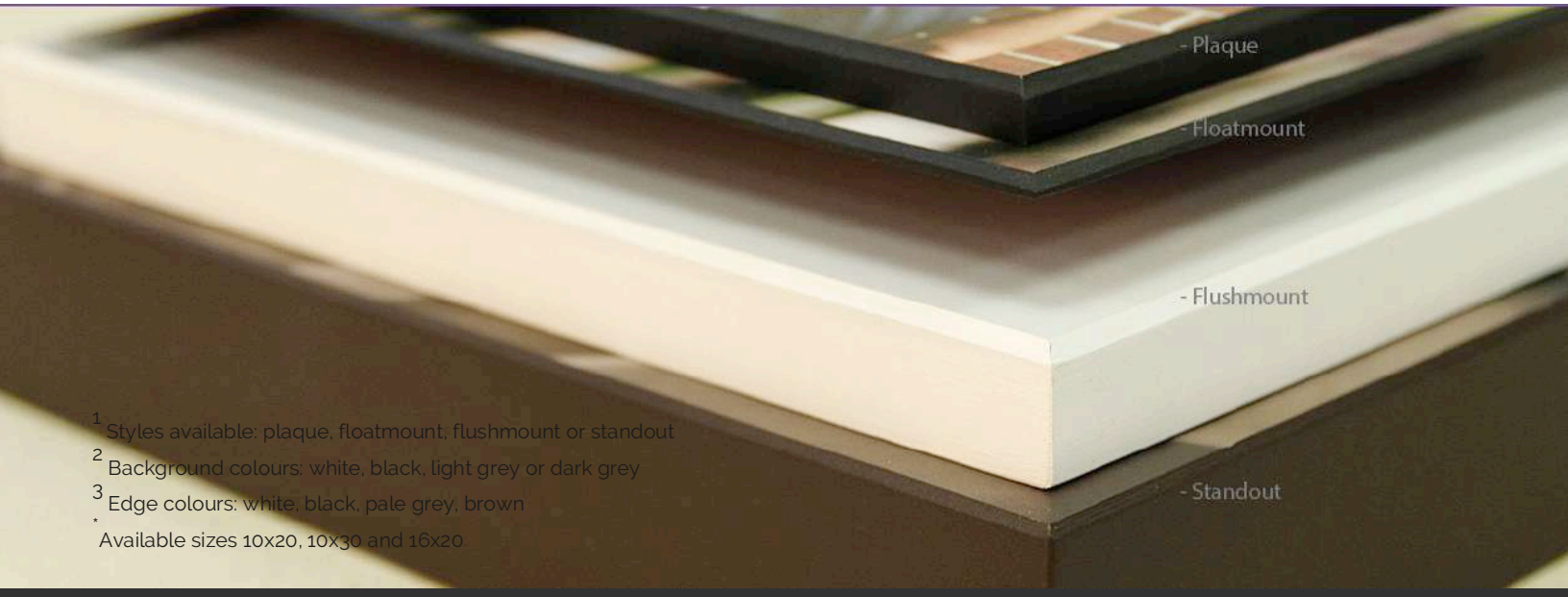
Your images can be simply printed or you can have them matted or mounted. If it sounds confusing, I can help you with this decision. Prints are exclusively printed on archival paper and mats are acid free and finished with a cardstock backing. No cutting corners, this level of quality will preserve your images.



Collage Displays

CHOOSE MULTIPLE IMAGES FOR YOUR COLLAGE DISPLAY

All Collage Displays come ready to hang. Regardless of which mount you choose, your images are printed on quality photo paper and are completed with a UV laminate for a lasting finish. I'll help you select a style that fits your décor[1] and a layout that works with your favourite images. [2,3]



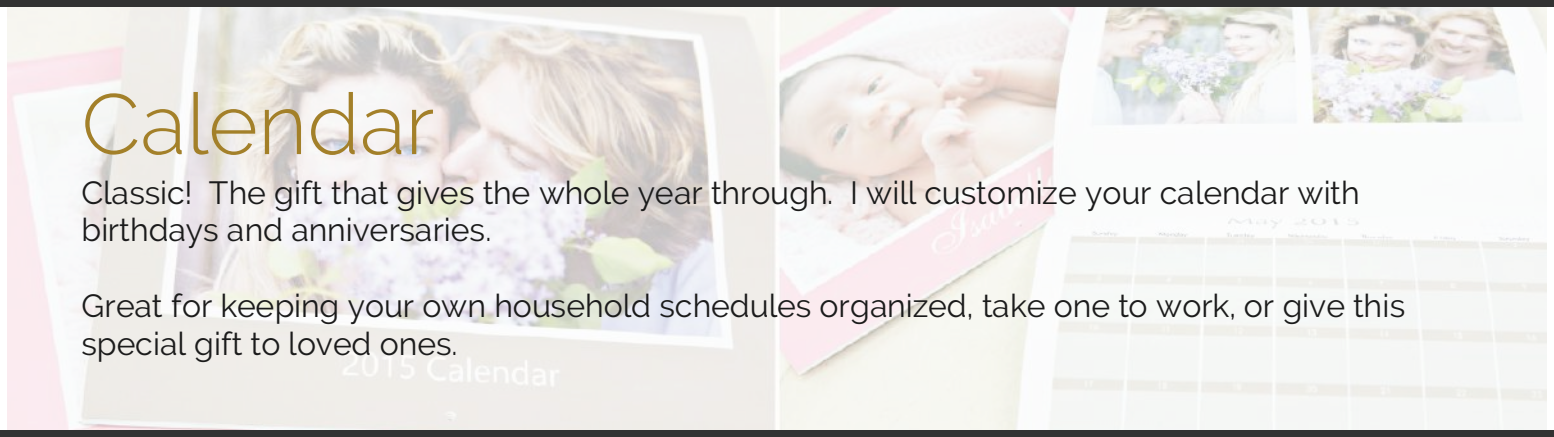
[1] Styles available: plaque, floatmount, flushmount or standout

[2] Background colours: white, black, light grey or dark grey

[3] Edge colours: white, black, pale grey, brown

* Available sizes 10x20, 10x30 and 16x20

Gifts



Calendar

Classic! The gift that gives the whole year through. I will customize your calendar with birthdays and anniversaries.

Great for keeping your own household schedules organized, take one to work, or give this special gift to loved ones.

Magnets

Order four magnets in a generous 4 x 5 size. Or choose your favourite image to be printed eight times in wallet size (2.5x3.5).

Linen Memory Cards

Celebrate a treasured moment in time with twenty of your favourite images printed on beautiful white linen card paper. These cherished moments come in a box that is customized with a message or quote of your choice. You can look at on a rainy day, write a personal message on them and give them to a loved one, display them in a unique wood block, the ways to enjoy these images are endless – how would you share your memories?

Matted Folio

PERFECT FOR DESKTOPS AND BOOKSHELVES

You feel the quality when you hold this folio. Two or three of your favourite images are beautifully presented and ready to display in this leatherette, linen or faux silk bound folio. Add customized text to make it even more special. [1]

[1] Customise for $30

Accordion Display Book

A GREAT GIFT FOR THOSE WHO LOVE YOUR SMILE.

Your partner, parents, grandparents and those that miss you because you are far away. Pop this into a package and send it too those you love.

Choose up to 8 of your favourite images to be beautifully presented in a 3.5 x 5 bound Accordion Display Book. [2]

[2] Leatherette Cover (Black or White), or Smokey Grey Faux Silk

Keepsake Block

MEMORIES TO REMEMBER

Celebrate a treasured moment in time with this Keepsake Block. A beautiful image on the front and a special message engraved on the back. [1] These 5x7 displays are a unique way to display two images OR one image with an engraved message. [2]

Great for desktops and side tables.

[1] Customise the engraving with a personal message

[2] Choose a black or white edge. Laser engrave on black linen, grey linen, or spring lilac, navy or crimson faux silk

Digital Products

Slideshow Keepsake

You don't need this keepsake but you are going to want it. More special, more memorable and more treasured than that shirt you saw. Choose a slideshow of the images from your shoot recorded to music.[1] Mixing music and your personal imagery make these slideshows a keepsake and they are quickly becoming a client favourite. Slideshows are included in Collections Two and Three. *To see samples of slideshows visit the website.*

Digital Album

Get a Digital Album for your smart phone with the professionally edited images from your shoot so you will always have your digital gallery at your fingertips. From your album you can conveniently share web-ready images to social media, email and download unwatermarked images.

YOUR IMAGES ARE ON YOUR WALL AND NOW THEY CAN TRAVEL WITH YOU TOO

[1] Music licensed to Juniper Berry Photography by Triple Scoop Music.

Bookings

It's happening! It's going to be great! Once we find a date/time for your shoot I will provide you with a portrait contract and collect a deposit, which is required to hold your preferred session date. Next we schedule a pre-shoot consultation and get you ready for your upcoming session.

Referral Program

WHAT IS IT?

There's nothing better than serving my clients well and giving them images they adore. One of the biggest compliments my clients give me is when they send their friends and family my way. My referral program is a way to say "thank you!" and give you a little something extra for being such a wonderful supporter.

HOW IT WORKS

It's simple! For every new referral from you that books a session you receive a reward. The best part is there is no limit to how many clients you can refer and you get rewarded every single time.

" The best thing about pictures is that even when the people in the photo change, the memory it contains never will."

Sweet Words

WHAT MY CLIENTS ARE SAYING

Heidi made me feel very comfortable and I had more fun than I thought I would. She made everything natural and easy. – *Ava*

When I saw my pictures my mom said my mouth dropped open. They were gorgeous and I couldn't believe that was me. I gave Heidi an inspiration picture that I liked and she helped me find the right clothes for my shoot. I'm so happy with my photos and I would recommend Juniper Berry to anyone. I'm pretty sure my mom is going to get one for the wall. – *Berlynn*

Thank you so much Heidi, our family had such a wonderful experience on our photo shoot! Can't wait to book another! – *Francine*

- see more testimonials on the website

FAQs

Sessions are typically conducted outdoors 1 to 2 hours before sunset to take advantage of **nature's best light**.

Clients commonly want their photo shoots to be at their home/property but don't worry if you don't have a space in mind. We are fortunate that Alberta has lots of beautiful **photo locations**. Juniper Berry will also host you here at Elbow Tree Cottage where we have 160 acres of beautiful places to shoot.

Studio Sessions will be available soon.

Yes, Juniper Berry accepts **credit card** payments (VISA, MasterCard, American Express & Discover).

I offer professionally **printed** products and **digital** items.

For more information about **Collections and à la carte** items please call or email me. I look forward to talking to you about your specific wishes.

Do you like to share your best days on social? If so you will love that you will **get a digital version** of every image you use for photo products or prints.

What is a **"Digital Reveal"**? A digital reveal is an online gallery of carefully selected and professionally edited images, which you will receive within two-weeks of your shoot. I will send you a link to your online gallery, you see your images for the first time and choose which images you want to create wall art for your home or gifts for family. Share your gallery link with family and friends who may also be interested in ordering print products. Smiles make great gifts.

Pay for your favourite collection with small stress-free increments using Juniper Berry's **interest-free** payment plan.

Thank you ...

. . . for considering Juniper Berry Photography for your portrait experience.

I look forward to guiding you through to a stress-free fun session.

This magazine has been an introduction to working with me and I would be happy to answer any questions you may still have.

I'd love to hear from you.

I hope we'll soon be scheduling your pre-shoot consultation and talking about what kind of photo shoot you want.

I love receiving sweet messages from clients. I am so pleased to know they're happy with their experience and final product. That said, the biggest compliment is when I learn I can make a daddy cry from one photo of his daughter.

Priceless

Call me ...

It sounds like fun right?

I look forward to learning more about you, your needs and discussing the vision for your upcoming photo shoot. Together we will come up with some great ideas that truly reflect you.

Heidi Jewell

PHOTOGRAPHER

Collect memories, not things.

Elbow Tree Cottage
Alberta, Canada
780-720-2905