

MOLLIE  DUVALL
— PHOTOGRAPHY —

BUSINESS BRIEF

Eyes Like a Shutter, Mind Like a Lens



Business Name

Mollie Hemric, the owner of Mollie Duvall Photography, chose the name she did for her business because it clearly and quickly conveys who she is and the purpose of her business – providing photography services.

By combining her name with the word “photography,” her business appears more personal and down-to-earth, and shows how every part of herself is dedicated to her business and the clients she works with.

This information will be listed on the “About” page on the website.

Background & History

Mollie began Mollie Duvall Photography because she has always been passionate about photography. Her father developed film in his dark room when Mollie was younger, which was what initially introduced Mollie to photography and got her interested in practicing it herself.

While Mollie prefers digital photography, her memories of her father help her appreciate film’s value as well.

This information will be listed on the “About” page on the website.

Website Topic and Services

Mollie Duvall Photography’s purpose is to provide photography services ranging from weddings to engagement photos to portraits. Skin retouching services are also provided upon request.

Mollie uses natural lighting as much as possible in all of her photography, and she gives her clients all of the photographs from their sessions rather than only allowing them to pick out a set amount of photographs.

Mollie is all about being genuine, straightforward, and open with the clients she works with, which leads to photographs that appear more natural, honest, and authentic.

This information will be listed on the “Pricing and Services” page on the website.

A separate “Image Gallery/Portfolio” page on the website will contain her work from various shoots. These photographs will clearly showcase Mollie’s skill and ability to provide the services advertised on her website.



Site Goals

Mollie hopes to accomplish the following goals through her website:

- Easily advertise her services and sell her work to individuals. This will be accomplished through the “Pricing and Services” page on the website.
- Make an adequate second income by selling her work and services through the website. This will be accomplished through the “Pricing and Services” page.
- Allow people to easily contact her about her work, services, setting up sessions, and questions they may have. This will be accomplished through the “Contact” page on the website.
- Allow people to easily connect with her by displaying all of her social media links on the website. These links will be displayed on the “Contact” page.
- Display all of the work she has done so it can be easily viewed in one place (the “Image Gallery/Portfolio” page on the website).
- Allow people to learn more about her, her services, and why she is passionate about photography. This will be accomplished through the “About” and “Pricing and Services” pages on the website.

Target Audience

Mollie’s target audience includes individuals of all races, genders, economic statuses, and so on. Most of her clients are 18 years of age or older, as these individuals often have a job that allows them to pay for a photography session.

Mollie welcomes everyone who wants to use her photography services, and she works with clients to ensure that they get the photography services they need no matter what their budgets are.

Mollie does most of her advertising through social media – not only does she reach out to individuals through a photography page she created for her business on Facebook, but she also purchases advertisement space on Facebook. Individuals also hear about her and her business through word of mouth.

Contact Information

Clients can contact Mollie predominantly through email. This information, along with a short contact form and links to her social media profiles, will be listed on the “Contact” page and in the footer on the website.

Pricing

Mollie does not currently have a set amount she charges for her services. One reason for this is that many of her clients do not have large budgets and cannot afford an expensive photography package or the costs traditionally charged by many freelance photographers. For this reason, she first finds out what the client's budget is, then works with him or her to discover the appropriate services, session length, and so on that fit this budget and what the client needs.

Mollie always charges a flat rate rather than by the hour, as most of her sessions last around an hour.

All of this information will be listed in some way on the “Pricing and Services” page on the website.

Location

Mollie Duvall Photography conducts all of its business online and does not have a physical location. The majority of contact Mollie has with clients is through email and/or over the phone, with the only “physical location” being the place where the shoot takes place.

This information will be listed on the “Contact” page on the website.



{Mollie Duvall Photography}

Style Guide created by: Meghan Fagan

{Color Scheme}



{Imagery}



{Typefaces}

Main Headline

FONT: LANE-NARROW REGULAR

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FONT: POPPINS REGULAR

{Adjectives}

//Professional
//Approachable
//Natural
//Genuine
//Friendly
//Fun

{Textures}

