



2024



WHAT A NATURAL
PHOTOGRAPHY



Service & *Pricing* Guide

by Crista Marie DeVito

WHATANATURAL.COM

Hello & *Welcome*



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Understanding This Service Guide

The intention behind this service guide is to provide a transparent, comprehensive overview of what I offer. I firmly believe that an informed client is an empowered one, and I've crafted this document with that sentiment in mind.

Whether you're engaging with my services for the first time or you've returned to work with me again, this guide is designed to answer your questions, clarify my offerings, and ensure every interaction you have is seamless and insightful.

My *Misión* And Vision

My Vision

My vision is to establish our studio as a renowned and versatile photography company known for delivering accessible, top-notch photography experiences. I am dedicated to building meaningful and long term relationships with my clients, aiming to be their trusted choice for capturing the most significant moments in their lives. With a commitment to honesty, integrity, and client satisfaction, What A Natural Photography aspires to be a cherished creative hub, making a positive and lasting impact on the South Florida community that we proudly serve.



My Mission

01.

Unwavering Commitment to Quality

I am dedicated to ensuring the delivery of high-quality photos and am committed to working closely with you to guarantee 100% satisfaction with the results.



02.

Exclusive Experience

I am wholeheartedly committed to delivering a personalized and thoughtful client experience that goes beyond the cookie-cutter approach. My goal is to make you feel seen, fostering a genuine relationship throughout our creative journey together.

03.

Affordability & Accessibility

I strive to provide the best value for your investment, ensuring that you receive the highest quality photography services without feeling taken advantage of. My goal is to offer you the best possible price for my time as your photographer, ensuring that you get the most out of your budget.

Investments

Headshot Packages

Understanding the investment you're making is crucial. That's why I believe in maintaining transparency when it comes to pricing. Below, you'll find a detailed breakdown of how I structure my pricing for logo design services.

01. The Essentials

\$150.00

- 30 minute session
- Outdoors or Indoors
- 1 Outfit Look
- 2 Final Images
- Online Proofing Gallery
- Full Resolution Downloads
- Professional Image Editing
- Access to Purchase Prints Online



02. The Professional

\$225.00

- 1- hour in Studio session
- Optional outdoor portion of session*
- Up to 4 Outfit Looks
- A Minimum of 4 Images
- Online Proofing Gallery
- Full Resolution Downloads
- Professional Image Editing
- Access to Purchase Prints Online

03. The Visionary

\$300.00

- Multi-Location Option
- Up to 2- hour session time slot
- Unlimited Outfit Looks
- A Minimum of 10 Images
- Online Proofing Gallery
- Full Resolution Downloads
- Professional Image Editing
- Access to Purchase Prints Online



* Additional Images

\$20.00

Investments

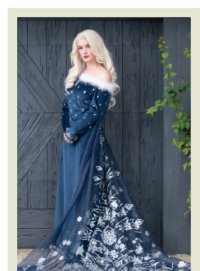
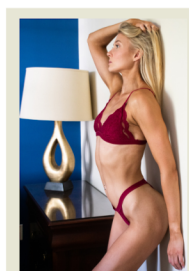
Spotlight Sessions

Our Editorial session is designed to capture your unique essence, whether it's for business, branding, or personal ventures. Elevate your image with confidence through our exceptional spotlight session photography experiences. These experiences include, but are not limited to Boudoir, Senior Portraits, Personal Branding, Marketing, Dance Portraits, Modeling & Themed Sessions

04. Editorial

\$300

- All Inclusive & Personalized Package
- Comprehensive & Thorough Consultation
- Multi-Location Option
- Up to 2- hour session time slot
- Unlimited Looks
- A Minimum of 20 Images
- Online Proofing Gallery
- Full Resolution Downloads
- Professional Image Editing
- Access to Purchase Prints Online



Investments

Couples & Families

Discover the perfect blend of love, laughter, and lasting memories with our tailored pricing options. From intimate duos to joyful family gatherings, we're here to capture the essence of your unique bond. Elevate your cherished moments with our customized packages designed to create timeless portraits you'll treasure forever.

05. Better Together

\$400

- Comprehensive & Thorough Consultation
- **Indoors or Outdoors**
- Up to 2- hour session time slot
- Unlimited Looks
- A Minimum of 30 Images
- Online Proofing Gallery
- Full Resolution Downloads
- Professional Image Editing
- Access to Purchase Prints Online



Investments

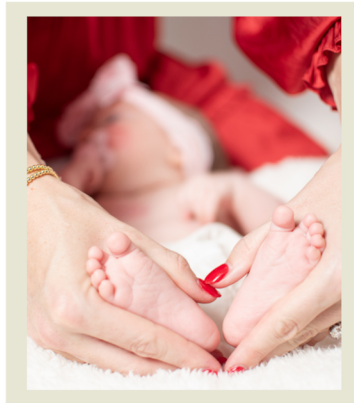
Newborn & Mommy and Me

Cherish the moments of your little one's arrival with our Precious Beginnings package! Explore our Precious Moments package tailored to capture the innocence and beauty of your newest family member. Let us craft timeless memories, ensuring every tiny detail is preserved with love and care.

06. Precious Moments

\$250.00

- Comprehensive & Thorough Consultation
- **Indoor Studio Session**
- Unlimited session time
- Up to 3 Scenes/ Outfits
- A Minimum of 10 Images
- Online Proofing Gallery
- Full Resolution Downloads
- Professional Image Editing
- Access to Purchase Prints Online



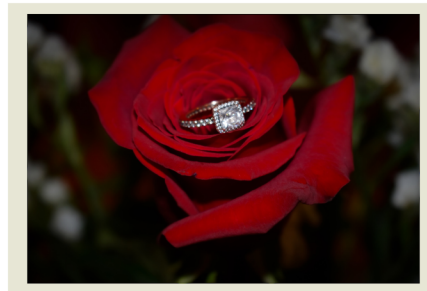
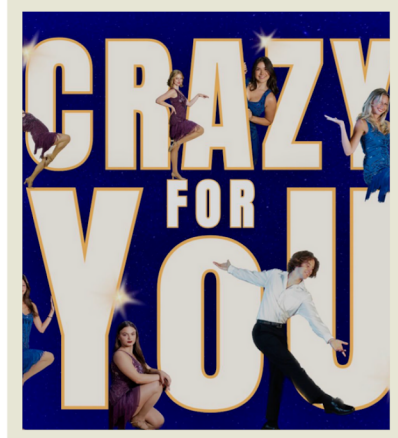
Investments

Special Events & Corporate Branding Sessions

Elevate your special events and corporate branding with our Signature Moments Package! Unleash the power of professional imagery to enhance your brand presence and capture the essence of your corporate identity. Our tailored pricing and packages ensure a seamless blend of creativity and professionalism, making your events truly unforgettable. Let us frame your success with compelling portraits that tell your unique story and leave a lasting impression.

07. Signature Moments: Exclusive Portraiture Package \$450.00

- Full Gallery Delivery
- Comprehensive & Thorough Consultation
- Up to 6 hours of Coverage
- Second shooter available upon request
- \$350.00 Each Additional Hour
- Online Proofing Gallery
- Full Resolution Downloads
- Professional Image Editing
- Access to Purchase Prints Online



Cosmetic Styling

Hair & Makeup Services

Elevate your session by adding on a beauty specialist to pamper you and your tribe!

Make Up

Natural Look.....	\$55.00
Full Glam.....	\$75.00
Specialty/ Bold Looks.....	\$90.00

For any makeup styles, our artists requests that you bring their own foundation that they feel most comfortable using. If you would like our artist to provide all materials, an additional fee of \$25.00 will be included in your invoice.

Hair Styling

Straight/ Curled Styles.....	\$45.00
Hair down styles.....	\$55.00
Updo.....	\$60.00
Updo inclusive of braids.....	\$80.00



The Process

of What A Natural Photography

What You'll Get

- ✓ Preparation Booklet & Checklist
- ✓ Personalized Session Booklet & Mood board
- ✓ Personal website for photo viewing
- ✓ Professionally retouched images via photoshop and lightroom editing
- ✓ Detailed photography contract & Invoice
- ✓ High quality downloadable images within 5-7 business days



Crista made me feel so comfortable and sexy during my boudoir session, and we truly had a blast! A photo shoot should be fun, and she sure made that happen! This was not our first shoot together, and will definitely not be our last!

Alexandra Lullebo

For inquiries, visit
WWW.WHATANATURAL.COM

Here's What The Process Looks Like

01. Inquire

You can inquire via email whatanatural.cmdv@gmail.com or through the form on our website. This gives us an idea of what type of photography services we can provide that will bring your vision to life

02. Invoice & Contract

We will create a detailed pricing breakdown along with a formal agreement outlining all of our procedures and protocols so we can make the most of our time together in a safe way.

03. Deposit & Consultation

Once you have signed and returned your contract, and looked over your invoice, a 50% retainer is required to secure our Photographers availability. Once the deposit is received, we will schedule a virtual or in-person 20 minute consultation.

04. Day of Preparation & Session

After our consultation, I will ensure that all of your questions have been answered in both conversation and writing. Our team will forward you your preparation sheet and personal booklet to ensure that you have all of the information you need. We will meet at our agreed upon location and then... HAVE FUN!

Add-On Packages



Additional Images

PRICE:
\$20.00

- Additional retouched images may be added on to any of our photography packages! Returning clients receive additional images at the price of \$15.00 each

Additional Hour for Events

PRICE:
\$350

- An additional hour may be added onto any of our event packages at the price of \$350.00 Each. Up to 5 additional hours may be added onto your event package. Hours must be solidified within 48 hours of services rendered

Tee-Pee Set-Up

STARTING AT:
\$50.00

- Includes Tee-Pee setup with blow up mattress, blankets & pillows
- Customizable through Creative Depot LLC
- A La Carte via consultation

Picnic Set- Up

STARTING AT:
\$120

- Includes Creative Depot Picnic setup customized to your theme of choice
- Customizable through Creative Depot LLC
- A La Carte via consultation

Specialty Backdrops

STARTING AT:
\$50

- Entirely Customizable through CreativeDepot LLC
- Marquee Lettering
- Balloon Arches
- Framed Arches

Client Reviews



“Crista gave me the confidence that I needed to get very nice headshots! I loved the photos! She is a great photographer and person, so if you’re looking for someone who will actually care about you and the essence of your photos she’s the one! I will definitely come back and 100% recommended!”

Genesis Avrales



“Best place to get your headshot done. Crista makes you feel so comfortable from the moment you walk in until the last second you are done taking pictures. It’s so nice to work with someone involved in theater because she knows exactly what you are looking for and how to get it out of you.”

Aurora Chamonici



“I believe that because of the connection Crista tries to establish with her clients, whether it’s playing a soundtrack you love, or understanding what you want in your photos, it allows for a level of comfort in the session, which I believe shows your true self more than other services I’ve seen.”

Isaac Lynne



“Blending creativity
and professionalism
to capture the magic
of your unforgettable
moments”

Crista Marie DeVito

01. What is your turn around time for final images?

Your proofing gallery is made available to you within 2 business days following your session. Once you select your final images, your final images will be professionally edited and delivered back to you within 5-7 business days

02. Do you travel for sessions? If so, is there an additional fee?

I love to travel and would be honored to get to capture your memories outside of South Florida. Travel pricing for locations requiring overnight stays are negotiable. For any location within a day's drive within the state of Florida, there would be a charge of \$30 for every 30 miles away from our base location.

03. What is your cancellation or rescheduling policy?

To secure my availability, a non-refundable retainer is required. If you have to cancel, change, or postpone the session within 48 hours, the retainer serves as liquidated damages for potential losses incurred due to short notice. However, if you would like to reschedule prior to 48 hrs, I am always flexible to adjusting your appointment

04. What happens if the weather is unfavorable on the day of the shoot?

Neither of us will be held responsible for performance issues caused by unforeseen and unavoidable circumstances. I am happy to work with you in rescheduling any outdoor sessions if weather is not permitting. Safety is always our top priority!

05. Can I order prints or albums from you?

Yes, I do offer printing services! I have a fantastic partnership with an exceptional printing company that specializes in crafting beautiful flat lay albums and can also produce stunning holiday cards, among other printing options.



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Ready to join the What a Natural Family?

If you're ready to embark on your next photography experience, visit whatanatural.com to secure your session. We look forward to your capturing unforgettable moments!

Fill out our inquiry form at
WHATANATURAL.COM

If you're still in the exploration phase or have more questions, no worries at all.

Send any questions you have at:



whatanatural.cmdv@gmail.com