

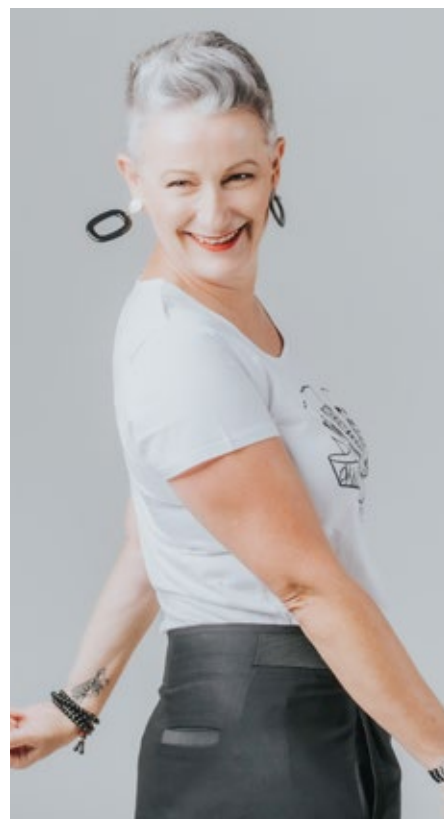
BRAND YOU

Leveraging your visual identity as a thought leader

A PHOTOGRAPHIC
EXPERIENCE WITH
RACHEL CALLANDER
& NATHAN MADDIGAN



Because
a generic
headshot can
be as limiting
as generic
thinking.



Your identity is the most powerful and unique difference you have as a thought leader.

This experience combines the energy of a photoshoot with the depth of relationship and the honesty of an interview.

Through deep-dive questions, moments of insight, and great respect, Rachel and Nathan work together with you to **avoid the clichés and reveal truth**: words and portraits that resonate with your customer, with your brand, and with yourself.

how it works

Once you have **made the choice** to build a powerful visual identity for yourself, we will set up an **interview** together, and talk through your brand, your direction, your unique capacities, and what you believe about your work and your life.

Often in conversation your IP really comes to life, so you'll also receive a **transcription** of our conversation along with your images.

Aside from learning more about who you are and where you're going, the interview helps to remove the barriers that often come up when having your picture taken.

We find that when we are aligned with you, in relationship and direction, these barriers naturally fall away, and the experience becomes effortless, and even enjoyable.

The **photoshoot** will take place in locations that speak the strongest to your identity. From natural or urban environments, to your own office, or a studio space.

After the shoot, we will get straight into the **production** of your imagery. We will carefully curate and edit your images, and present them in a downloadable online gallery.

Once you have your images, we will have one more conversation about brand possibilities and next steps.





what you get

1. Pre-photoshoot interview (1 hr)
2. Transcription of your pre-photograph interview - it often contains excellent conversational IP! - with highlighted gems.
2. Photoshoot (approximately 1 - 2 hrs, depending on need, and can include multiple locations)
3. Personal Images (at least 30 edited images, all of which are in colour, and in black and white)
4. Stock Images (at least 10 stock images taken by Rachel or Nathan, curated to what we've heard from you about your brand)
5. Next Steps conversation (15 - 30 mins)

cost

\$6500 (ex GST) - includes studio hire, two photographers, consults, studio set up etc







“There isn’t anyone you couldn’t love, once you’ve heard their story.”



"You captured
what we didn't even
know we wanted."

-Callum McKirdy,
Neurodiverse Speaker,
Facilitator, Mentor

Rachel Callander BFA

Rachel Callander is a speaker, trainer, author and award winning artist. She holds a Bachelor of Fine Arts Degree from the Dunedin School of Art in New Zealand, and is an international award winning photographer, and a Master Photographer within the New Zealand Institute of Professional Photography (NZIPP).

She was awarded Wedding Photographer of the Year in New Zealand in 2011, and was a Landscape Photographer of the Year finalist in Western Australia in 2017.

Rachel's first book, Super Power Baby Project, won the Outstanding Book of the Year Award at the 2015 IPPY in New York.

Nathan Maddigan

APP M.Photog. | M.Photog.(Dist.) NZIPP

Nathan is an award winning photographer, author, trainer and story coach. He is a Master Photographer with one gold bar for the Australian Institute of Professional Photography and a Master Photographer (with Dist.) for the New Zealand Institute of Professional Photography.

He has been awarded WA AIPP Wedding Photographer of the Year in 2015, 2017 and 2018, and was a national finalist in 2016, 2017 and 2018. In 2021 he was awarded the NZIPP International Professional Photographer of the Year.

He is regularly invited to judge national photography awards in Australia and New Zealand, and is also a TEDx Speaker Coach.

"Rachel Callander and Nathan Maddigan are a genius team. I've never been made to feel so comfortable in front of a camera. Highly recommend to all."

**-Kate Billing Humanist,
Conscious Capitalist & B Corp Founder**

"Working with Rachel and Nathan to create photos for Flawsome was one of the most gorgeous experiences. If you need any professional shots then these guys are next level. And full of love!"

**-Georgia Murch, Thought Leader in
Designing Feedback Cultures**





WWW.RACHELCALLANDER.COM
WWW.NATHANMADDIGAN.COM