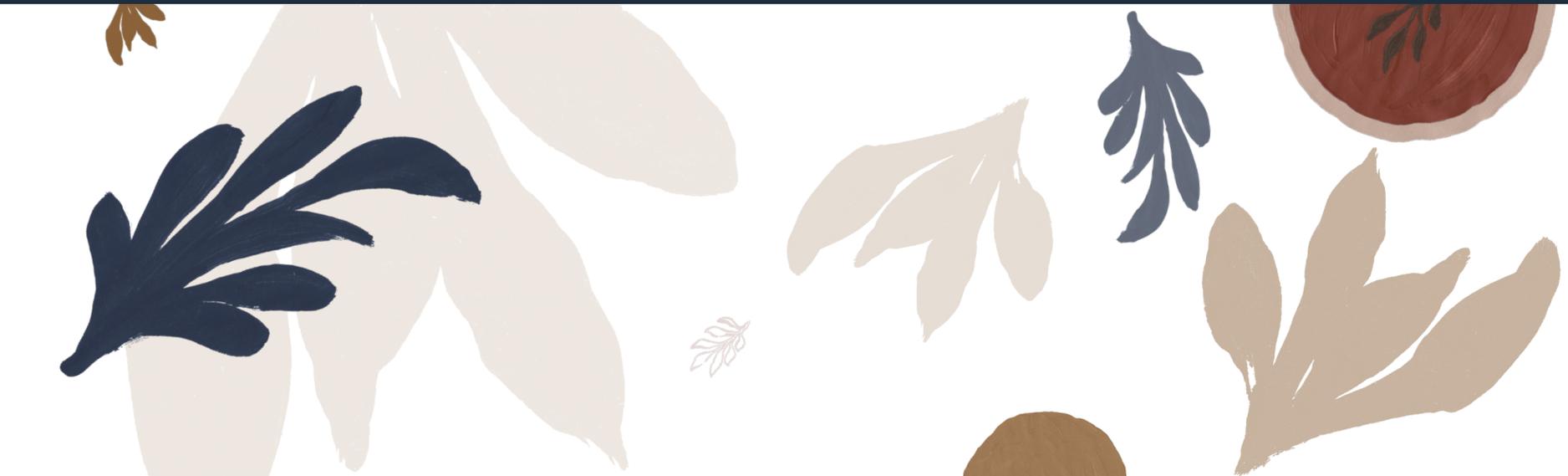




The  
WELCOME GUIDE

CRYSTAL CLEAR  
*Creative Studios*

My mission is to *capture and deliver the perfect visual aesthetic* to elevate your product business to beautiful + sought-after brand status.



Every Great Design  
Starts With  
an Even Better  
Story. So Lets  
Tell it.

*A warm*

## WELCOME

Hello, friend! I am so happy that you are here!

Are you fueled by soaring sales, increased followers, and a loyal customer base?

Me too!

I have a passion for helping business owners unlock the perfect styled product shoot.

Creating an undeniable emotional connection between your brand and your ideal client starts with the story your product tells. In my book, that goes without saying. My creative wheels start turning at the very mention of your products and your brand's vision!

Your visuals will be created to connect your products to the people that need them.

Simple!

The unique core value of Crystal Clear Creative Studios is *relationship*.

This guide will walk you through my tried and true steps that will lighten the load when it comes to creative marketing, design and layout, and client attraction. Sound good?

I can't wait to hear your story!

XO,

*Crystal*



01

Expectations

What  
TO EXPECT

The experience at my studio starts with a creative consultation, and rest assured that I show up ready to listen, give guidance, answer questions, and support you.

***The goal of our call:***

- Understanding your style, project ideas, budget, and goals
- Clearly defining expectations, timelines, and deadlines
- Are we a good fit and is moving forward the logical next step?

***Frequently Asked Questions:***

What is your turn around time for deliverables?

*Depending on the size of the project, turnaround is generally between 5-10 business days.*

Do you purchase the props?

*Prop sourcing and purchasing is something I am always happy to help with. Interested? Let's talk about setting your budget on our consult call.*

What is the process for mailing products?

*Products are mailed to me all of the time! Over 75% of my customers aren't local, so let's discuss the cost-effective ways to mail your product.*

Do you have a rush fee and when is that applied?

*Rush fees are applied when the project falls outside of the suggested perimeters, ie. Needing a photoshoot quicker or having photos delivered outside of the turn-around time frame.*

*I hired Crystal to take product photos for my shop + I am thrilled with all of the images! She has a great eye for styling photos, brand imagery + lifestyle shots. She was very professional to work with + brought a great energy to our photo shoot. I can't wait to use her for all future product launches - she's great!*

~  
**Colleen Martin, Poppyseed Body**

*Business Hours*

M-F | 9 AM to 3:30 PM

*Get in Touch*

crystal@crystalclearcreativestudios.com

# 02

## *How* DO WE DO IT?

There is no “one size fits all” solution here. You are unique! Because of that, we do things differently so you get the best possible experience and results.

My packages are hand-crafted to fit the amount of items in your specific product line. Did someone say props? How about laser-focused creative direction? Need a model or two? What about continual monthly photography? Oh, and don't forget about a location for products that go beyond flatlay status! If this heart-centered welcome is speaking your language, a consultation will allow me to listen your needs and provide the right solution for YOU.

We take the hustle out of it all and create a dance that is choreographed to your brand's beat, while you get back to the things that light you up.

We've got you covered from the cameras, the props, and all of the brand styling details that are so close to our hearts...and those of your ideal clients! They just don't know it yet!

Your vision and timeline are added to my creative process for those happy dance results that you are secretly craving, am I right? So are you ready to get a special blend of planning and creativity, to on-point visuals, with the care of your best girlfriend?

I am ready to give it!



*My Work*



# 03

## Creative Process

The

### CREATIVE PROCESS

01. Book a 30 Minute Discovery Call
02. Identify Your Package + Timeline
03. Photo Inspiration Consult
04. Complete Shot Lists
05. Brand Styling + Creative Direction
06. Professionally Branded Photography

*OMG!!! Crystal needed little to no instruction as far as what I needed for my Indie Brand skincare line!!! I've received my professional brand photos and I'm stunned!!! Clarity, color, vivid images...Just an array of beauty + professional services. She was easy to work with + her prices are beyond fair for all that you're getting. I love Crystal + will use her in future projects. A no-brainer decision!!! Only the best will do for me + my brand. Level up your brand with this gal!*

~  
*Melissa Brooks, Skin + Culture*



## YOUR EXPERT

# 04

*Crystal Hollman*

Hello there, from sunny and hot Arizona! I live for all things styled photography and serving the business community exclusively through styled imagery and personal brand photography. My passion lies in making an image that is meant to boost sales, attract your ideal audience, and show off all of your hard work in a unique and stylish way.

Corporate America had me at hello for 10 years and just when I thought I was where I was supposed to be, God changed the narrative and helped me find more time for my husband and two beautiful girls. Now I spend my days doing what I love: creating images overflowing with beauty and utility for brands so I can lighten the load for burnt-out business owners on a mission toward growth.

My journey has made me a thoughtful, intentional, and people-oriented photographer. The process of crafting my own successful creative business has given me a passion for helping other creatives do the same.

When I am not photographing products, I am educating and supporting growing entrepreneurs through workshops, courses, and mentoring.

So if you find yourself in that place between growth and overwhelm, let's partner together to alleviate that stress and embrace the goals of your business!

*Crystal is great to work with! She is efficient + offers multiple options! She is also very helpful in preparing for your photo shoot to make it a memorable + productive experience! I recommend Crystal as your photographer!!!*

*Hayley Weiss*



Peace of Mind

## 05

The beauty of our commercial photography is that you receive much more than Instagram-worthy images, you get images that are created to be as powerful as your brand. And through it all, you receive my creative partnership, support, promise of excellence, and online shops radiating with activity and the content that expresses everything that you have built to serve your audience and keep up your thriving online business!

### ***Your Personal Results***

- Brand Confidence
- Peace of Mind
- Upleveled Professional Presence
- Clarity
- Connection
- Profits
- Consistent Brand Presence

### ***What's next?***

- Start gathering your ideas and inspiration.
- Set up our free consult call.
- Find a solution that works for you.
- Don't forget to follow me on social media so we can get to know each other! This is a great way to check out how I work, life as a Mom Boss, and the clients that I work with. I am there all of the time with fun behind the scenes, and other tips and resources for the biz community.

