



T H R U B E A U T Y

Dearest Radiant One,

Are you ready to show-up for yourself in all of your brilliance, your luminosity, and your beauty? Are you ready to share the light within you for the whole world to see? Are you ready to serve in the way you feel called through being the embodiment of all that is true and noble within you? Are you ready to present yourself as the elegant expert you are in your marketing campaigns?

If you answered “YES!” to all of these questions, than you are ready to leap into Brand Your Beauty with me and experience the impact that embracing the true depth of your unique beauty can have on solidifying your inner certitude and catalyzing your calling.

Preparing to stand in-front of a camera can bring up many insecurities and fears. You may be thinking that without proper coaching and support, your photoshoot might leave you wanting more from your photographer, your images, and your investment. And you may be afraid that you might not connect with your photographer, or the camera, leading to awkwardness and tension in your body during the shoot.

You may feel that without mindful reflection about the inner and outer barriers that keep you from being fully lit from within you may physically show-up for your photoshoot, but you might not mentally and spiritual be present—which will be reflected in “hollow” images that look posed and void of spirit.

You may be concerned that if you don’t develop a sense of ownership of your unique style and look that your images might be “pretty” but not authentic to your brand and your inner essence. You may be concerned that the lighting will leave you looking fake and unnatural. And you may be anxious that your wardrobe, hair, and makeup will hide your natural beauty rather than highlight and accentuate it.

You may want to increase your awareness of the significance of the relationship between inner radiance and outer glow and feel prepared to strengthen your inner world so that your spirit is visible in your outer appearance.



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Believe me; I know how intimidating this process can be. My own journey into seeing myself as beautiful started with a camera. Many moons ago I saw myself as an ugly duckling—not the one that turns into a swan. Fortunately I had a dear friend whose mother thought otherwise, and she enrolled me into modeling school. During my time there I learned many tricks and trade secrets, perfected my styling, hair, and makeup skills, and began to see myself as not only physically beautiful, but also as a young lady worthy of my own love.

Over the next ten years I spent much time in front of the camera, modeling for designers and boutiques—as a fit, runway, and print model. During this time I learned many things about how to make a photoshoot a truly transformative experience—from what foods to avoid prior to a shoot, what items to ALWAYS bring with me, and what type of lighting invites the spirit rather than suppresses it to what qualities in a photographer brought out the best in me and, most importantly, what inner work I needed to do to fully show-up for myself. Since that time I have seamlessly moved into photography, and now it is my mission in life to illuminate the beauty within the incredible, stunning, and empowered women I have the true honor of supporting.

The work that we will do together is not limited to amplifying your physical beauty. No, there is a tremendous difference between “looking” beautiful and “being” beautiful! With this in mind, we will explore the various barriers—myths, fears, and insecurities—that keep you from honestly recognizing your inherent beauty and transform your barriers into bridges to your true calling. For you are a noble soul. Once you embrace this truth and show-up in life knowing to your core that you are a vibrant, brilliant, beautiful being, the world cannot help but notice. And when you feel confident, it is a catalyst to your calling, and THAT is what this work is about—empowering you to serve.

Our work together begins prior to the actual photoshoot. I will support you as you transform your inner doubts into certitude so that on camera your inner radiance will burst from your physical form, like light from a lamp. Without an inner light, the striking intricacies of the lamp remain hidden; it is only when the lamp is lit from within that we can truly see how beautiful it actually is.

Let's think about a woman who is truly lit from within and how she appears on camera... Oprah! If you pay attention to “O Magazine” you will notice some remarkable things: even though Oprah



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is not America's "typical" beauty, she ALWAYS appears as an elegant expert; her clothes truly fit her form, accentuating her unique physical frame; her makeup highlights her natural beauty; her style is all her own, not Hollywood's; her expressions and body posture are always communicating a truth—joy, enthusiasm, resolve; and she is always RADIANT. It is evident that she is an integrated woman! THIS is what you can expect as a result of our time together—your expert status will immediately and dramatically skyrocket in the hearts and minds of your audience!

I created Brand Your Beauty for women who are:

- Keen to transform internalized beauty barriers into bridges to their calling
- Excited to truly witness their inner beauty manifested in their physical form
- Ready to burst forth into the world and give their all in the service of others
- Prepared to elevate their brand through images that finally do justice to their unique beauty and present them as an elegant expert in their chosen field
- Equipped to do the work and have fun doing it!

It is my promise to you that as we walk this journey together you will come to recognize, appreciate, and embrace your genuine and natural beauty in a way that brings warmth and authenticity to your brand. So the question is: are you ready to have brand photos that capture your inner light and immediately create trust and intimacy with your potential clients? Are you ready to see the depth of your beauty for the first time in a way that gives you confidence and assurance that cannot be taken away by anyone or anything?

The power of truly radiant branding images is that not only will your target audience see the real you, YOU will have a constant reminder of the strength and brilliance you bring into the world and you will have faith in your ability to live your calling—recognizing the ways in which your body, mind, and soul support your service.

YOU will be an integrated woman—a **RADIANT CREATION**.



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So what is the **Brand Your Beauty** Luxury Signature Program?

This Program is designed to support you in three ways:

- Three coaching sessions to overcome any barriers keeping you from fully embracing your beauty
 - Most photographers will not include coaching sessions in their packages because they are not in the business of supporting your beauty journey.
 - I am not just your branding photographer; I am your beauty coach! I am 100% committed to ensuring that your final images are stellar, and I know that encouragement and accompaniment—which build trust—are essential for quality, brilliant images
- Tips, tricks, and tools of the trade to ensure an enjoyable and successful photoshoot
 - Most photographers do not have experience in-front of the camera to share first-hand insights into how to make your photoshoot a rich and rewarding experience
 - Having years of experience in-front of the camera, I will provide you with ALL the information you need to show-up on the day of the shoot fully prepared to embody your beauty for your brand
- A relaxing and luxurious 3-Day photoshoot experience to ensure you are FULLY supported in showing up for yourself
 - Most photographers will fill an entire day with 5-7 scene changes, this can be very draining for even the most experienced models
 - I am committed to providing you a relaxing 3-Day experience including two nights at a luxury hotel to provide you with sanctuary, proper nourishment, and total support



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This Package is right for you if:

- You value rejuvenation and would benefit from a branding photoshoot experience that is both restful and exhilarating
- You are no stranger to personal transformation and are willing to give 100% for your brand
- You have done substantial work to recognize your inner and outer beauty and would benefit from support as you cross the threshold from doubt into certitude
- You are on the verge of a major breakthrough in your business and are ready to integrate your true beauty into your brand
- You are finished playing it small in life and are ready to show-up in the world as an integrated woman
- You are prepared to invest in the accompaniment, encouragement, tools, and techniques necessary to present yourself as an expert in your chosen field
- You are not willing to hide behind your insecurities and fears any longer
- If you are excited to totally show-up for yourself and do the work of transforming barriers into bridges, you can expect internal and external results:
- 100+ true to your brand and beauty color-corrected digital images for use in your marketing campaigns—visible and tangible proof that you are an elegant expert in your field
- The capacity to recreate image looks—from wardrobe to hair and makeup—anytime, anywhere—whether for a video, a client-session, or a speaking engagement
- A profound experience of your inner light translating to an outer glow
- An integration of mind, body, and spirit that will solidify your certitude and catalyze your calling



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Program Structure

Clarity Call (Complementary):

- A one-hour phone call so that we can both get clear about what your brand is—what makes you and your service unique—and identify if working with me is the right fit for you!

Beyond the Barriers Questionnaire:

- A questionnaire to be filled out prior to our Clarity Call where you can share your beauty story so that we can begin to identify any internal and/or external barriers keeping you from showing up in all of your radiant splendor!

Three Beauty Coaching Sessions

Exploration Conversation:

- We will dig deep and really explore some of the internalized barriers—myths, fears, and insecurities—holding you back from showing up in your life as the beauty you are

Transformation Conversation:

- We will discover how to transform these barriers into bridges to your true calling, enabling us to further identify the relationship between your brand and your beauty

Sophistication Conversation (Skype/FaceTime):

- We will consult about image, wardrobe, and style and hone in on how to accentuate your unique beauty



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Brand Your Beauty Luxury Signature Program

A 3-Day Experience

Your inner beauty will be captured throughout a 3-Day experience to take full advantage of the variations in natural light while allowing you time to rest and feel your absolute best throughout our time together. Even in the best of conditions a 12-hour day can leave some feeling drained and your final images—which often should be the absolute best images—lacking as your energy wanes and you begin to shut down after a full day's work! This 3-Day experience is designed for optimal energy and vitality so that you can truly "show-up" for yourself and your brand—bringing to the surface all the beauty within.

The package includes:

- three beauty coaching sessions
- two nights at a luxury hotel near your location
- dinner the night you check into the hotel; breakfast, lunch, and dinner on day 2; and breakfast and lunch on day 3 (all meals tailored to your dietary needs)
- a rental car for ease of transportation
- 5-7 wardrobe and scene changes
- a massage on day 1 to relax your mind, body, and spirit
- styling, hair, and makeup provided by yours truly
- 100+ color-corrected images for your personal marketing campaign
- PLUS a few special bonuses and a gift of gratitude for honoring me with your time, gifts, brilliance, and beauty

Day 1

- Arrive in the afternoon, enjoy a walk around the property, familiarize yourself with the environment and meet me for dinner so that we can discuss the ideas that I have for our time together. This is also an opportunity for you to share any of your own ideas so that we can ensure that YOU are comfortable with the environment and flow of the photoshoot.



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- Enjoy a massage at the spa (based on availability) and head off for an early night's rest.

Day 2

The shoot will begin at 2 pm and end at 7 pm (times will adjust depending on sunset)

- Wake when you naturally arise, this will ensure that you have all the time you need to wake refreshed and ready to begin our journey together.
- We will meet for breakfast and then take some time to consider the wardrobe, hairstyles, and makeup choices that need to be made before we begin—in light of the locations we identified the previous evening. Working on this together provides us time to become more acquainted and for you to feel, not only comfortable with me, but excited to stand in all of your glory for the world to see!
- We will then have a nourishing and simple lunch and begin to prep for our first location!
- Beginning the photoshoot in the afternoon ensures that we will be able to fully appreciate the full spectrum of the afternoon and evening light which provides a wonderful glow that will naturally enhance your inner radiance.
- We will end the night with a delicious dinner and an early bedtime.

Day 3

The shoot will begin at 6 am and end at 11 am (times will adjust depending on sunrise)

- We will both wake early on the second day, this will allow us time to eat breakfast and prepare for the first location of the day in time to capture your luminosity in the early rays of the morning sky.
- Finishing our time together as the sun nears the zenith will close out the photoshoot with your spirits high and your energy such that you are ready to share your beauty with the world!
- After we wrap we will enjoy one final meal and reflect on the entire experience together.



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Brand Your Beauty Refined Package

A 2-Day Experience

If you feel you do not need the “getaway” offered in the Luxury Package than the Refined Package is perfect for you! With this Package you will experience the full spectrum of the light over two days—ensuring your optimum energy and vitality along with my commitment to draw forth your inner radiance and confidence.

The package includes:

- three beauty coaching sessions
- lunch and dinner on day 1 and breakfast and lunch on day 2
- a rental car for ease of transportation
- 5 wardrobe and scene changes
- styling, hair, and makeup provided by yours truly
- 100+ color corrected images for your personal marketing campaign
- PLUS a few special bonuses and a gift of gratitude for honoring me with your time, gifts, brilliance, and beauty

Day 1

The shoot will begin at 2 pm and end at 7 pm (times will adjust depending on sunset)

- We will meet at my hotel just before lunch, this will allow us time to discuss location options and review your wardrobe.
- We will have a nourishing and simple lunch and begin and prepare for the first location of the day.
- Beginning the photoshoot in the afternoon ensures that we will be able to fully appreciate the full spectrum of the afternoon and evening light which provides a wonderful glow that will naturally enhance your inner radiance.
- We will end the night with a delicious dinner, before heading home for an early bedtime.



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Day 2

The shoot will begin at 6 am and end at 11 am (times will adjust depending on sunrise)

- After an early wake-up call on the second day, we will meet at my hotel for a simple breakfast and prepare for the first location of the day in time to capture your luminosity in the early rays of the morning sky.
- Finishing our time together as the sun nears the zenith will close out the photoshoot with your spirits high and your energy such that you are ready to share your beauty with the world!
- After we wrap we will enjoy one final meal and reflect on the entire experience together.

(If your time is limited, this package can be offered as a 1-Day experience upon request)

Your Beauty in Action ¹/₂ Day

A ¹/₂-Day Add-on Experience

If you would like to up-level your marketing campaign by including Beauty in Action images in your portfolio, I would be happy to extend our time together by a ¹/₂-day to provide you with an additional 25+ true to your brand images that reveal your work in the world in an intimate, dynamic, and profound manner. This add-on experience will authentically illustrate your BEAUTY in ACTION—the radiance of your spirit manifest through your calling—through showcasing you as an elegant expert in your field, actively engaged with your actual clients. Adding the Your Beauty in Action experience to your package ensures that your potential clients will truly get a feel for your exceptional and exquisite work in the world—not only through your unique brand and beauty, but also through a rare glimpse into how others are supported by your elegant expertise.

(Any of your clients who agree to be featured in the images from this add-on will be required to sign a waiver)



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Brand Your Beauty Style Day

A 1-Day Add-on Experience

If you could really use an upgrade in your wardrobe—with all of the styles, fabrics, and colors that bring your inner beauty to the surface—and would like a personal shopping consultant, I would be happy to begin our journey together one day before your package begins so that we can identify the ideal wardrobe for your photoshoot and brand. The Brand Your Beauty Style Day will ensure that every piece you wear for your photoshoot is hand-selected to highlight and accentuate your inner and outer beauty. This Style Day will also afford you an opportunity to begin to feel what it is to brand your beauty! Unlike other offers that provide you with a wardrobe that is not your own, you will be able to take the clothes home with you, and every time you put them on you will be reminded of the grace and poise you inherently possess and then, with utmost confidence, bring your gifts into the world!



It will be my great honor to accompany you on this journey of becoming an integrated woman.

With deep love,

Lindsey Lugsch-Tehle
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Artist | Educator | Consultant