

ALLIE SERRANO
PO R T R A I T S
Branding - Boudoir - Heritage



PO R T R A I T S T H A T E M P O W E R
FEEL BEAUTIFUL, BE EMPOWERED, UNFORGETTABLE EXPERIENCE
Professional Portrait Photography Studio - Apollo Beach, Tampa Bay, Florida
Allie Serrano Portraits, LLC 2025/10

Allie Serrano
PORTRAITS



Magazine Editorial
Professional Headshots
Women Empowerment
Boudoir Photoshoot
Lifestyle Branding
Family Portraits



TAMPA BAY SHINES SO SHOULD YOU

Allie Serrano Portraits - Portraits that Help you Shine
Look Amazing - Feel Confident - Experience You'll Never Forget

 (813) 501-7250  AllieSerranoPortraits.com   AllieSerranoPortraits

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ABOUT THE PHOTOGRAPHER

Who would have thought, that the thing that brought me so much pain would be the source of my biggest strength one day and give me the ability to change the lives of others?



My name is Allie Serrano. I was born in the Czech Republic, near Prague, in the heart of Europe. It is a land filled with rich country, history, and romanticism, a place where things are handcrafted, one-of-a-kind art, heirloom antiques are created and celebrated. This world continues to influence me to this day.

AllieSerranoPortraits.com

I was bullied as a child

When I was little, I was bullied for having red hair. Other kids laughed at me and called me names for being different. This changed the way I saw myself. For years, I thought I was not good enough and felt embarrassed. I believed their lies and so I decided to hide away from the world.

I loved playing dress up

As a little girl, my sister and I played dress-up. We loved going through dresses and clothes in my grandmother's attic, trying them on, and running around as princesses and little models.

My best friend died at 35 years old

In 2016, my best friend passed away from a brain aneurism. Her passing impacted me in a big way. I never would have imagined that she would pass so young. It is also one of the frames that will always remain empty on my wall because I didn't take the time to capture a portrait of her. It also made me realize that life is short. I finally saw that I need to start living my dream. It was time to stop hiding and start living.



I started a Portrait Studio

So, as an homage to my best friend, later that year I started my business and became a portrait photographer. I truly enjoy lifting the confidence in both women and men. I don't want anyone to feel not good enough. Capturing the best possible portrait of them is very important to me. What if this is the last one you ever take?

Today I empower others to achieve their dreams

It is not surprising that with everything I went through, I became a portrait photographer and I focus on helping others. My goal is to empower both women and men with an unforgettable photoshoot experience, capture stunning magazine-style portraits of people around me, and help them to see how beautiful they are on the inside and the outside.







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Allie Serrano Portraits, LLC



How do dream of being photographed?



PROFESSIONAL HEADSHOTS AND BRANDING

Professional headshots and branding portraits help business professionals elevate their brand. This is more than just a headshot—we guide you every step to ensure you shine. We capture everything from professional headshots, editorial magazine photoshoot, to team photography and products. These are perfect for business cards, websites, print ads, and social media, your brand deserves the best, not just average images.

WHAT WE OFFER

Professional Headshots

Classic and modern professional headshots for LinkedIn, company websites, social media marketing, and business cards

Magazine Quality Photoshoot

Magazine-quality editorial photoshoot designed to blend the beauty of the environment with a stunning branding portraits creating powerful images fit for a magazine advertising or a magazine cover

Personal Branding Photoshoot

This photoshoot is for a business professional or entrepreneur who would like to elevate their brand with high quality lifestyle images

Team Photoshoot and Corporate Portraits

Professional portraits of a business team that highlight your company's team, culture, and unity, perfect for corporate websites and marketing

Product Photography

High-quality images that showcase products in the best light, ideal for e-commerce, marketing, and advertising. We can include business owners as well

Social Media Marketing Images & Reels

Engaging, professional content tailored for social media, including dynamic images and short-form videos that enhance your brand's online presence



Ashly Bright
Brighter Day Consulting





Angelina Garcia
The Bank of Tampa
Tampa Arts Alliance





Bethany Graves





Esther Batchelor
Optimum Cleaner Services
<https://optimumcleanerservices.com/>



Inathe Saliani
Flawless by Inathe
<https://lipolaserspa.com/>





Maria Fashoro
Regions Bank and ThePresident to
Hispanic Professional Women's Association
<https://www.hpwatampa.org>



Joanne Durann
J Durann Coaching + South Shore
Sports & Entertainment Magazine
<https://apollobeachpublishing.com>

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Trish Stoecker
Pure Romance by Trish
<https://pureromancebytrish.com>



Walt Sauers
Simply Inspired Travel
<https://travelsimplyinspired.com>

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Allie Serrano Portraits, LLC



Jerry Stegenga III
Student / Excellence Digital
<https://excellence-digital.com>

CORPORATE TEAM PORTRAITS

In today's competitive business world, first impressions matter more than ever. Whether you're building your brand, updating your website, or preparing a company-wide campaign, professional corporate team photoshoot can be the difference between looking polished and looking unprepared. At Allie Serrano Portraits, we specialize in corporate team group portraits in the Tampa Bay area that not only showcase your team but elevate your brand's image.

WHAT WE OFFER

Corporate Team Photoshoot In Your Office

Many groups of more than 5 members have a difficulty organizing their schedules to meet in one place and time without at least 1 person missing. We can come to you and bring the studio to you. We can also customize the color backdrop and the styling to match your next group portrait with your brand.

We Can Rent a Studio Near You

Are you looking for us to come to you but are concerned that your space is too small or too crowded? We can rent a space or studio near you for your group photoshoot. It might incur additional charges based on the cost of the rent but it will solve many problems and ensure that your corporate team photoshoot is of the highest quality.

Composite Team Photoshoot

This option requires extra planning ahead of time and a bit of vision at the end. What I do in this situation is block one or two days in my studio or in the studio near you, and schedule everyone to come by in 30 minute intervals. It is imperative that the lighting and the backdrop is the same. I have to stand exactly same distance from the client capturing the portrait from the same angle. The result is a composite of your group portrait that is easily modifiable. If someone leaves the team or is added to the team post photoshoot, all I have to do is photograph that one person and add them to the team photo easily. Or in case of exiting the team, remove them with a push of a button. And you have got yourself a newly updated and fresh corporate group portrait.







EDITORIAL MAGAZINE COVER PHOTOSHOOT

An editorial magazine cover photoshoot is a photoshoot by Allie Serrano designed to create a powerful image for magazine advertising or feature. Allie has been offering editorial magazine cover photoshoot since 2018 and has been on many covers and inside features. The goal is to capture stunning images that capture your brand and help you shine in magazine advertising creating images that are bold, confident and make you look absolutely amazing.

What to Expect from Editorial Magazine Cover Photoshoot

Creative Concept & Styling

Every editorial shoot begins with a vision. Whether you're looking for a sleek, professional look, an elegant and dramatic or a modern and edgy style, we collaborate with you to design a look that aligns with your brand and personal image. Wardrobe consultation and styling guidance help you select outfits ensuring you look polished and camera-ready.

Luxury Studio or On-Location Shoot

Choose between a high-end studio setup with professional lighting and backdrops or a breathtaking outdoor or on-location session that enhances the story behind your images. Each location is carefully selected to add depth, richness, and character to your editorial portraits.

High-End Photography & Expert Direction

Choose between a high-end studio setup with professional lighting and backdrops or a breathtaking outdoor or on-location session that enhances the story behind your images. Each location is carefully selected to add depth, richness, and character to your editorial portraits.

Magazine-Quality Retouching & Final Presentation

After the session, every selected image undergoes professional retouching, ensuring flawless yet natural results. Your final images will have a polished, cinematic feel, ready for print, publication, or personal branding use.

TAMPA BAY

APRIL 2025

REAL PRODUCERS

Bettina
Reisenauer
Grimsley

Team Leader
Neill Boyd

On The Rise:
Janna Cantero

Featured Agent:
Stacy Allen

One To Watch:
Kim Sobecki


MVP Social

Sponsor Spotlight:
HomeTeam
Inspection Service

TAMPA BAY REAL PRODUCERS[®]

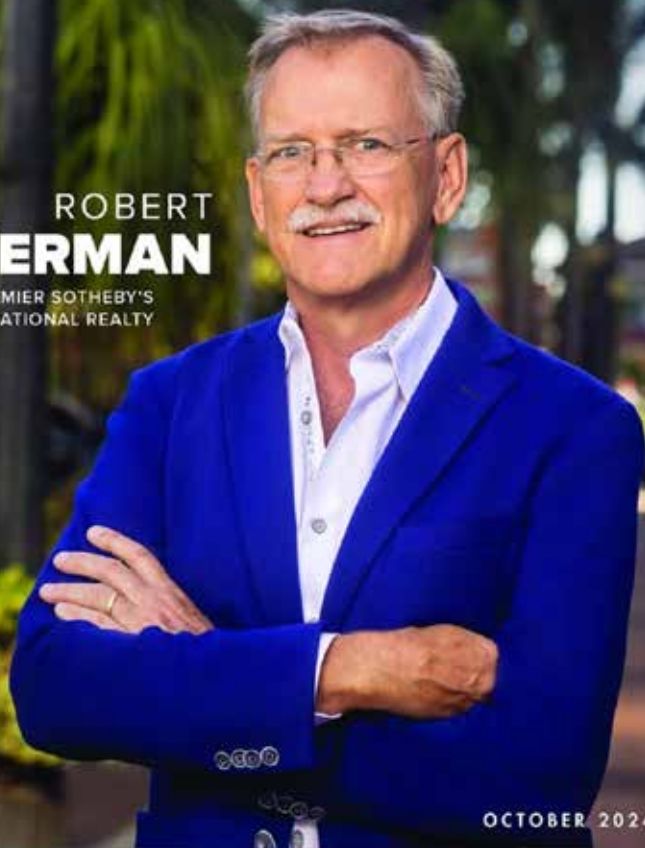
CONNECTING. ELEVATING. INSPIRING.



SARASOTA & MANATEE REAL PRODUCERS[®]

CONNECTING. ELEVATING. INSPIRING.

ROBERT
SHERMAN
 PREMIER SOTHEBY'S
 INTERNATIONAL REALTY



TAMPA BAY REAL PRODUCERS[®]

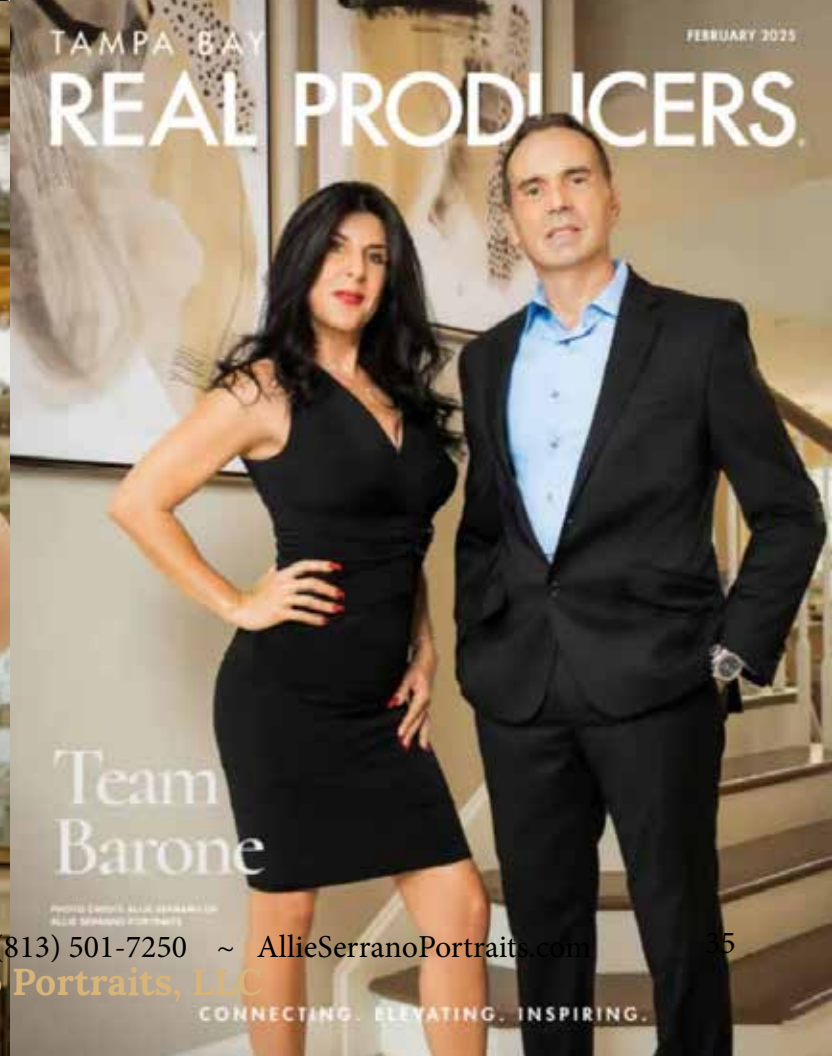
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Bettina Reisenauer-Grimsley
Berkshire Hathway Home Services

<https://bgrimsley.bhhsfloridaproperties.com>







Heidi Joy & Lexi Splitz
Home with Joy
<https://www.homewithjoy.com>





Kasey Truman

Sunshine State Company

<https://www.thesunshinestateco.com/team/kasey-truman>





Callen Jones
The Jones Team

<https://joneshometeam.daltonwade.com/index.php>





Heidi Odio

<https://www.compass.com/agents/heidi-odio/>

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Christina and Vincent Barone

<https://teambarone.com>

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Allie Serrano Portraits, LLC

BOUDOIR PHOTOSHOOT

Boudoir Photoshoot is designed to celebrate your unique beauty and boost your self-confidence. You'll be guided by Allie Serrano Portraits, a portrait photography studio, through a luxurious photoshoot experience and portraits that capture your best features of self-love.

WHAT WE OFFER

Glamour Portraits

A glamour portrait is a magazine-style photo that highlights your beauty and confidence through professional lighting, styling, and posing. It's a luxurious way to feel empowered and celebrate yourself in a romantic way.

Classy Boudoir

Classy Boudoir Photoshoot is designed to celebrate your unique beauty and boost your self-confidence. You'll be guided by Allie Serrano Portraits, a portrait photography studio, through a luxurious photoshoot experience and portraits that capture your best features of self-love.

Couples Boudoir Photoshoot

A couples boudoir photoshoot is an intimate and empowering experience that captures the deep connection, passion, and chemistry between two people. It's a bold way to celebrate your love and create stunning, sensual images you'll cherish forever.

WHAT IS BOUDOIR

If you look up the word boudoir in the dictionary, the term boudoir from the original first use of the word means a woman's private sitting room, salon, or private dressing room. It is usually the room between the dining room and the bedroom. In today's homes and mansions, this room may be the walk-in closet or the room next to the bedroom and the walk-in closet.















































FAMILY PORTRAITS AND PETS

Family is everything and with a family photoshoot we will capture the magic and the love of your family in a portrait that you will be proud to display in your home. Family photoshoot can be photographed in our studio or at a location of your choice.

WHAT WE OFFER

Family Portrait At The Beach

Family Photoshoot at the beach is one of the most popular locations in Florida. It's the perfect spot. Whether at sunset on the beach or in a garden, the state's natural beauty adds a special touch to every picture. Families can enjoy being together while the photographer captures relaxed, candid moments in the pleasant weather.

Family Portrait in the Park

Family Portrait in the park with green backgrounds is probably the second most popular location, in my experience. It is also the most forgiving location to photograph a family. The green luscious background often make a perfect portrait background and there are many pretty parks in the area.

Family Portraits with Pets

As a fellow pet owner, we always include our 4 cats into the family portrait. So we always include your pets and furry children into the family portrait. As you can see from these portraits, I have photographed dogs, cats, chickens, horses, birds, and more into a family portrait.

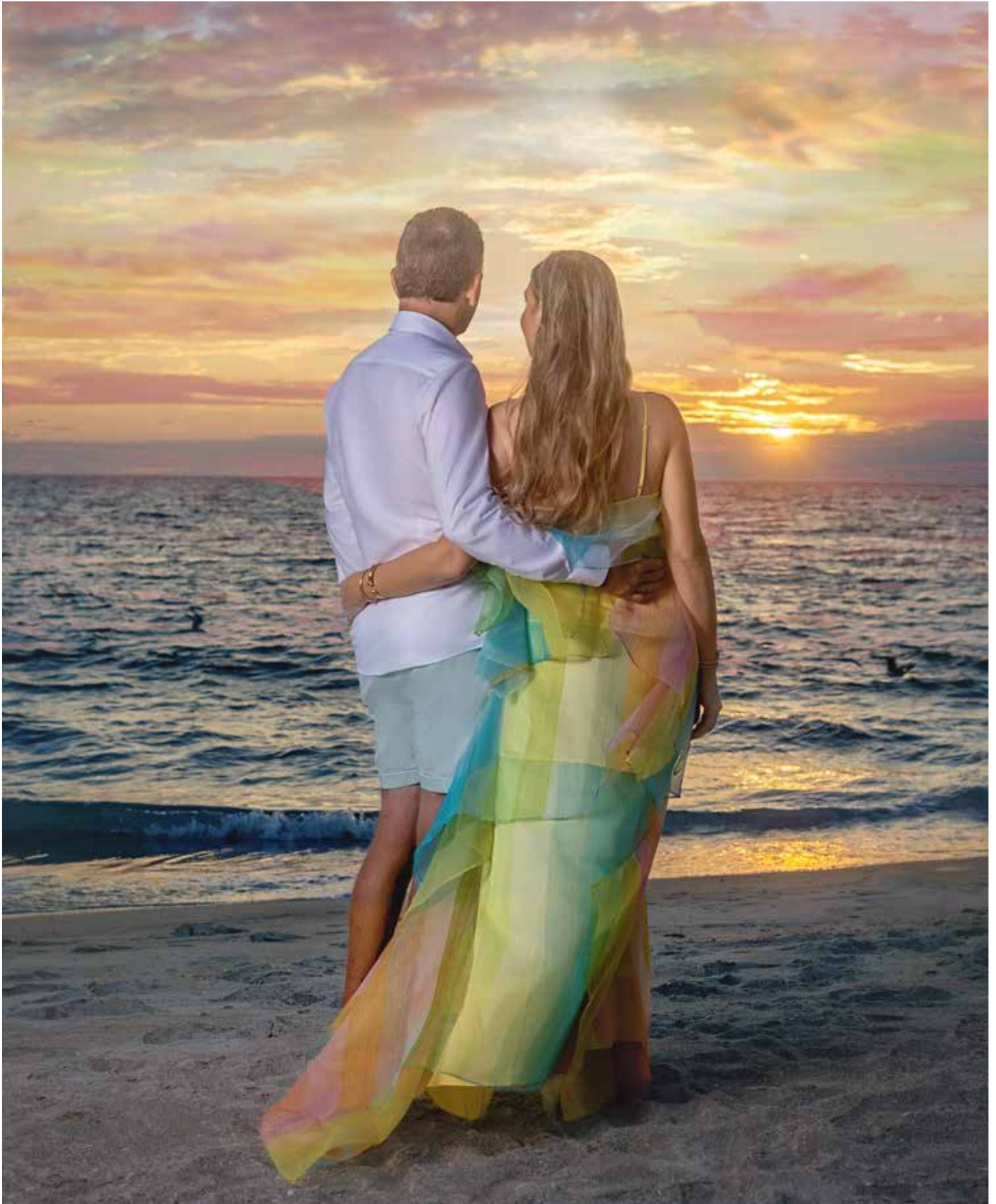
Family Photoshoot In Studio

Family portraits in the studio offer a timeless way to capture cherished moments with your loved ones in a professional, controlled setting. With expert lighting, backdrops, and guidance from a skilled photographer, each session is designed to highlight the connections within your family.

Candid Family Portraits

This style of a photoshoot is focused on your capturing you just as you are with very little makeup and no retouching. And for a family this also includes a lot of laughter and fun times.

Family Portraits At The Beach











Family Portrait In The Park









Family Portrait With Pets



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Family Portrait In The Studio













Candid Family Portraits









STEP 1

CHOOSE YOUR PHOTOSHOOT EXPERIENCE



“Every time you step into your power, you give permission for others to do the same.”

Allie Serrano

My goal for you is to look beautiful, feel confident, and have a photoshoot experience you'll never forget. Are you ready to get started?

Let's begin by selecting your photoshoot experience. You can choose between our two options: 1-Hour of Radiance or the 3-Hour Luxury Experience. You can see what each photoshoot includes on the next page. Each session is designed to help you with a specific vision—whether you want a quick confidence boost with stunning portraits in just an hour, or a pampering experience where every detail is curated to make you feel like a star.”

To book your photoshoot we ask for a non-refundable deposit of \$650 for 1-hr or \$1,250 for a 3-hr photoshoot at least 7 days prior to the photoshoot. For a weekend or a holiday photoshoot we ask for a \$2,500. Visit our [pricing page](#) for more information. See our [Terms and Conditions](#)



Hour of Radiance

**1-Hour Photoshoot
1 Digital Portrait**

1. Phone Consultation
2. 60-Minute Photoshoot
3. 2 Different Outfits
4. 1 Location of your choosing
5. 1 Fully Retouched Digital Portrait
6. 1 5x7 Matted Portrait to 8x10
7. Upgrade to a collection for more images
8. Signature Image Retouching

Pricing \$650

1-Hr Photoshoot

Non-refundable deposit

Luxury Photoshoot

**3-Hour Photoshoot
Professional hair and makeup
3 Digital Portraits**

1. Phone Consultation
2. 3-Hour Photoshoot
3. Styling and Wardrobe Consultation
4. Professional Hair and Makeup
5. 3-6 Different Outfits
6. Multiple Locations & Backdrops
7. 1 Outfit \$50 Value - Fashion by Allie
8. 3 Fully Retouched Digitals Portraits
9. 3 5x7 Matted Portraits to 8x10
10. Upgrade to a collection for more images
11. Signature Image Retouching
12. Product design and delivery

Pricing \$1,250

3-Hr Luxury Photoshoot

Non-refundable deposit



PHOTOSHOOT PROCESS EXPLAINED

Initial Consultation Call

15-30 MINUTE CALL
via phone or by Zoom

A quick phone call to confirm the basic photoshoot details and to get on the same page. This can also be handled Zoom

Styling and Wardrobe Consultation

60 MINUTE CALL
In-person or by Zoom

We will create your photoshoot concept, start your visual mood board, talk about looks, backgrounds, locations, and select outfits with the right colors that complement your personality, body shape, and style under the right lighting conditions.



Professional Hair and Makeup

45 - 60 MIN MAKEUP 30 MIN HAIR STYLING
In the studio or pre-determined location

I want your skin to photograph beautifully. It is so important for you to love the way you look in photos and so I will have a stylist on set ready to apply or touch up your makeup and hair.

You will feel refreshed, relaxed, and ready for your close-up by the best makeup artist - hair stylist in the area.



Multiple Outfits

**I WILL HELP YOU PREPARE
Bring 3 to 6 Outfits to the Photoshoot**

We suggest for you to bring several outfits to your photoshoot. Bring various casual to formal styles, different bold colors, and looks to give you a variety of images to choose from.

Fashion by Allie \$50 Value

**LET'S GO SHOPPING
Ordered prior to the photoshoot**

As a part of your photoshoot you also get to purchase some outfits from my store, Fashion by Allie. I am super proud of it. It is an online fashion boutique offering fashion, dresses and gowns for more than just a photoshoot.

Allie Serrano
Fashion byAllie.com
<https://fashionbyallie.com/>

Multiple locations and backdrops

**USUALLY 2-3 LOCATIONS OR 6 STUDIO SETS
The luxury 3-hour photoshoot offers multiple options**

Your photoshoot will include a variety of locations and backdrops to give you a beautiful collection of images with different looks and moods. This variety ensures you'll have a diverse selection of portraits to choose from – whether you want something timeless, modern, professional, or fun.

PAPER BACKDROPS

To help you stand out in portraits, we offer a multitude of canvas and paper backgrounds for in-studio photoshoots. These are visual representations of what we offer. Which one do you love the most?



CANVAS BACKDROPS

Most of our canvas backdrops are hand-painted by Allie herself. These are works for art created to enhance your natural beauty and to be the perfect canvas upon which we paint your portrait with camera and light.



WHAT AM I GOING TO WEAR

WARDROBE COLOR SUGGESTIONS

BEIGE SOFT BACKGROUND

BLEND
Beige
White
Gold



DIFFER
Red
Orange
Black

RED PINK PURPLE BACKGROUND

BLEND
Red
Pink
Purple



DIFFER
White
Gold
Bright

GRAY NEUTRAL BACKGROUND

BLEND
Gray
Dark Blue
Mid Blue



DIFFER
White
Red
Yellow

WHITE BACKGROUND

BLEND
White
Beige
Nude



DIFFER
Red
Pink
Black

BLACK BACKGROUND

BLEND
Gray
Black
Black Lace



DIFFER
Red
White
Yellow

OUTDOOR NATURE LOCATIONS

BLEND
Blue
Green
Beige



DIFFER
White
Pink
Red



Fully Guided Photoshoot

A Fully Guided Photoshoot is a personalized experience where I will direct your posing, expressions, and body language every step of the way, ensuring you feel confident, comfortable, and look your absolute best in every shot.

“I don’t know how to pose or where to put my hands.”

My Answer:

“You don’t need to know how to pose. I will guide you every step of the way, motions, hands, expressions, and more.”

“Most of my clients feel the same way at first, but they quickly relax and begin to have fun. I’ll guide you through every pose and expression, so there’s no guesswork. All you have to do is show up—I’ll take care of the rest. You’ll feel confident and comfortable, and maybe even forget that the camera is there.”

“I need to lose some weight and love how I look first”

My Answer:

“You are perfect just as you are. I am skilled to capture the real you on the inside.”

“You don’t need to wait for a ‘perfect’ moment—I’ll highlight your best features so you feel confident right now. Most clients are amazed at how beautiful they look once they see themselves through my lens. Plus, I’m good for 20 years and 20 pounds in just posing, lighting, and photoshop alone. Trust me. You are in good hands.”

“I hate myself in photos. I avoid being photographed”

My Answer:

“It is time to see yourself in a new light. Many clients feel even have life changing transformations.”

“You’re not alone—many of my clients have felt the same way. Those past photos weren’t your fault; they just lacked the right lighting, posing, and guidance. My job is to change that. Together, we’ll create authentic, flattering images that reveal the confident, beautiful version of you that others already see and love about you.”

Product Design and Delivery

Photo Reveal Appointment

Same or the next day

Usually the next day, or a day or two later, we will look at your images and together select those you'd like to buy for yourself or to print for your wall or an album.

Signature Retouching

5-7 days after the photoshoot

We make everyone look good. This is where your selected images will be carefully retouched with our signature retouching technique. We will talk about what's needed during the reveal appointment.

Choose a Collection

How would you like to enjoy your images?
Upgrade to a collection to get more.

My goal for you is to look beautiful, feel confident, and have a photoshoot you'll never forget. First you select your photoshoot experience. From there you have an option to upgrade to our thoughtfully curated product collections to get more.

How would you like to enjoy your images? Do you love a large wall portrait? Or are you more of an album lover? We offer three collections, ranging from \$2,300 to \$6,600, designed to fit different needs, various products, and levels of investment.

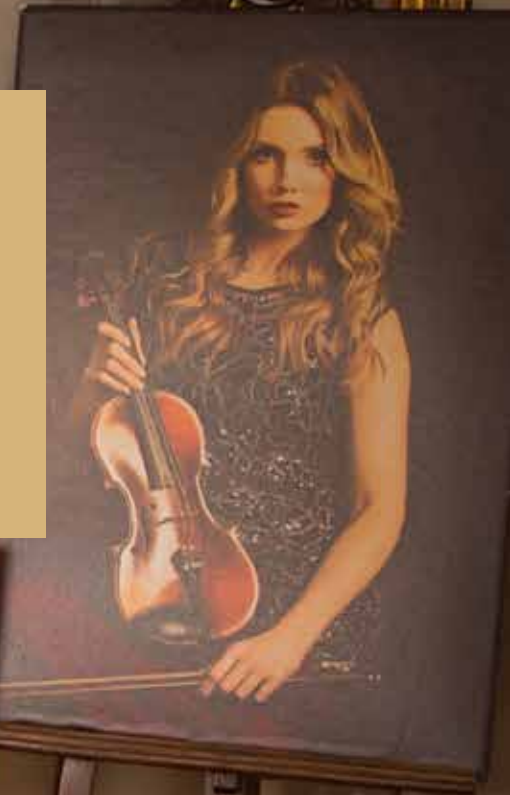
Each collection includes a guided photoshoot, a set of images, a choice of a product based on the collection you choose, and art credit. With the art credit you can get a varied size of a wall art or select from our add-on products.







How Will You Display Your Portraits?



OUR GUARANTEE

Our Guarantee to You is not only to capture great images that you'll love, but also to give you a great photoshoot experience. We don't just take pretty photos. We capture the real YOU and your legacy.

Enjoy The Photoshoot Experience

Photoshoot is not scary. I want you to have fun being photographed

We guarantee that with Allie Serrano Portraits you will have fun throughout the whole photoshoot process. The photoshoot experience is more than just a regular photoshoot. You will feel confident, you will be relaxed knowing that we've got your back, and you will enjoy the entire photoshoot experience from start to finish.



Look Your Authentic Self In Your Photos

It's not your job to look great in your photos. Leave it to me.

We guide you every step of the way so you look your absolute best, effortlessly. You don't need to know how to pose. That's my job. I will guide you every step of the way and so that you will look your best authentic self. You will look amazing, guaranteed.





Love All Your Images

**You will love all your images.
Not just 1 or 2**

We guarantee that with Allie Serrano Portraits you will have fun throughout the whole photoshoot process. Our photoshoot experience is more than just a regular photoshoot. You will feel confident, you will be relaxed knowing that we've got your back, and you will enjoy the entire photoshoot experience from start to finish.

Portraits That Last a Lifetime

**Your Legacy, Captured Forever
in portraits that last a lifetime**

This is the highest standard guarantee. The final images will not just be photos, but works of art that captures your legacy that last a lifetime.

Every portrait is designed to be magazine-worthy, timeless, and a masterpiece you'll treasure for years to come.



STEP 2

CHOOSE YOUR COLLECTION AND YOUR PRODUCTS

Need more? Upgrade to a Collection of your choice. How would you like to enjoy your images? Do you love a Nice Large Wall Portrait? Or Are you more of an album lover? We have options for everyone.

Our three thoughtfully curated collections, range from \$2,300 to \$6,600, and are designed to fit different needs and levels of investment.

Each collection includes a guided photoshoot, fully retouched set of digital portraits, and set of prints either in a leather folio, folio box, or an album, as well as an art credit for wall art or add-on products of your choice.
What you love and choose is up to you.



SIGNATURE Photoshoot Collection

Photoshoot Experience
6 Digital Portraits
6 Matted Prints
In a Leather Envelope
\$300 Art Credit

Pricing \$2,300

\$1,800 Digitals Only

\$3,550 Value / \$350 per img



EMPOWER Photoshoot Collection

Photoshoot Experience
12 Digital Portraits
12 Matted Prints
In a Gold or Black Folio Box
or 10x10 Luxury Album
\$750 Art Credit

Pricing \$3,300

\$2,800 Digitals Only

\$6,400 Value / \$275 per img

LEGACY Photoshoot Collection

Photoshoot Experience
24 Digital Portraits
24 Matted Prints
In a Gold or Black Folio Box
or 12x12 Luxury Album
\$1,000 Art Credit
16x20 Wall Art

Pricing \$6,600

\$5,200 Digitals Only

\$11,245 Value / \$250 per img





DREAM **Luxury Photoshoot Collection**

All Day 8-Hour Photoshoot in Top Destinations
48 Retouched Portraits
Wall Art + Album and more

- All-day photoshoot experience (up to 8 hours)
- Professional makeup & hair styling & touch ups through out the day
- Unlimited outfit changes and locations (within time frame)
- Includes locations like beaches, gardens, city and other dream destination
- 48 Fully Retouched Digital Portraitss
- 12x12 Heirloom Album (48 portraits included)
- \$1,500 credit toward additional artwork
- Two Signature Wall Portraits – 20x30 and 16x20 (framed, canvas or metal)
- Behind-the-scenes video slideshow of your experience

Pricing \$9,900

\$7,500 Digitals Only

\$16,195 Value / \$200 per img





GOLD SERIES

Gold Framed Canvas Wall Art

Gold Folio Box

Gold Usb







BLACK ACRYLIC SERIES

Black Framed Acrylic Metal Art

Black Window Folio Box

3D Acrylic Print

STEP 3

CHOOSE YOUR WALL ART

Each collection includes an art credit. You can use that toward a wall art or additional add-on products we will go over below. Let's look at our wall art selection. Each art piece can be customized to your liking.

CANVAS

Natural wrap canvas, Thin Canvas, or a framed canvas

Pricing \$400+

METAL ART

Acrylic metal print framed or with stainless steel posts

Pricing \$400+

FRAMED PRINTS

Large prints matted inside a gold or a classic frame

Pricing \$400+

Available sizes: 8x10 - 11x14 - 16x20 - 20x30 - 24x36 - 30x40 - 40x60

OPTIONS

Matted Prints
Metal Prints Framed
Stainless Steel Posts
Canvas Natural Wrap
Canvas Framed
Oil Paintings





FRAMED PRINT WITH NO MATTING



GOLD FRAMED CANVAS



NATURAL WRAP CANVAS



**ACRYLIC METAL PRINT
BLACK FRAMED**



**ACRYLIC METAL PRINT
STAINLESS STEEL POSTS**



PHOTOGRAPHIC OIL PAINTING

Turn your best image into an oil painting

We start with capturing or selecting your best portrait if capturing one isn't possible. From there, after a detailed consultation, we do the first draft based on your vision, colors, layout, and the size of the final artwork.

The digital painting then goes through as many stages as needed, meeting with the client at every stage for approval.

Upon the final approval, the painting then is transferred on to a canvas. The final piece of the artistry happens when the artist goes over the top of the canvas and adds brush strokes completing the painting and framed.

A true masterpiece. Available on avCanvas in sizes from 11x14 and larger.







Family Portrait Photography Oil Painting



THE PROCESS

STAGE 1

CLIENT'S INITIAL DRAFT

- Initial draft of client's vision
- Detailed Consultation
- Photoshoot or compilation of images
- Digital Painting Process
- Client approval at every stage
- Final painting on canvas and framing
- Product delivery of pick-up

STAGE 2

PHOTOSHOOT TO BE USED AS A BASE FOR THE PAINTING



STAGE 3

DIGITAL PAINTING BEFORE IT GOES ON CANVAS



THE FINAL PRODUCT

GOLD FRAME CANVAS WITH A DOUBLE MAT





STEP 3 PART 2

CHOOSE YOUR ADD-ON PRODUCTS

Each collection includes an art credit. You can use that toward a wall art or additional add-on products we will go over below.
Let's look at our add-on product collection.



LEATHER FOLDER

Matted prints inside a luxury leather folder

Pricing \$750+

LUXURY ALBUM

Handmade luxury albums created to ensure your images are handled with love and respect.

Pricing \$1,500+



FOLIO BOX

Black or gold high-end folio box that stores your matted prints

Pricing \$1,500+



2-IMAGE FOLIO

Gold or Black Folio with 2 of your best images matted in a hard cover folder

Pricing \$255



BAY BOOKS

Small books filled with your images make a perfect gift

Pricing \$395

3D BLOCK

Your favorite print in a 3d cube
Vertical or horizontal format
Available in 2 sizes

Pricing \$350+



USB DRIVE

Back up of all your images
on a usb drive

Pricing \$150

VIP CLIENT PROGRAM

VIP Client Membership Program

Our VIP Client Membership Program is an exclusive, all-in program designed for clients who want to experience luxury portraiture throughout the year. This membership ensures you always have fresh, magazine-worthy portraits for your personal brand, business, or family legacy – without waiting for a “perfect moment.”

“I am so excited for
YOU to be a VIP client
and to work with me
on a regular basis”

Allie Serrano



To get started in the membership, we ask for a non-refundable deposit of \$399 as the first month payment or \$4,400 with a yearly commitment. This payment is non-refundable. A written contract and automatic billing is required. Visit our [pricing page](#) for more information. See our [Terms and Conditions](#)



VIP Client Membership Program

Quarterly sessions + 20 portraits + more

1. Phone Consultation
2. 1x 3-hr Photoshoots Photoshoot Every Quarter
3. Professional hair & makeup styling /ea session
4. Personal styling consultation before /ea session
5. 3-6 Different Outfits to be photographed
6. Priority Access: First choice on calendar dates
7. 20 fully retouched portraits per year (5x per)
8. Additional Images Available
9. Option to roll over unused portraits
10. \$500 annual art credit
11. Signature Image Retouching

Pricing \$399/month (or \$4,400/yr)

\$399 monthly with a 12-month commitment
or \$4,400 annually with \$388 discount

Additional Images

VIP Members may purchase additional images

1 portrait \$250

5 portraits for \$1,000

10 portraits for \$1,800

Membership Rules

- 12-month minimum contract
- Automatic billing
- Membership = discounted rate spread over a year
- Early cancellation forfeits benefits and pays the difference to standard pricing
- Quarterly image release
- Bonus for Annual Commitment (\$400 Discount)

How to Join

Visit my website and fill out the form below or schedule a consultation to getb started. The first monthly payment or the annual payment is required to begin the membership and serves as the enrollment deposit. Payments are non-refundable and will be automatically billed to the Member's preferred payment method.







THANK
YOU
FOR REFERRALS



YOUR REFERRAL IS EVERYTHING

SHARE YOUR LOVE - REFER A FRIEND

Your recommendation is one of the highest compliments I can receive. Thank you for sharing what you experienced with your friends.

YOU WILL RECEIVE

As a gesture of gratitude, for each referral who books a photoshoot, you will receive either one beautifully retouched image or a \$650 credit toward your next image collection

YOUR FRIEND WILL RECEIVE

Your client or friend will receive an invitation to be photographed, one fully retouched image or \$650 credit toward an image collection

HOW TO GET STARTED

Send a 3way text introduction to me and the client and I'll take it from there

ALLIE SERRANO

(813) 501-7250 Allie@AllieSerranoPortraits.com
<https://AllieSerranoPortraits.com/referral-program>

GIFT CARDS

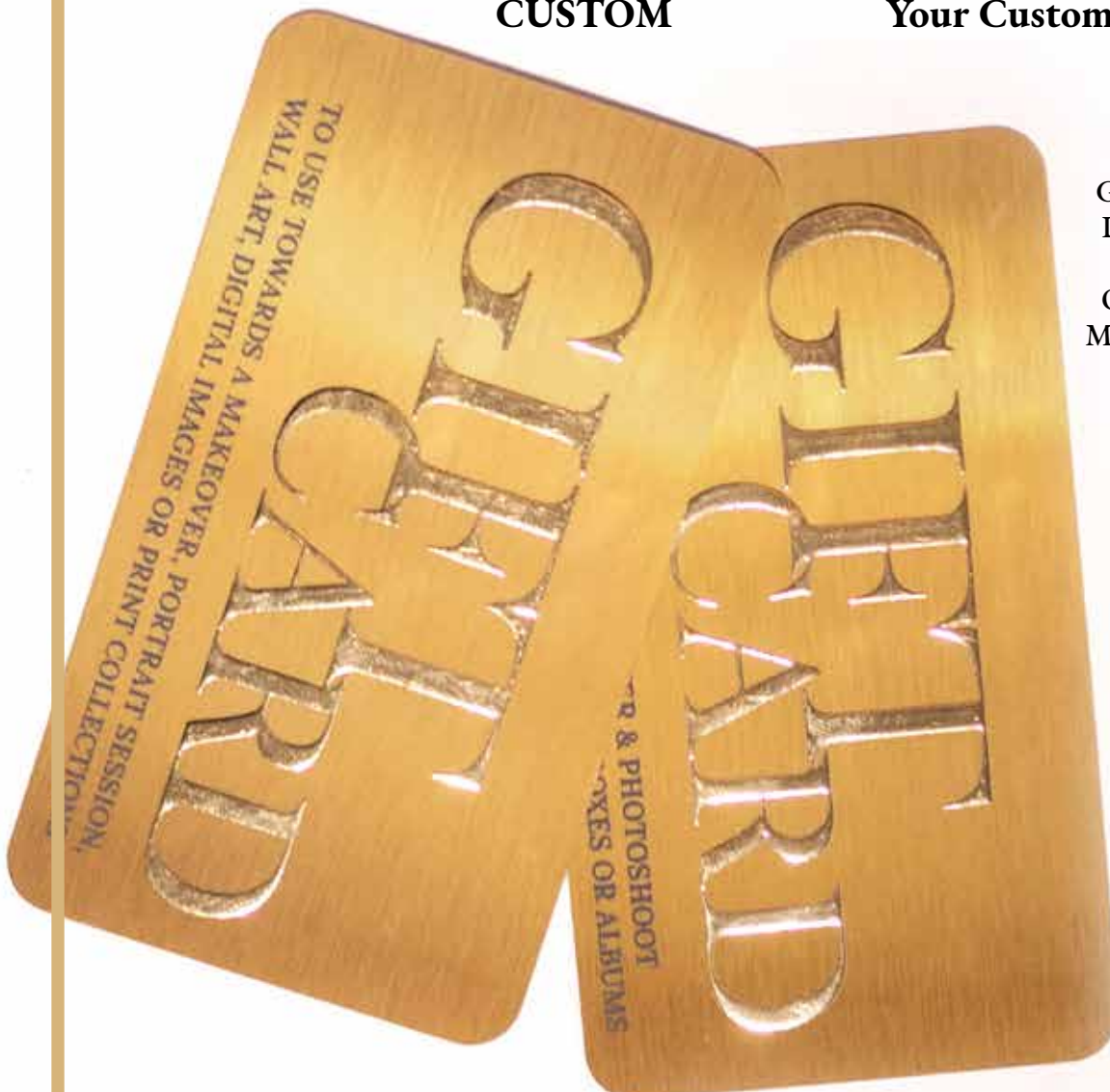
Are you looking for a gift for someone? How about one for yourself? A gift card is the perfect way to gif the experience of a photoshoot and the lifetime celebration of a portrait.

LARGE	\$2,500
MEDIUM	\$1,000
SMALL	\$500
EXTRA SMALL	\$250
CUSTOM	Your Custom Amount

OPTIONS

Gold Card In The Mail
Digital Copy via Email

Optional: Personalized
Message and Delivery to
the Recipient





TO _____

FROM _____

AMOUNT _____

Thank You

ALLIE SERRANO
(813) 501-7250
AllieSerranoPortraits.com

GIFT CARD

TO USE TOWARD MAKEOVER & PHOTOSHOOT
DIGITAL IMAGES, WALL ART, FOLIO BOXES OR ALBUM

More than just
a photoshoot
a HOOT EXPERIENCE
Style Portraits
putting You

Allie
PORTR

FAQ

Frequently Asked Questions

“I have no idea how I want to be photographed”

Of course. This is exactly why we have a consultation with every one of our clients. Allie will chat with you, look at examples in our gallery and find out what inspires you. We will style the final looks together.

“I am nervous. I’ve never been photographed before.”

Don’t be nervous. Most of our clients feel that way and they love the experience at the end. We will address all your concerns, and guide you every step of the way, and during the photoshoot Allie will guide you to look your best.

“What am Going to Wear?”

You have nothing to wear? No problem. As a part of the photoshoot experience, I will help you find the best wardrobe for you. We can go shopping to your closet, find new things in your friends closets, my studio closet is also available, and my online store FashiinbyAllie.com is always here for you anytime you need.

“What if I am not comfortable in lingerie”

That’s fine. You can wear clothing you are the most comfortable in and look your best. We will help you to pick out something fabulous.

“How long does a photoshoot last?”

A photoshoot can be anywhere from 60 minutes to 3 hours depending on what type of a photoshoot you select. The length of a photo shoot depends on many factors, including the number of people in the shot, the number of outfit changes as well as the location. Read more here [How long is the average photoshoot](#)

“Do you offer any quarantees?”

Yes absolutely. We guarantee that you will have fun being photographed, you will look like your authentic self in your photos, you will love your photos and lastly, the images capture your legacy. See more about our [Guarantee here](#).





Pricing and Product Questions

“How much does a photoshoot cost?”

At Allie Serrano Portraits, our photoshoot experience is more than just capturing pictures – it’s a fully guided transformational photoshoot experience. My clients leave with stunning magazine-quality portraits and a renewed sense of confidence, beauty, and legacy. Each session includes wardrobe styling, professional posing guidance, and luxury retouching to ensure you look your very best.

To book a photoshoot, we ask for a deposit either of \$650 or \$1,250, and the rest is due at reveal session where we select your images, customize your collection, choose your products, and design your wall art.

Clients typically invest between \$2,300 - \$6,000 depending on their chosen collection. The best way to find out exactly what works for you is to book a consultation where we’ll design your dream photoshoot together.

“What is the minimum I can spend?”

Allie Serrano Portraits is a high-end portrait photography studio. The minimum for a regular 1-hour photoshoot with 1 portrait or a digital image, you get both so the choice is yours, you’d spend \$650. Outside of that, on occasion we offer special photoshoot priced as low as \$490. Schedule a call with Allie to find out more.

“Can I just get the digitals?”

Yes of course. Not everyone needs a set of prints or wall art and we totally understand that. You will receive a digital copy of every portrait you select and if you want just digitals, that’s fine too. The cost is the same because the digital negative is just as important as a portrait on the wall. Remember, your hard drive will crash, your phone will break, but the portrait on your wall will always be with you.

“What products do you offer?”

We offer a various line of products, Wall Art, Folio Boxes, Albums, and much more.

If you’d like to see everything in person, let’s schedule a time with Allie for you in the studio and chat. Also, you can visit our [products page](#) and be wowed by the incredible products that can be yours.

“Do you offer any retouching?”

When you see the portraits during the reveal session, we will have made the basic retouching to show you close to the final product. Additional enhancement to soften facial lines and remove blemishes can and will be done prior to placing the portrait order. All detailed retouching is included in the total cost of the portrait.

“How Long will take for me to receive my products?”

Depending on your choice of framing and product, your digital images will be ready within one week. From there, your products will be ready for pick-up or delivery within 4-6 weeks, unless otherwise noted.

Allie Serrano
P O R T R A I T S

Allie Serrano
(813) 501-7250

Luxury Portrait Photography Studio
Capturing Portraits to Empower You
In Apollo Beach - Tampa Bay - FL

f i g y @AllieSerranoPortraits
@Allie@AllieSerranoPortraits.com
6911 Surrey Hill Pl, Apollo Beach, FL

<https://AllieSerranoPortraits.com>

Allie Serrano
Allie Serrano Portraits
Call or text (813) 501-7250
FB + IG @AllieSerranoPortraits
<https://allieserranoportraits.com>

Booking Questions

“Can I book a photoshoot on Saturday or Sunday?”

We are closed on weekends except for one Saturday per month. It is a premium booking and requires a \$2,500 deposit which will go toward your purchase. We are closed on Sundays. But honestly, most of my clients love to schedule a sneaky day off work during the week and enjoy getting pampered & photographed.

“Can I book during the week in the evening or after work?”

Yes, of course. During the week we are available for an evening photoshoot at least 1 day per week. If you need to stop by after work, we can plan for it ahead of time and schedule your photoshoot during that time separately as well.

“How far out can I book a photoshoot?”

We are currently booking a maximum of 3 months out from the date of the initial consultation. You can also buy a gift card and pre-pay your photoshoot that way if you need more time.

“Can I bring my girlfriend, boyfriend, or my partner?”

Yes, of course, we want you to share your experience with those you love. Make sure they are pre-warned though. We often bring them on the set with you and capture a portrait of the two of you together. So if you bring a loved one with you, know that they will also most likely be photographed with you.

“How do I book my photoshoot?”

You can go to our website and fill out a form request on our booking page. Once we get your request, we will schedule a phone call to go over your details & confirm your booking, and start planning your photoshoot (Book Your Photoshoot).



Allie Serrano
PORTRAITS

Pierre Henry
& Allie Serrano

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AllieSerranoPortraits.com