

**ALLIE SERRANO**  
**PORTRAITS**  
**Branding - Boudoir - Heritage**



**PORTRAITS THAT EMPOWER YOU**  
**FEEL BEAUTIFUL, BE EMPOWERED, UNFORGETTABLE EXPERIENCE**  
Luxury Professional Portrait Photography Studio in the Tampa Bay Area, FL  
Allie Serrano Portraits, LLC

2025-2026 - 12/3



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

Allie Serrano Portraits, LLC

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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](http://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.















**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 Editorial Photoshoot

Magazine 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>



A professional studio portrait of Joanne Durann, a woman with long, wavy, light brown hair and blue eyes, smiling warmly at the camera. She is wearing a black long-sleeved top and a necklace with a silver pendant. She is holding a brown leather football with both hands in front of her chest. The background is a dark, solid color.

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

Allie Serrano Portraits, LLC

joannedurann.com

A







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



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





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



PHOTO CREDIT: ALLIE SERRANO PORTRAITS MAGAZINE 2025 ~ (813) 501-7250 ~ AllieSerranoPortraits.com

Allie Serrano Portraits, LLC





Bettina Reisenauer-Grimsley  
Berkshire Hathway Home Services  
<https://bgrimsley.bhhsfloridaproperties.com>







TAMPA BAY  
**REAL PRODUCERS**  
CONNECTING. ELEVATING. INSPIRING.



**WHAT'S INSIDE:**  
Cover Story: Heidi Joy and Lexi Spitz  
Rising Star: Joshua Volk  
Featured Agent: Kim Adams  
On The Rise: Heather Sanfilippo  
Featured Broker: Brenda Bianchi  
Sponsor Spotlights: Jennifer Martinez  
REALTORS® and Their Pets:  
Bryan Coward's Dog Henry  
POP Series on September 19th  
Sponsor Spotlight: The Resident Pro

**HEIDI JOY  
& LEXI SPITZ**  
HOME WITH JOY

DECEMBER 2024

TAMPA BAY  
**REAL PRODUCERS**

JUNE 2025

**Cheryl  
Thompson**

WITH RE/MAX  
REALTY UNLIMITED



**Sponsor Spotlight**  
SCM Roofing

**Sponsor Spotlight**  
FBI Group

**POP Series**

**Making A Difference**  
Give Kids The World Village

ON THE RISE  
Heather Harris

FEATURED BROKER  
Crystal Littlefield

FEATURED AGENT  
Bianca McRee

ONE TO WATCH  
Karina Bell

PHOTO CREDIT: ALLIE SERRANO OF  
ALLIE SERRANO PORTRAITS, LLC

TAMPA BAY  
**REAL PRODUCERS**  
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*Lisa  
Carroll*  
of Mihara & Associates, Inc.

**What's Inside:**  
Cover Story: Lisa Carroll  
Rising Star: Sherrick Calvert  
Sponsor Spotlight: Coastal Title Solutions  
New Broker: Monica Dubois  
Featured Agent: Nathan Spitz  
Sponsor Spotlight: GSA  
Making A Difference: Kelly Congdon  
Fights Against Multiple Sclerosis



MAY 2024

TAMPA BAY  
**REAL PRODUCERS**

DECEMBER 2025

**Barb  
Adams**

PHOTO CREDIT:  
ALLIE SERRANO  
OF ALLIE  
SERRANO  
PORTRAITS, LLC

Broker Spotlight:  
**FRANK BAZAIL**

Rising Star:  
**KHRISTIAN  
MARCOTRIGIANO**

Featured Agent:  
**MARK BASERAP**



Sponsor Spotlights:  
**COASTAL TITLE  
SOLUTIONS**

**FIDELITY NATIONAL  
HOME WARRANTY**



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Brooke Brate

PHOTO CREDIT: ALLIE SERRANO OF ALLIE SERRANO PORTRAITS

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Featured Agent  
**KELLY DECARLUCCI**

Team Leader  
**DOMINIC BRESCIA**

On the Rise  
**KELLY ACKLEY**

+

Making A Difference  
**WHEELCHAIRS 4 KIDS**

Sponsor Spotlight  
**HOMESTRETCH**

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Geri Sanchez  
AT FRANK ALBERT REALTY

PHOTO CREDIT: ALLIE SERRANO OF ALLIE SERRANO PORTRAITS

WHAT'S INSIDE:

- Cover Story: Gen Services
- Rolling Star: Paul Smart
- Sponsor Spotlight: Staged To Sell
- Featured Agent: Nancy Weidman
- Featured Broker: Gigin Peakes
- Sponsor Spotlight: Home Integrity LLC
- Making A Difference: Mike Elms
- Coach's Corner: Task-Breaking VS Time-Breaking
- POP Series
- MVP Social

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Dana Tenaglia  
WITH ACCESS PARADISE REALTY

PHOTO CREDIT: ALLIE SERRANO OF ALLIE SERRANO PORTRAITS

WHAT'S INSIDE:

- Cover Story: Dana Tenaglia
- Featured Agent: Josh Green
- On the Watch: Caden Jones
- Making A Difference: Celeste Hunter
- Sponsor Spotlight: Pioneer Mortgage Funding, Inc.
- Team Feature: The Gajdosz Home Team
- MVP Social
- Sponsor Spotlight: Access Paradise Realty
- Coach's Corner

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REAL PRODUCERS®  
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Team Barone

PHOTO CREDIT: ALLIE SERRANO OF ALLIE SERRANO PORTRAITS

FEBRUARY 2025









Christina and Vincent Barone  
<https://teambarone.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/>













# 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

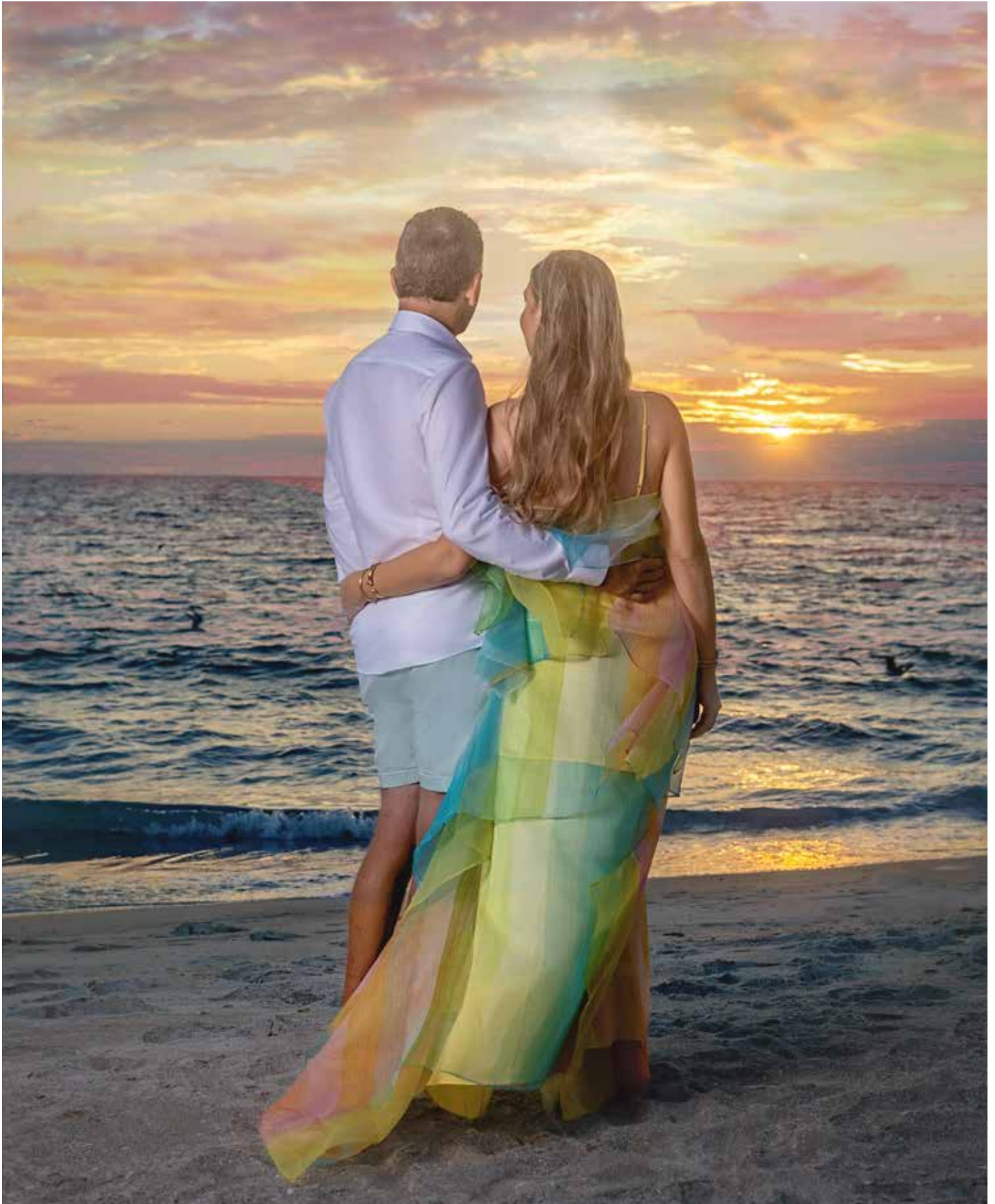
Family portraits in the studio offer a timeless way to capture cherished moments with your loved ones in a professional, controlled setting. With expert lighting, backdrops, and guidance from a skilled photographer, each session is designed to highlight the connections within your family.

### 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

















## Family Portrait In The Studio























## Candid Family Portraits







# 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. 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 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](#)*





# PHOTOSHOOT PROCESS EXPLAINED

## 1. 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

## 2. 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.



## 3. 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.





## 4. 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.

## Shop at Fashion by Allie

### **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/>

## 5. 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.





## 6. 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.

### **Client: I don't know how to stand, where to put my hands**

"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."

### **Client: I need to lose some weight first**

"While I am not a therapist, a photoshoot experience with me can be very therapeutic. I would love for you to fall in love with the woman you are today. You definitely don't need to wait for a perfect moment to be photographed. Most clients are amazed at how beautiful they look once they see themselves in the final portraits. Plus, I'm good for 20 years and 20 pounds in just posing, lighting, and photoshop alone. Trust me."

### **Client: I hate myself in photos. I avoid being photographed**

"I understand. Let's talk about it. Why do you avoid being photographed? Did you have a bad experience? Or maybe your photographer was not skilled enough to capture the best version of you? I'll help you. Just know that your family and children would absolutely love a portrait of you so we might as well give them a good one!

### **Client: I just need one good photo of me.**

"If that's all you want and need, yes we can do that. That's absolutely fine. Just know that most of my clients end up getting much more. The average spend in my studio is \$1500 on headshots and \$3,200 on intimate boudoir portraits. How many images YOU get is entirely up to you."

# Product Design and Delivery

## 7. 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.

## 8. 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.

## 9. Choose Your Products

### **We will do this Together**

How would you like to enjoy your images? Do you love a large wall portrait? Or are you more of an album lover? Now that your images are ready, it is time to confirm your products and wall art design.

## 10. Final Product Pick Up or Delivery

### **Up to 6 weeks after we place the order**

Your images will be delivered digitally. The final step of your portrait experience is receiving your finished artwork — handcrafted, professionally retouched, and ready for display. Your products can be picked up in-studio or delivered straight to your door for a seamless, white-glove finish.







# WHAT ALL HAPPENS DURING YOUR PHOTOSHOOT JOURNEY

Most people think that a photoshoot is very simple. Just push a couple of buttons, they say. Let's look at all that happens behind the scenes during a photoshoot planning process.

## Client's Vision

Understand the client's vision and together create a concept for the entire photoshoot

## Concept development

Create a vision and theme for the shoot based on client's vision and my ability to create something amazing

## Moodboard

Using Pinterest I create a visual moodboard with examples and various looks and styles

## Wardrobe - Color - Styling

Plan out wardrobe based on the client's style, brand, and look feel of the business or a personal portrait. Plan colors and outfits to highlight her best features.

## Location Scouting - Set Design

Find the best location (s) or set (s). Verify the lighting needed, cost, and/or create the set in the location based on the moodboard

## Permits

Obtain permits from location (s)



## Posing Design & Styling

Create a map of various poses to make sure it looks stunning and natural

## Expressions

Guiding the client through all various expressions even if I look silly doing it



## Lighting Design

Design lighting to include natural light, sun, blue sky, as well as strobe, skintone, or sets of strobes in studio

## Hire Makeup Artist / Staff

Verify availability of makeup artist and hair stylists for the photoshoot

## Gear Test & Setup

Set up, test, know my gear to create the look and feel the client wants, learn what I need and test before hand, have backups

## We Plan for Weather

Verify weather, rain, hurricanes, and confirm with client, arrange for backup if needed

## Find Props

For some specialized shoots I arrange and bring props, stools, toys, hats, jewelry, angel wings, if needed I create what I need or order ahead of time

## During The Photoshoot Day

Client	Posing
Children, Pets	Expressions
Weather	Props
Lighthing	Food
Camera	Water
Wardrobe	Makeup
Staff	Hair Products

## Final Delivery

Delivery and Follow up



## Image Selection

I pre-select images that she'll love. We then select images together.

## Retouching

Color correction	Remove un-wanted details
Smooth skin	Remove Blemishes
Enhance details	20-yr 20-lbs

# 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

# PRICING

## 1. The Radiance Experience

*For business owners seeking a quality and confident headshot*

**1-Hour Photoshoot**  
**1 Digital Image**  
**1 Matted Print**

**Pricing \$690**

*\$824 Value / \$500 per img*



## 2. The Confidence Experience

*For an extended branding client session or a family photoshoot*

**90 Min Photoshoot**  
**Light Prof. Hair & Makeup**  
**3 Digital Images**  
**3 Matted Prints**

**Pricing \$1,290**

*\$1,935 Value / \$430 per img*





### 3. The Signature Experience

*For boudoir clients ready to empower herself. Ideal Mid-Tier Package.*

**3 Hour Photoshoot**  
**Prof. Hair & Makeup**  
**6 Digital Images + Prints**  
**Leather Envelope**  
**Art Credit \$300**

**Pricing \$2,400**

*\$4,800 Value / \$400 per img*



### 4. The Luxury Experience

*For luxury clients asking for a magazine-quality experience.*

**3 Hour Photoshoot**  
**Prof. Hair & Makeup**  
**12 Digital Images + Prints**  
**Gold or Black Folio Box**  
**Art Credit \$500**

**Pricing \$3,600**

*\$10,650 Value / \$300 per img*

### 5. The Legacy Experience

*For clients who want it all, heirloom artwork that lasts generations*

**3 Hour Photoshoot**  
**Prof. Hair & Makeup**  
**24 Digital Images + Prints**  
**Heirloom Luxury Album**  
**16x20 Wall Art**  
**Art Credit \$750**

**Pricing \$6,900**

*\$19,800 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**

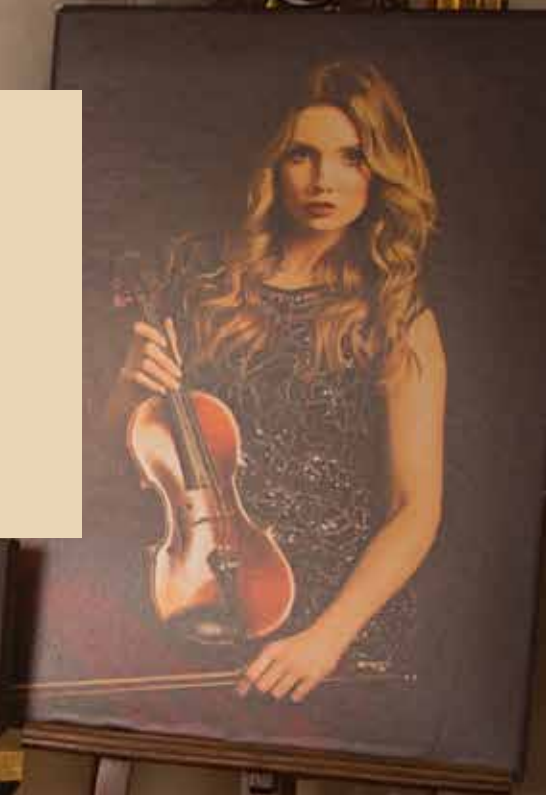
**\$16,195 Value / \$200 per img**







# 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.

## 1. Look Confident and Beautiful

It's not your job to look great in your photos. That's my job.

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.



## 2. Enjoy The Photoshoot Experience

Photoshoot doesn't have to be scary. It's actually a lot of fun!

We guarantee that with Allie Serrano Portraits you will have fun throughout the whole photoshoot process. You will feel confident and relaxed knowing that we've got your back from start to finish.





## 4. Portraits You'll Treasure for Life

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

**This is the highest 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.**

## 3. Love All Your Images

**Love all your final images**

**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.**



# CHOOSE YOUR PRODUCTS

**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.**









## **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**

# CHOOSE YOUR ADD-ONS

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 Envelope

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**



# 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

Allie Serrano Portraits Magazine 2025 ~ (813) 501-7250 ~ AllieSerranoPortraits.com

**Allie Serrano Portraits, LLC**







# 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.

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

## 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](http://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**

   **@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**

**(813) 501-7250**  
**AllieSerranoPortraits.com**