



[www.tru-essence.com](http://www.tru-essence.com)

715-366-4000



**SENIORS**

*your day...your way...*

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A young man with short, styled brown hair and light-colored eyes is leaning against a brick wall. He is wearing a dark blue, long-sleeved button-down shirt with a fine white grid pattern and light-colored trousers with a dark belt. The background is a brick wall with some blue paint splatters. The lighting is bright, suggesting an outdoor setting.

# YOUR SENIOR SESSION

*You choose from a 4 or 6 hour session  
then choose how you want to spend your day.  
Browse through this guide to get some ideas.*

*studio, outdoor, sports,  
sunset & nightfall,  
...or any combination*

i n d o o r s t u d i o



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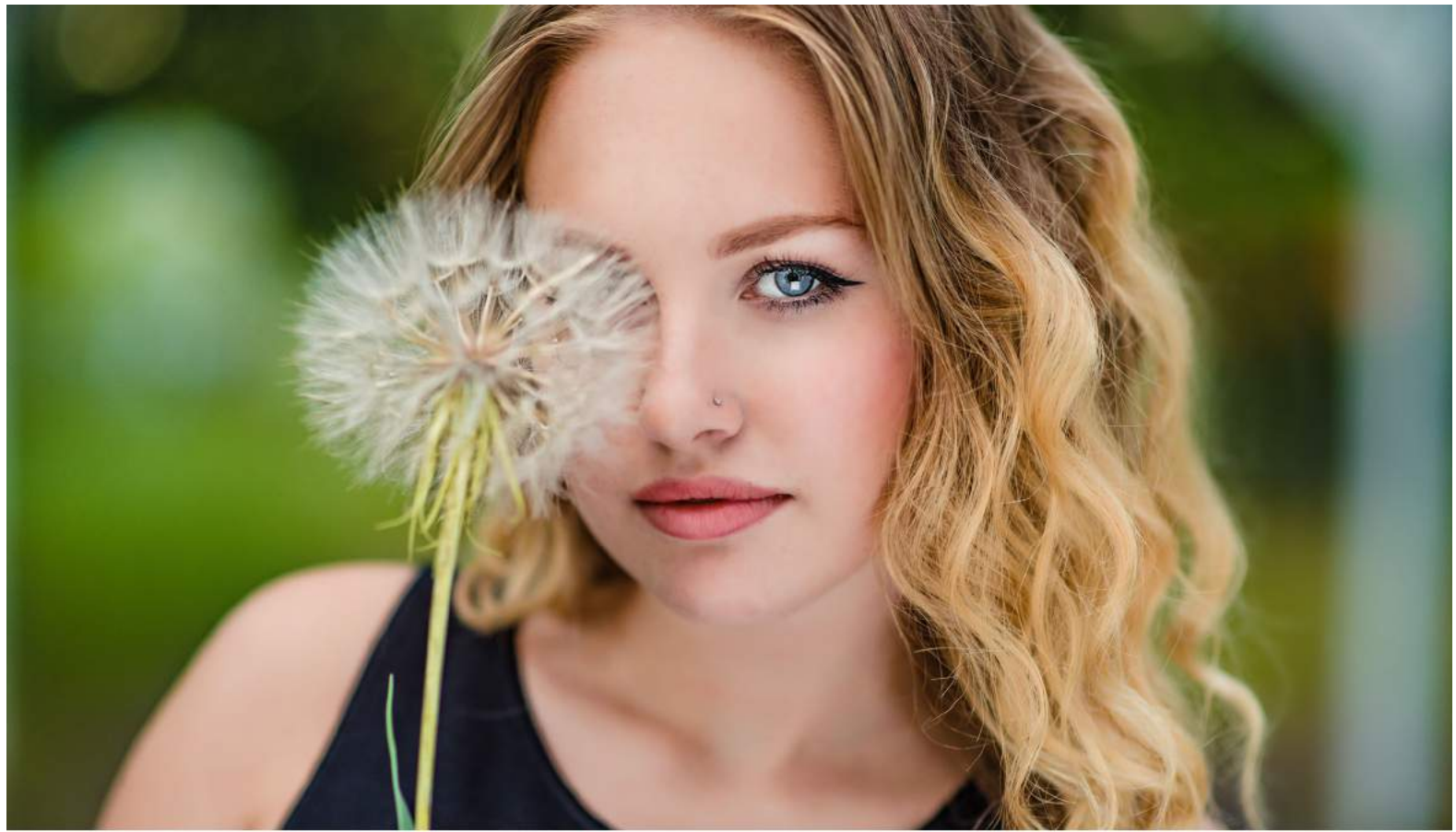


o i d u s t r i o s



o i d n i  
o o r s t s  
i d n i  
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**at home...**







on location...



**on location...**





on location...

on location...





Sunset...

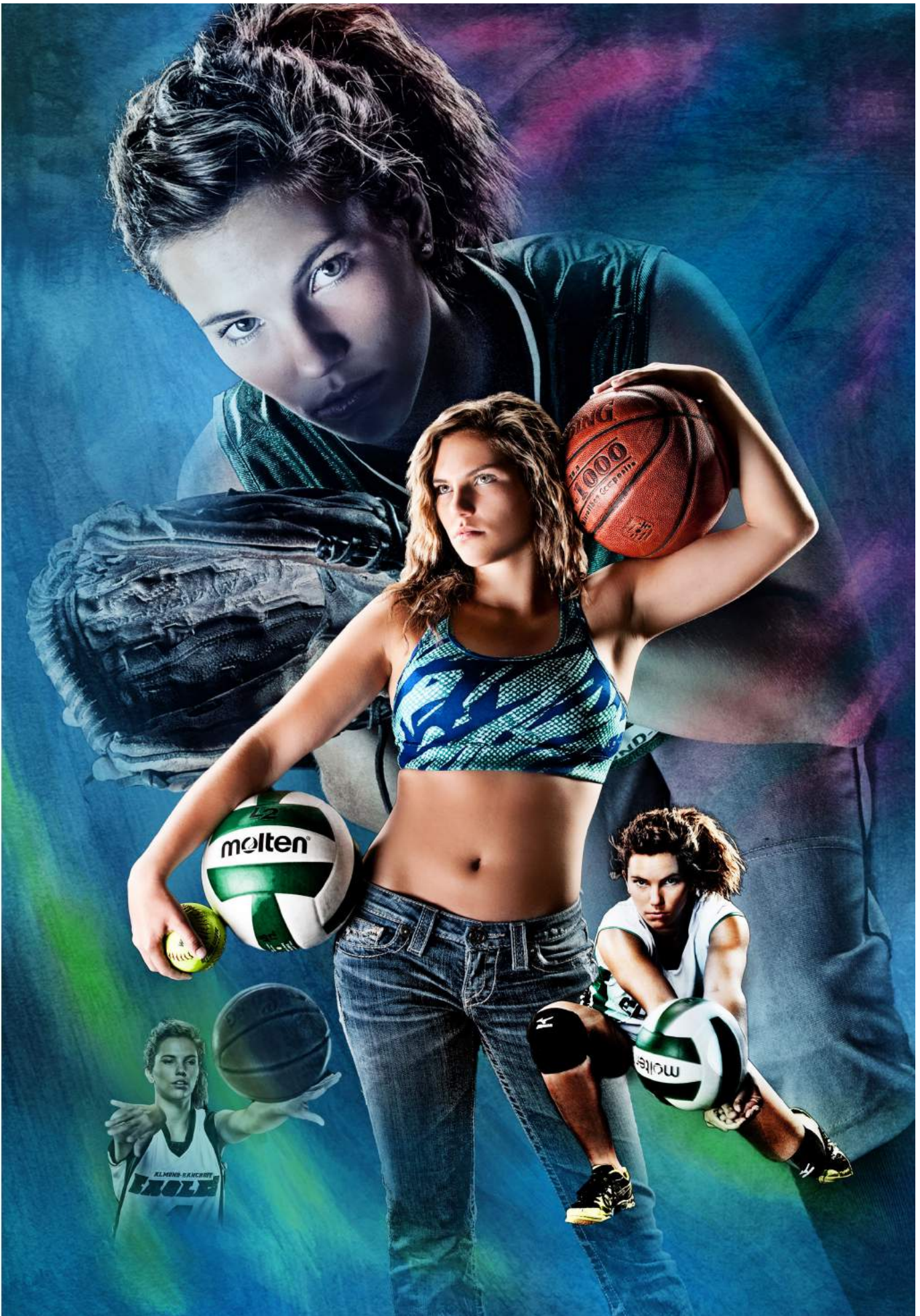




A woman with long brown hair is leaning against a window ledge. She is wearing a leopard print halter top, blue jeans, and red thigh-high boots. The window behind her shows a night scene with a sailboat and a glowing light fixture. The interior is dimly lit with blue and red tones.

or nightfall...

sport fantasia





sports fantasy



Fantasia creations are a blend of reality, fantasy, and brush strokes. The essence of the individual becomes a one of a kind piece of art.



before & after



painterly fantasia

# EDITING YOUR IMAGES

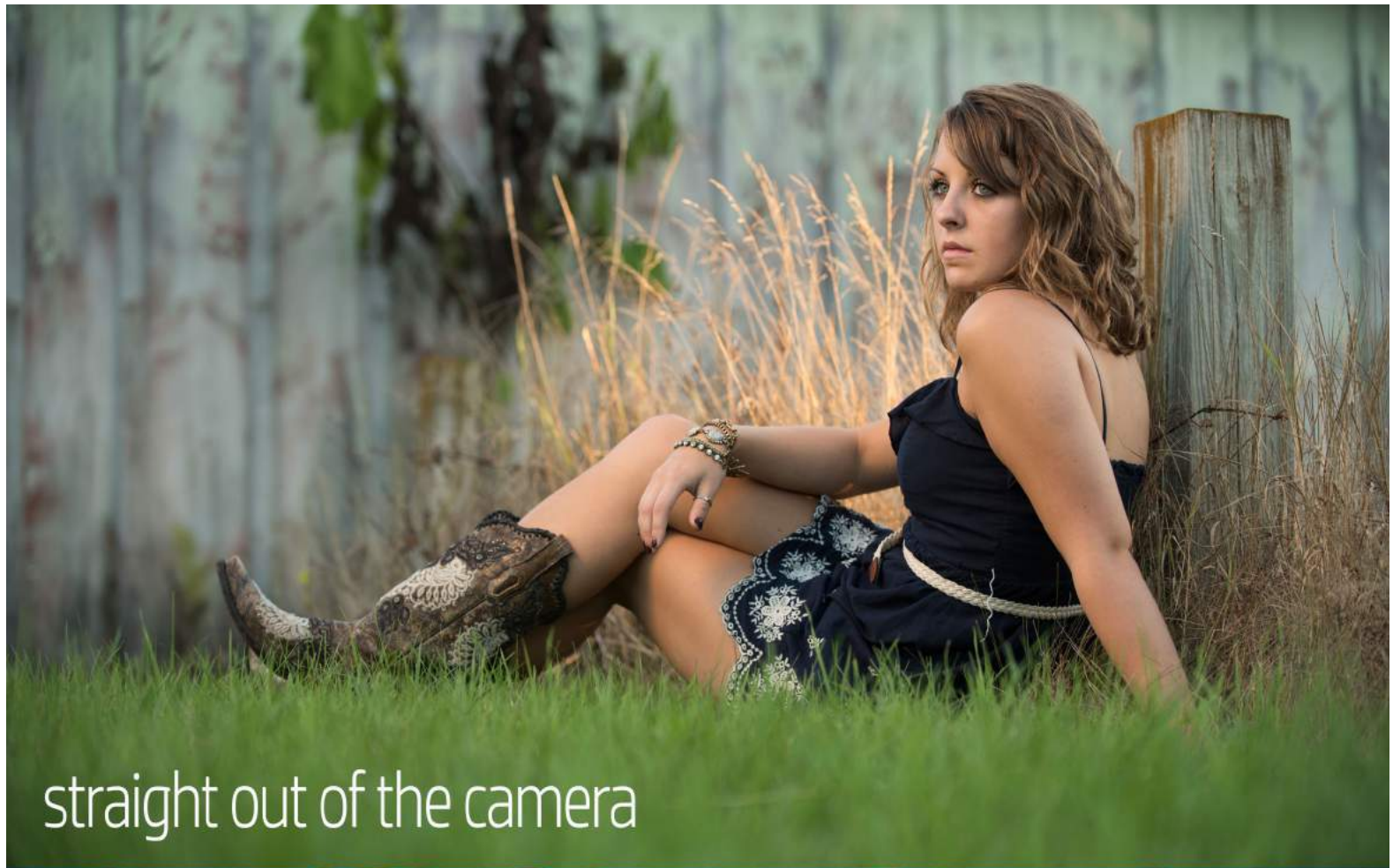
I take pride in editing your images to highlight your greatest features. The time spent enhancing your images is more than a one-click process. Years of experience mastering lighting and refining photoshop skills has allowed me to provide you with amazing images.

straight out of the camera



after the edit





straight out of the camera



after the edit





straight out of the camera



after the edit

# SENIOR SESSIONS

We recommend you book 3-4 months in advance because senior sessions are limited to 30 per year.

## 1/2 DAY

4 HOUR SESSION

UNLIMITED OUTFITS

ANY COMBINATION OF INDOOR, OUTDOOR, SPORTS, & ON LOCATION

VIEW 75+ PROOFS AT YOUR IN-STUDIO ORDERING SESSION

**\$200 SESSION FEE**

(NO ADDITIONAL FEES FOR TRAVELING)

## FULL DAY

6 HOUR SESSION

UNLIMITED OUTFITS

ANY COMBINATION OF INDOOR, OUTDOOR, SPORTS ON LOCATION, SUNSET, & NIGHTFALL

VIEW 150+ PROOFS AT YOUR STUDIO ORDERING SESSION

**\$300 SESSION FEE**

(NO ADDITIONAL FEES FOR TRAVELING, MINIMUM ORDER \$500)



# A LA CARTE

(prices subject to change)

## GIFT PRINTS

16 WALLETS	\$48
24 WALLETS	\$60
32 WALLETS	\$80
5X7 PRINT	\$45
8X10 PRINT	\$75

## WALL PRINTS

11 X 14	\$225
12 X 18	\$240
16 X 20	\$250
16 X 24	\$300
20 X 24	\$350

## CANVAS

11 X 14	\$325
16 X 20	\$450
16 X 24	\$450
20 X 24	\$475

ADDITIONAL SIZES AVAILABLE

ADDITIONAL SIZES AVAILABLE





# THE REALLY COOL STUFF

## 10 X 10 HARDCOVER CUSTOM BOOKS

What better way to show off your images than with a beautifully bound hardcover book. Your book will have custom layouts, containing your name, graduation year, school, quotes, conference titles, or anything else you want.

Books can range from 20 images up to 65 images.

You will enjoy sharing this beautiful portfolio with friends and family.



# STORYBOARDS

All digital collages are completely customizable.  
Additional configurations and sizes are available.

Enjoy a presentation of your favorite  
photos, all in one single image.

These storyboards can be framed or printed as a gallery wrap.





DIGITAL IMAGES

Your ordered images on a jump drive ready for social media use

# ANNOUNCEMENTS



50 custom announcements with envelopes,  
and a digital image of your  
announcement ready for social media sharing

**\$ 149**



Frequently

Asked

Questions

Q: How do I book a session with you?

A: We recommend you book 3-4 months in advance because senior sessions are limited to 30 per year.

Call the studio @ 715-366-4000 or FB Message Lori Wysocki or Tru-Essence Photography



Q: What time are the “Half-day” and “Full-day” senior sessions scheduled?

A: Half-Day sessions begin at 2:00pm starting with in-studio shots and we finish up about 6:00pm. Full-day sessions begin at 2:00pm and go until approximately 8:00pm, sometimes later depending on sunset times. Sessions are scheduled Monday through Thursday.



Q: Where do you typically hold your sessions?

A: Every photoshoot is unique and designed around your personality to capture your true essence. It's your day and we are flexible and willing to go just about anywhere, typically there are no travel fees unless it's an unusually long distance. Do some research and think out of the box and get permission to be there. We like to go to unique locations so your pictures are different than everyone else's.

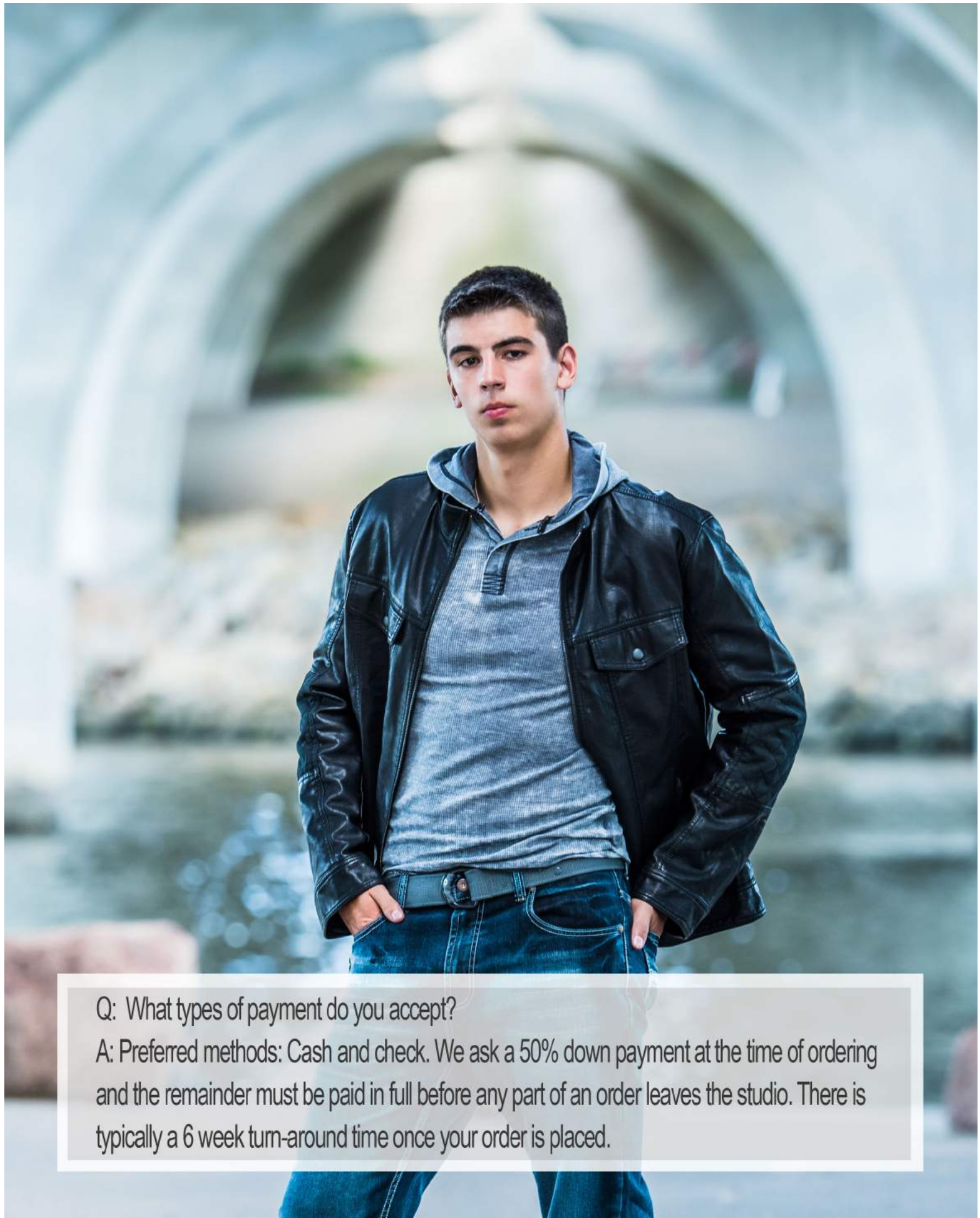
Many people enjoy a combination of styles...studio is fun if you like fashion, close-ups and dramatic black and whites. Outdoor and on location can be just about anywhere, you decide. If you have limited ideas we can help you choose.



Q: What happens in the event of inclement weather?

A: Plan to arrive at the studio for the start of your session where we will complete the in-studio shots. Sometimes the rainy clouds dissipate and we are able to continue with the outdoor shots after the indoor session is completed. Cloudy days are actually great lighting for photography, and stormy clouds make for interesting pictures too. We may have to reschedule the outdoor session if the weather will not cooperate.





Q: What types of payment do you accept?

A: Preferred methods: Cash and check. We ask a 50% down payment at the time of ordering and the remainder must be paid in full before any part of an order leaves the studio. There is typically a 6 week turn-around time once your order is placed.

# HERE'S THE PLAN...

## CHOOSE YOUR SESSION

Choose between the half-day session and the full-day session. Contact the studio, pay for your session to secure a date and sign the contract. The studio will forward you the contract.

## PLAN YOUR SESSION

Start planning your wardrobe and locations weeks in advance. Secure permissions for locations. Read the "Session Preparation Guide" located under the information tab of the website. We can discuss any questions you might have regarding outfits and locations. Don't hesitate to send us FB messages if you have quick questions, or a phone call to discuss details.

## DAY BEFORE YOUR SESSION

Organize your outfits and accessories. Iron or steam out wrinkles as they are quite noticeable in photographs. Gather all of your sporting items and uniforms. Be sure your nails are clean and free of chipped nail polish. Sleep well, you won't like your pics if you look tired. Connect with me on FB for messaging purposes.

## YOUR BIG DAY

Have your hair and make-up finished before you arrive. It's up to you if you want your hair and make-up done professionally. You can change your hair style mid-way through the session if you desire. Plan to arrive at the studio first, unless we have made different arrangements. Come a little early to allow for time to unload and organize your outfits. We like to start photographing as soon as possible after you arrive. A parent or guardian must accompany you, if you come without a parent or guardian your session will be rescheduled. Bring snacks and drinks.

## AFTER YOUR SESSION

After your session we will post 1-2 sneak peeks within 5-7 days on Facebook &/or Instagram. Finishing your gallery will be my priority so this will be the only sneak peek until your ordering appointment. Feel free to use the sneak peeks to share on social media. Please do not crop or alter these images.

## ORDERING APPOINTMENT

4 weeks after your session we will schedule your ordering appointment at the studio, usually 90 min to 2 hours. At this appointment you will view your senior slideshow gallery of 75-150 images. I will show you a variety of products so you can see, touch and know what you're purchasing. Prior to this appointment I will have completed some retouching, black & whites, special effects, etc. Trust me...I'm spending more time on your images than a quick swipe filter. We ask a 50% down payment at the time of ordering and the remainder must be paid in full before any part of an order leaves the studio. There is typically a 6 week turn-around once your order is placed. Your digital images will be available when all retouching is completed after the final processing and your order is paid in full.

# YOUR PHOTOGRAPHER

Congratulations on becoming a senior! I'm excited you are considering me to be a part of this milestone in your life. Together we will capture your true essence allowing your personality to shine. I take pride in making this day memorable. I truly enjoy the reward of getting to know you and photographing you in settings that speak your style. It's an art and I look forward to being creative with you.

I am married and the mother of two daughters, I know how quickly they grow up and how we treasure their pictures as they reach new heights. Besides photography, I enjoy the outdoors, traveling, and spending time with family. I am a multi-award winning photographer with over 20 years of experience. My love of photography all started when my husband gave me a camera for my birthday. I left my 20 year career as a Registered Nurse and began my passion to tell stories with images. My creativity is fueled by you as my inspiration.

Alongside her Master of Photography Degree, Lori has been recognized with countless national, state and local awards. A few notable mentions include:

- Wisconsin Photographer of the Year
- Kodak Gallery Award
- Best of Shows
- Top 10 Imager Award
- Court of Honor

