

Beauty Through The Lens

— MEMORIES THROUGH PHOTOGRAPHY —



— BEAUTY THROUGH THE LENS L.L.C. —

PROFESSIONAL PHOTOGRAPHY & VISUAL STORYTELLING



PORTRAITS



FAMILY & PETS



EVENTS



COMMERCIAL



ARCHITECTURE



AUTOMOTIVE



NATURE & FINE ART

Capturing Moments. Creating Memories. Telling Your Story. ♡

NEW JERSEY & BEYOND

— EST. 2022 —

July 2026

*Beauty Through the Lens
L.L.C. Master Print Packet*



Katheryn L Wilkins

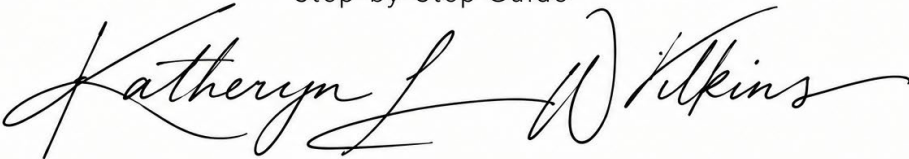
Beauty Through the Lens L.L.C new logo.png



signature 9 messy.png

HOW TO WRITE YOUR SIGNATURE

Step-by-Step Guide



1 WRITE YOUR FULL NAME

Write your full name a few times in your normal handwriting.

Katheryn L Wilkins
Katheryn L Wilkins
Katheryn L Wilkins

2 CHOOSE KEY LETTERS

Pick the letters you want to feature. In this signature: K, L, W

(K) (L) (W)

3 START WITH THE FIRST LETTER

Create a stylized "K" with a confident upstroke and a sweeping entry.

↑K↑

4 ADD THE REST OF THE FIRST NAME

Write "atheryn" in a connected, flowing style. Keep it smooth and slightly slanted.

Katheryn L Wilkins

5 CREATE YOUR MIDDLE INITIAL

Make a distinctive "L" that connects or flows from your first name. Keep it simple but stylish.

Katheryn L Wilkins

6 ADD YOUR LAST NAME

Start with a strong, stylized "W" and write "ilkins" in a quick, connected motion.

Katheryn L Wilkins

7 ADD FLOURISHES & PERSONAL TOUCH

Extend lines, add loops or underlines that feel natural to you. This makes it unique.

Katheryn L Wilkins

8 PRACTICE & REFINE

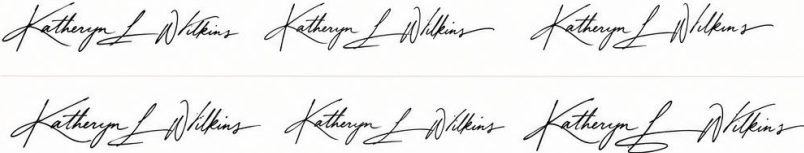
Practice daily. Refine your signature until it feels natural, fast, and consistent.

Katheryn L Wilkins

TIPS FOR YOUR SIGNATURE

- ✓ Use a pen you are comfortable with.
- ✓ Write with confidence and flow—don't go too slow.
- ✓ Keep it consistent every time you write.
- ✓ Make it unique to you. Avoid copying others.
- ✓ Simplicity + style = a memorable signature.

PRACTICE EXAMPLES



★ PRACTICE. REFINE. OWN IT. ★

About the photographer Beauty Through the Lens L.L.C.docx

Turning Moments into Lasting Art

Photography is more than taking pictures—it's about preserving emotion, telling authentic stories, and creating timeless artwork. For over 13 years, I've dedicated myself to capturing genuine connections through portrait, lifestyle, and creative photography.

As the owner of my own photography business, I believe every client deserves an experience that is as memorable as the images themselves. My approach blends creativity, technical precision, and a relaxed atmosphere to produce photographs that feel natural, expressive, and uniquely personal.

I'm also continuing my education at Southern New Hampshire University (SNHU), expanding my knowledge in both creative arts and business to better serve my clients while continually growing as an artist.

Born on July 2, 1985, my passion for photography has evolved into a lifelong career built on storytelling, professionalism, and meaningful connections. Whether documenting milestones, creating portraits, or developing artistic projects, my goal is always the same: to create images that people will treasure for years to come.

Beauty Through the Lens L.L.C Business Plan.docx

Business Plan

Beauty Through the Lens L.L.C.

Professional Photography & Visual Storytelling

State of New Jersey

Prepared: July 2026

Executive Summary

Beauty Through the Lens L.L.C. is a New Jersey-based professional photography company dedicated to creating lasting memories through creative, artistic, and professional photography. The company specializes in capturing life's most meaningful moments while showcasing the beauty found in people, places, architecture, vehicles, pets, and special events.

Beauty Through the Lens L.L.C. combines technical expertise with a personalized client experience, ensuring that every session reflects the unique story of each customer. Beyond photography, the business is committed to giving back to the community by supporting awareness initiatives for epilepsy, breast cancer, and suicide prevention, making social responsibility a core part of its brand identity.

Company Overview

Business Name

Beauty Through the Lens L.L.C.

Business Structure

Limited Liability Company (LLC)

Location

State of New Jersey

Industry

Professional Photography Services (NAICS 541921)

Mission Statement

Beauty Through the Lens L.L.C. exists to preserve life's most treasured memories through high-quality photography while building meaningful relationships with clients and supporting causes that strengthen our communities.

Vision Statement

At Beauty Through the Lens L.L.C , we believe that a photograph is more than just an image. It is a moment frozen in time that captures emotion, beauty, and memories that will last a lifetime. Our vision is to create timeless and beautiful photographs that our clients will cherish for generations to come. To become one of New Jersey's most recognized photography companies by providing exceptional customer experiences, artistic excellence, and community engagement that inspires people to see beauty through every lens.

Core Values

Creativity

Professionalism

Integrity

Compassion

Community Service

Excellence

Customer Satisfaction

Inclusion

Business Description

Beauty Through the Lens L.L.C. offers a wide variety of photography services for both personal and commercial clients throughout New Jersey and neighboring states.

The company focuses on creating images that tell authentic stories while delivering professional editing, outstanding customer service, and a seamless booking experience.

Unlike many photography businesses that specialize in only one niche, Beauty Through the Lens offers photography across multiple categories, allowing the business to serve a broad customer base throughout the year.

Services

Portrait Photography

Individual Portraits

Graduation Sessions

Lifestyle Portraits

Family Photography

Family Sessions

Holiday Sessions

Pet Portraits

Event Photography

Birthday Parties

Baby Showers

Bridal Showers

Community Events

Commercial Photography

Business Branding

Product Photography

Social Media Content

Specialty Photography

Architecture Photography

Vehicle Photography

Nature Photography

Fine Art Photography

These services reflect the range highlighted on the company's website, including photography of all kinds, architecture, vehicles, and pet & family portraits.

Market Analysis

Industry Overview

Demand for professional photography continues to grow as businesses increasingly require branding content and families seek professional images to preserve milestones.

Key growth markets include:

Branding Photography

Family Photography

Pet Photography

Commercial Marketing

Real Estate

Architecture Photography

Event Photography

Automotive Photography

Target Market

Primary Customers

Families

Couples

Parents

Pet Owners

Graduates

Small Businesses

Entrepreneurs

Realtors

Architects

Automotive Enthusiasts

Secondary Customers

Schools

Churches

Nonprofits

Local Governments

Community Organizations

Competitive Advantage

Beauty Through the Lens L.L.C. differentiates itself through:

Diverse photography specialties

Personalized client experiences

Flexible on-location photography

High-quality editing

Affordable packages

Fast turnaround times

Community involvement

Strong social mission supporting health awareness causes

The company's charitable focus adds a distinctive element to its brand by connecting photography with meaningful community impact.

Marketing Plan

Branding

Company Motto:

"Creating Lasting Memories Through Beautiful Photography."

Brand pillars include:

Professionalism

Creativity

Compassion

Storytelling

Digital Marketing Strategy

Professional website

Google Business Profile

Facebook

Instagram

TikTok

Pinterest

LinkedIn

Content will feature:

Client galleries

Behind-the-scenes sessions

Photography tips

Community events

Charity initiatives

Community Engagement

Beauty Through the Lens L.L.C. will continue supporting:

Epilepsy Awareness

Breast Cancer Awareness

Suicide Prevention Awareness

The company will host fundraising mini-sessions, donate a portion of selected session fees, and partner with nonprofit organizations throughout New Jersey.

Operations Plan

Hours

Monday–Saturday

9:00 AM–7:00 PM

Appointments Available

Evenings and Weekends

Equipment

Professional Mirrorless Cameras

Professional DSLR Backup

Portrait Lenses

Wide Angle Lenses

Lighting Equipment

Portable Studio Lighting

Tripods

Editing Workstation

Adobe Lightroom

Adobe Photoshop

Cloud Storage

External Hard Drives

Customer Process

Inquiry

Consultation

Quote

Booking

Contract

Deposit

Photography Session

Professional Editing

Online Gallery Delivery

Print Ordering

Follow-up

Pricing Strategy

Service

Estimated Price

Mini Session

\$150

Portrait Session

\$250–450

Family Session

\$350–650

Pet Photography

\$250–450

Event Photography

\$200/hour

Wedding Packages

\$1,800–5,000

Commercial Photography

Custom Quote

Architecture Photography

Custom Quote

Vehicle Photography

\$300–700

Startup Budget

Expense

Estimated Cost

Camera Equipment

\$8,000

Lenses

\$4,000

Lighting Equipment

\$2,000

Editing Computer

\$3,000

Website & Software

\$1,500

Insurance

\$1,200

Marketing

\$2,500

Business Registration

\$500

Miscellaneous

\$2,300

Estimated Startup Investment: \$25,000

Revenue Forecast

Year One

120 Sessions

Average Sale: \$500

Projected Revenue: \$60,000

Year Two

180 Sessions

Average Sale: \$600

Projected Revenue: \$108,000

Year Three

275 Sessions

Average Sale: \$700

Projected Revenue: \$192,500

SWOT Analysis

Strengths

Wide range of photography services

Strong community-focused brand

Personalized customer experience

Flexible scheduling

Professional editing

Weaknesses

New and growing brand recognition

Seasonal demand

Limited initial staffing

Opportunities

Corporate branding photography

Drone photography expansion

School photography contracts

Nonprofit partnerships

Fine art print sales

Threats

Economic downturns

Equipment depreciation

Competitive pricing pressures

Seasonal fluctuations

Growth Strategy (2026–2031)

Year One

Build a strong client base throughout New Jersey.

Establish referral partnerships with wedding planners, event venues, and local businesses.

Increase online visibility through SEO and social media.

Years Two–Three

Hire an assistant photographer.

Expand commercial photography services.

Launch seasonal mini-session events.

Develop recurring contracts with businesses and nonprofits.

Years Four–Five

Open a dedicated photography studio in New Jersey.

Add videography and drone services.

Employ a full creative team.

Become a recognized regional photography brand serving clients across the Northeast.

Funding Request

Beauty Through the Lens L.L.C. seeks \$30,000 in startup financing to support equipment purchases, marketing, insurance, software, working capital, and business expansion.

Funds will be used for:

Professional camera systems

Studio lighting

Editing hardware and software

Website enhancements

Marketing campaigns

Insurance and licensing

Operating expenses

Conclusion

Beauty Through the Lens L.L.C. is positioned to become a trusted photography business in New Jersey by combining artistic excellence with a client-centered approach and meaningful community involvement. Guided by the philosophy of creating lasting memories through beautiful photography, the company offers a diverse portfolio—from family and pet portraits to architecture and automotive photography—while supporting important charitable causes that align with its mission. This combination of creative quality, broad service offerings, and social impact provides a strong foundation for sustainable growth and long-term success.

Beauty Through the Lens L.L.C.

2026 Photography Session Pricing

Session Type

Session Length

Price

Includes

Mini Session

20 minutes

\$175

10 edited digital images, 1 location

Express Portrait Session

30 minutes

\$225

15 edited digital images

Standard Portrait Session

60 minutes

\$350

30 edited digital images, 1 outfit change

Deluxe Portrait Session

90 minutes

\$500

50 edited digital images, up to 2 outfit changes, 2 nearby locations

Corporate Branding Session

90–120 minutes

Starting at \$650

Brand consultation, multiple looks, commercial usage license

Graduation Session

60 minutes

\$350

30 edited images, cap & gown plus casual outfit

Senior Portrait Session

90 minutes

\$500

50 edited images, multiple outfits

Engagement Session

60 minutes

\$400

35 edited images

Proposal Photography

Up to 60 minutes

\$450

Proposal coverage plus mini engagement session

Family Session

60 minutes

\$400

Up to 6 people, 35 edited images

Extended Family Session

90–120 minutes

\$650

Up to 20 people, 60 edited images

Children's Session

45 minutes

\$275

20 edited images

Cake Smash Session

90 minutes

\$450

Setup, portraits, cake smash, bath cleanup images

Pet Session

45 minutes

\$275

20 edited images

Automotive Photography

60 minutes

\$350

25 edited images

Architecture & Real Estate

1–2 hours

Starting at \$300

Interior & exterior images

Commercial Product Photography

Hourly

\$175/hour

Custom quote available

Event Photography

Event

Coverage

Price

Birthday Party

2 hours

\$500

Baby Shower

2 hours

\$500

Bridal Shower

2 hours

\$500

Anniversary Party

2 hours

\$500

Sweet 16 / Quinceañera

4 hours

Starting at \$900

Corporate Event

Hourly

\$250/hour

Community Event

Hourly

\$225/hour

Add-On Services

Service

Price

Additional Hour

\$200

Extra Edited Images (10)

\$75

Rush Editing (72 Hours)

\$150

Travel (Over 30 Miles)

\$0.75 per mile

Second Photographer

\$75/hour

Premium Photo Album

Starting at \$300

Canvas Prints

Starting at \$125

Drone Photography (Coming Soon)

Starting at \$250

Booking Policy

25% non-refundable retainer is required to reserve your session date.

Remaining balance is due 7 days before the session (or 30 days before events).

One complimentary reschedule is permitted with at least 72 hours' notice.

Online galleries are delivered within 2–3 weeks for portrait sessions and 6–8 weeks for weddings.

Seasonal Mini Sessions

Spring Blossoms – \$175

Mother's Day – \$175

Father's Day – \$175

Back-to-School – \$175

Fall Family – \$200

Holiday/Christmas – \$225

Valentine's Day Couples – \$200

This pricing structure positions Beauty Through the Lens L.L.C. as a mid-to-premium photography brand, aligning with your business plan and supporting sustainable profitability while remaining competitive in the New Jersey market. It also leaves room for promotional offers and annual price adjustments as your portfolio and demand continue to grow.

BEAUTY THROUGH THE LENS L.L.C.

Photography Session Agreement

This Photography Session Agreement ("Agreement") is entered into between Beauty Through the Lens L.L.C. ("Photographer") and the undersigned Client.

Client Information

Client Name: _____

Phone Number: _____

Email Address: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Session Information

Session Type:

☐ Mini Session

☐ Portrait Session

☐ Family Session

☐ Engagement Session

☐ Maternity Session

☐ Newborn Session

☐ Graduation Session

☐ Senior Portrait Session

☐ Pet Photography

☐ Automotive Photography

☐ Branding Session

☐ Commercial Photography

☐ Other: _____

Session Date: _____

Start Time: _____

Location: _____

Session Length: _____

Investment

Session Fee: \$ _____

Retainer Paid: \$ _____

Balance Due: \$ _____

Final Payment Due Date:

Reservation

A non-refundable retainer equal to 25% of the total session fee is required to reserve the requested session date and time.

No date is considered reserved until the signed agreement and retainer have been received.

Payment

Accepted payment methods include:

Cash

Credit/Debit Card

Zelle

Venmo

Cash App

PayPal

The remaining balance must be paid no later than 7 days before the scheduled session.

Sessions booked within seven days of the event require payment in full at booking.

Failure to pay the remaining balance may result in cancellation of the session.

Session Includes

Unless otherwise stated, each photography session includes:

Professional photography coverage

Professional image editing

Online gallery

High-resolution digital images

Print release for personal use

Gallery delivery within the stated turnaround time

The number of delivered images depends on the package selected.

Travel

Travel within 30 miles of the Photographer's primary business location is included.

Travel beyond 30 miles will incur a fee of \$0.75 per mile unless otherwise agreed in writing.

Image Delivery

Portrait Sessions:

2–3 weeks

Commercial Sessions:

2–4 weeks

Event Sessions:

6–8 weeks

Images will be delivered through an online gallery.

RAW, unedited images are not included and will not be provided.

Editing Style

The Client acknowledges that they are familiar with the Photographer's editing style and portfolio.

Final artistic decisions, including color grading, cropping, exposure, and retouching, remain solely at the Photographer's discretion.

Copyright

Beauty Through the Lens L.L.C. retains all copyrights to every image created.

The Client receives a non-exclusive license for personal use, including:

Printing

Sharing on social media

Personal displays

Gifts for family and friends

Images may not be:

Sold

Entered into contests without written permission

Edited with filters or altered

Used commercially without written licensing

Model Release

The Client grants Beauty Through the Lens L.L.C. permission to use photographs from this session for:

Website

Social Media

Marketing Materials

Advertising

Portfolio

Photography Competitions

Promotional Displays

☐ YES — I authorize image use.

☐ NO — I decline image use.

If declined, Beauty Through the Lens L.L.C. will respect the Client's privacy except where disclosure is required by law.

Cancellation & Rescheduling

Client Cancellation

The 25% retainer is non-refundable.

Rescheduling

One complimentary reschedule is permitted if requested at least 72 hours before the scheduled session.

Additional reschedules may incur a \$50 administrative fee.

Photographer Cancellation

If the Photographer must cancel due to illness, emergency, or circumstances beyond reasonable control, the Client may choose either:

A full refund of all amounts paid, or

Rescheduling to the next mutually available date.

Weather Policy

Outdoor sessions may be rescheduled because of:

Heavy rain

Lightning

Severe wind

Hazardous weather conditions

The Photographer will determine whether conditions are safe.

Client Responsibilities

The Client agrees to:

Arrive on time.

Ensure all participants arrive on time.

Obtain permission for photography at the selected location if required.

Supervise children and pets throughout the session.

Communicate any accessibility or accommodation needs before the session.

Late arrivals reduce the available session time and do not extend the scheduled end time.

Photographer Responsibilities

Beauty Through the Lens L.L.C. agrees to:

Arrive prepared and on time.

Use professional-grade equipment.

Exercise reasonable care in capturing and editing images.

Deliver images within the agreed turnaround time.

Maintain backup copies of delivered images for approximately 90 days after delivery.

Limitation of Liability

If images are lost, damaged, or cannot be delivered due to equipment failure, theft, acts of God, or circumstances beyond the Photographer's reasonable control, liability is limited to the amount paid by the Client.

The Photographer is not responsible for missed photographs resulting from:

Late arrival

Failure to cooperate

Venue restrictions

Weather

Interference by guests or third parties

Image Storage

The Client is responsible for downloading and backing up all delivered images.

Online galleries may be removed after 90 days.

Indemnification

The Client agrees to hold harmless and indemnify Beauty Through the Lens L.L.C. from claims, damages, or liabilities arising from the Client's actions or those of participants during the session.

Governing Law

This Agreement shall be governed by the laws of the State of New Jersey.

Any legal dispute shall be resolved in a court of competent jurisdiction within the State of New Jersey.

Entire Agreement

This document constitutes the entire agreement between the Photographer and the Client.

Any modifications must be made in writing and signed by both parties.

Acceptance

By signing below, both parties acknowledge that they have read, understood, and agree to all terms and conditions contained in this Agreement.

Client

Name: _____

Signature: _____

Date: _____

Photographer

Beauty Through the Lens L.L.C.

Representative: _____

Signature: _____

Date: _____

Beauty Through the Lens L.L.C price list.docx

Beauty Through the Lens L.L.C.

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Up to 60 minutes

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Bridal Shower

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\$500

Anniversary Party

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Sweet 16 / Quinceañera

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Beauty Through the Lens L.L.C Session Contract.docx
BEAUTY THROUGH THE LENS L.L.C.

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☐ Automotive Photography

☐ Branding Session

☐ Commercial Photography

☐ Other: _____

Session Date: _____

Start Time: _____

Location: _____

Session Length: _____

Investment

Session Fee: \$ _____

Retainer Paid: \$ _____

Balance Due: \$ _____

Final Payment Due Date:

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Print release for personal use

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Images may not be:

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☐ NO — I decline image use.

If declined, Beauty Through the Lens L.L.C. will respect the Client's privacy except where disclosure is required by law.

Cancellation & Rescheduling

Client Cancellation

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Rescheduling

One complimentary reschedule is permitted if requested at least 72 hours before the scheduled session.

Additional reschedules may incur a \$50 administrative fee.

Photographer Cancellation

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Severe wind

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The Photographer will determine whether conditions are safe.

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The Client agrees to:

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Ensure all participants arrive on time.

Obtain permission for photography at the selected location if required.

Supervise children and pets throughout the session.

Communicate any accessibility or accommodation needs before the session.

Late arrivals reduce the available session time and do not extend the scheduled end time.

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Beauty Through the Lens L.L.C. agrees to:

Arrive prepared and on time.

Use professional-grade equipment.

Exercise reasonable care in capturing and editing images.

Deliver images within the agreed turnaround time.

Maintain backup copies of delivered images for approximately 90 days after delivery.

Limitation of Liability

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Late arrival

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Weather

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Client

Name: _____

Signature: _____

Date: _____

Photographer

Beauty Through the Lens L.L.C.

Representative: _____

Signature:  _____

Date: _____

