

ICONIC *beauté*

Jana Marcus
PHOTOGRAPHY

WELCOME GUIDE

DISCOVER how a transformational photo session can EMPOWER YOU!



“ Beauty begins
the moment you decide
to be yourself.
– Coco Chanel

ARE YOU READY TO BE EMPOWERED

WITH A MAGAZINE-STYLE
PHOTO SESSION DESIGNED JUST FOR YOU?

I want to take the most beautiful photo you have ever seen of yourself.

Whether you are seeking

- a special day for yourself to have a luxury makeover and beautiful portrait
- a uniquely designed creative art portrait
- professional headshots
- personal branding images
- a family legacy portrait/generations shoot

It's time to celebrate and capture the moment in images that will last forever.

At the studio, I am dedicated to having people fall in love with themselves again – right now, this very moment. There is nothing more powerful than seeing yourself in a beautiful image.

Let's design a photo session just for you!
Call for your FREE consultation.
831-458-2377



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ON THE COVER
Enid photographed at the Watsonville studio
INSIDE COVER: Hope photographed at the Watsonville studio

YOUR DAY AT THE STUDIO

IN 3 EASY STEPS



RACHEL, 46
Entrepreneur,
Business Consultant,
Mother, Wife



1. DESIGN CONSULTATION

Prior to your session, we'll connect via Zoom video call to design the look and feel of your session, including planning your wardrobe and styling. We'll discuss the print and/or digital products you want me to create for you.



2. PHOTO SESSION

The Makeover

When you arrive at the studio, a world-class makeup artist will do your makeup and light hairstyling. Whether glamorous, natural or refined, it's all up to you. We want you to absolutely love your images!

The Photo Shoot

Once you're dressed and ready, I'll guide you through a fully, expertly guided photo shoot designed to flatter and showcase your beauty. I will connect with you to capture genuine expressions and the light that shines from inside you.



3. REVEAL+ORDERING SESSION

About a week after the shoot we will have a reveal and ordering session via Zoom. I will present the best images from your shoot and we will cull them together to find the ones you love the most. This is when you will choose which images you'd like to purchase and place your print order. Your portraits will be delivered 2 weeks later. Some products from Italy can take up to 3-4 weeks for delivery.



LUXURY PHOTO SESSION

A luxury portrait session with Jana Marcus Photography is a unique and pampering experience that is all about YOU!

It includes a pre-session design consultation to get to know you and plan the mood and style of your session, including styling and wardrobe.

I want you to be photographed exactly how you dream of being seen.

On the day of your session, a professional hair and makeup artist will make you look fabulous. During the session I will expertly coach you through poses and expressions - leave it all to me. I promise to take photos you will love!

It will be a fun day all about you that you'll never forget. Make sure you book a night out following the session because you will look and feel amazing!

Your 4-hour session includes:

- Pre-shoot design consultation
- Professional hair and makeup
- Up to 4 outfit changes
- Expertly guided photo session
- Reveal & ordering session
- Professional retouching services

HEADSHOT PHOTO SESSIONS

Busy entrepreneurs, business professionals and actors often need something fast and easy that really delivers.

We offer winning headshots and personal branding images for a special session+images package.

Your time is valuable so we offer a 90-minute session which includes:

- Pre-shoot design consultation
- 2 outfit changes
- Fully guided photo session
- 2 or 5 digital images of your choice included
- Professional makeup application
- Same day reveal & ordering session
- Professional retouching services





FINE ART PORTRAITS

Creative Art Portraits have become one the most requested sessions at the studio.

How would you love to see yourself?

Warrior
Angel
Goddess
Masterpiece Painting

These sessions are special – together we will design your shoot and build your costume.

Enjoy professional hair and makeup and an expertly guided posing and photo session.

After the session we will digitally construct your fantasy image.



LEFT: Karen TOP: Nick BOTTOM: Kelly, all photographed at the Watsonville studio

EMPOWERING WOMEN through the 40 OVER 40 PORTRAIT EXPERIENCE

Too many women over 40 feel invisible. Yet, we are too experienced to not be heard and too beautiful not to be celebrated.

I'm here to change that!

We've started a conversation about the beauty of aging and to embrace the confidence of finally being comfortable in our own skin. Together we can celebrate who you are right now and change the way the world defines aging. We can lift and empower those that are coming up behind us.

Join me on this adventure to share the common bond of being 40 and over. I invite you to a transformational portrait experience. Let's celebrate who you are, right now, with an empowering magazine-style photo session!

Now in its 4th year of creating inspiring imagery of women in their second act, be one of the 40 amazing women I will photograph in 2023 and be featured in an exhibition-style event at the end of the year.

Stacy photographed at the Watsonville studio



STACY, 61
Nurse, Horse Trainer,
Mother, Wife



CREATE LEGACY & FAMILY MEMORIES

Legacy.

Remember when we were young and our parents had family photos hanging on the wall? With the advent of cell phones no one does that anymore.

100 years ago people had their portraits painted and hanging in there homes.

Legacy.

Being a genealogist, I'm a huge supporter of recording family for generations to come. I invite you to bring your significant other, children, grandchildren, and siblings for a couples, family or generations shoot that will be a cherished memory forever.



BUSTING EXCUSES

“I feel old, unattractive and/or not photogenic, so a portrait session may not be for me.”

Let's completely turn that statement around. Having a professional makeover and a photo session is a form of self-love that can jump-start your self-confidence and get you out of your funk. During the pandemic, women were flocking to the studio for makeovers because they hadn't been out of sweatpants and a ponytail for months! “I forgot I could look good...for myself,” one client squealed with joy to me. We are all beautiful in our unique way – no one else can be you – and I believe in empowering and loving ourselves for who we are right now, not how the media or our younger programming has told us we should be. Your experience at the studio is one of self-discovery and self-love.

“I don't need a bunch of photos of myself.”

Women feel it's ok if it's a headshot for work or a personal branding session. But I ask you this: why wouldn't you want beautiful photos of yourself? So many women have told me they have tons of photos of their children and loved ones, but none of themselves. Maybe they were taking the snapshots, but the truth is many of them didn't like how they looked and didn't want to be seen

Who are they cheating in that scenario? Their children and loved ones! They want photos of you! When do we finally decide we deserve to exist in photographs? When do we love ourselves enough to be present and accepting of who we are right now. At this very moment.

One day, 20 or 30 years from now, your portrait will mean more to your children and grandchildren than anything else they own. Portraits are legacy. One of the top-selling products at the studio is custom-designed albums of your images along with your thoughts on life. Many of my clients have these made as gifts for their children. Think about that for a moment!

“I need to lose 15 lbs first.”

None of us are ever happy with our weight, are we? And who told us it has to be a certain number to be beautiful? No two women are the same, literally and figuratively. The standard of beauty we have been raised with exists in maybe 5% of women in the entire world. Stop thinking like that right now! You deserve to be seen and loved exactly as you are today! Do not let your body composition determine your worth and value. The person who is showing up to care for herself and others, building a career, or raising a family is far more valuable because of her choices and not diminished because she is aging or of a specific metric of beauty from strangers. She is beautiful yesterday, today, and again tomorrow. As for that weight you think you should lose before a shoot? We got you covered with flattering posing, lighting, and help choosing the right clothing to capture the most beautiful you.



DARIA, 55
Project Manager,
Theatre Artist, Mother



Jana Marcus Photography is a full-service boutique studio that offers custom designed photo shoots which include pre-shoot consultations, wardrobe styling, professional hair and makeup artists, and expertly guided posing. We offer a relaxing and luxurious experience to capture the most beautiful you – stress-free!

PRICING MENU

SESSION FEES

*PRODUCTS & COLLECTIONS SOLD SEPARATELY
UNLESS NOTED IN HEADSHOT PACKAGES*

LUXURY PORTRAITS (1 person)	HEADSHOTS (1 person)	COUPLES/FAMILIES (2+ people)
STYLE /CONCEPT CONSULT	STYLE /CONCEPT CONSULT	STYLE /CONCEPT CONSULT
PRO HAIR & MAKEUP	PRO MAKEUP APPLICATION	PRO HAIR & MAKEUP FOR 1**
UP TO 4 OUTFIT CHANGES	2 OUTFITS CHANGES	UP TO 3 OUTFITS CHANGES
4 -HOUR PHOTO SESSION	90-MINUTE IN-STUDIO SESSION	2-HOUR PHOTO SESSION
FULLY DIRECTED POSING	FULLY DIRECTED POSING	FULLY DIRECTED POSING
RETOUCHING SERVICES	RETOUCHING SERVICES	RETOUCHING SERVICES
IMAGE COLLECTIONS ARE SOLD SEPARATELY STARTING @ \$2000*	2 DIGITAL-ONLY IMAGES	IMAGE COLLECTIONS ARE SOLD SEPARATELY STARTING @ \$2000*
\$500	\$750	\$600**

***WHEN YOU PURCHASE A PRINT COLLECTION IN ADVANCE
YOU RECEIVE A COMPLIMENTARY IMAGE AND A SPECIAL GIFT! (\$800 value)**
ASK ME ABOUT THIS!!

SUNDAY SESSION: Add \$100
LOCATION FEE Within 20 miles of Studio: Add \$100
**ADD-ON: Hair & Makeup/Grooming
Adult (age 13+) \$250

HEADSHOT PACKAGES

Headshot packages are an all-inclusive, easy 1-hour session that includes digital-only images. The package fee includes professional makeup application, a fully guided session with expert posing, up to two outfit changes, and magazine-quality retouching on the images you order.

ESSENTIAL PACKAGE \$750	PREMIUM PACKAGE \$1500	Add'l digital images above the Premium Package are \$200 each
<ul style="list-style-type: none">• 2 DIGITAL IMAGES• INCLUDES 1-HOUR PHOTO SESSION & PROFESSIONAL MAKE-UP APPLICATION	<ul style="list-style-type: none">• 5 DIGITAL IMAGES• INCLUDES 1-HOUR PHOTO SESSION & PROFESSIONAL MAKE-UP APPLICATION	

A LA CARTE MENU

INDIVIDUAL IMAGES \$500	ITALIAN CUSTOM ALBUMS Starting at \$1200
ICE BLOCKS	CANVAS/AMALFI/METAL WALL ART
5x7 \$175	11x14 \$300
8x10 \$300	16x20 \$500
CUSTOM MAGAZINE of purchased images \$250	20x24 \$750
Additional printed magazines \$50	24x30 \$1000
ITALIAN LEGACY or REVEAL BOX \$350	30x40 \$1200
11X14 REVEAL BOX UPGRADE \$150	WALL CONFIGURATION COLLECTION - ask us!

Fine Art & Other Media - Available and quoted upon request

PAYMENT PLANS

We offer in-house, interest-free payment plans for 3 to 6 months
(images & products are delivered upon final payment)

PORTRAIT COLLECTIONS

Single images are \$500 each. Collections, based on the number of images you purchase, have reduced per-image cost and include different product options. Additional products can also be purchased from our a la carte menu below.

***WHEN YOU PURCHASE A PRINT COLLECTION IN ADVANCE
YOU RECIEVE A COMPLIMENTARY IMAGE AND A SPECIAL GIFT! (\$800 value)**

BLACK LABEL COLLECTION \$5500 30 IMAGES BOTH PRINTS & DIGITALS ITALIAN REVEAL or LEGACY BOX WALL ART (up to 24x30) or CRYSTAL COVER CUSTOM ITALIAN ALBUM DIGITALS ON CRYSTAL J-DRIVE NEXT SESSION COMPLIMENTARY 30% OFF ADDITIONAL PRODUCTS	GOLD COLLECTION \$4000 25 IMAGES +* \$160 per image BOTH PRINTS & DIGITALS ITALIAN REVEAL or LEGACY BOX or CUSTOM MAGAZINE + WALL ART (up to 16x20) DIGITALS ON CRYSTAL J-DRIVE
SILVER COLLECTION \$3000 15 IMAGES + \$200 per image *most popular BOTH PRINTS & DIGITALS ITALIAN REVEAL or LEGACY BOX DIGITALS ON CRYSTAL J-DRIVE + Downloadable digital files	INTRO COLLECTION \$2000 6 IMAGES + \$333 per image BOTH PRINTS & DIGITALS 5X7 prints in 8x10 archival mats Velvet-Lined Folio Box Downloadable digital files

PRODUCT COLLECTIONS

EXCLUSIVE WORKS OF ART
HAND-CRAFTED IN ITALY



We offer unique and beautiful products that are handmade in Italy to display and store your images. You will be able to see and feel them at the studio.

Every image you purchase in a portrait collection comes as both a digital file and a print.

Prints can be as simple as a stunning image in an archival mat or as collections in different products from Italy, such as:

THE REVEAL BOX

THE LEGACY BOX

WALL ART - CANVAS, SATIN METAL, OR ACRYLIC

AMALFI WALL PRINTS

CUSTOM ALBUMS & MAGAZINES

FOLIO BOXES

THE REVEAL BOX

The Reveal Box is like a living frame. Its clear plexiglass cover allows you to change the viewable image whenever you want, changing a portfolio box of pictures into a standing frame. These thick, meticulously hand-made boxes are made by skilled craftsmen in Italy of very high quality materials. Boxes are 8x10 or 11x14, and hold up to 30 matted prints. They come in a variety of colors in an eco (faux) leatherette finish and a silk ribbon to lift the mattes from the box.



THE LEGACY BOX comes with your favorite image printed on the lid in leather or linen!

It's base is the same thick, hand-made box as the Reveal Box.

THE LEGACY BOX

Luxurious Leather or Linen Covers



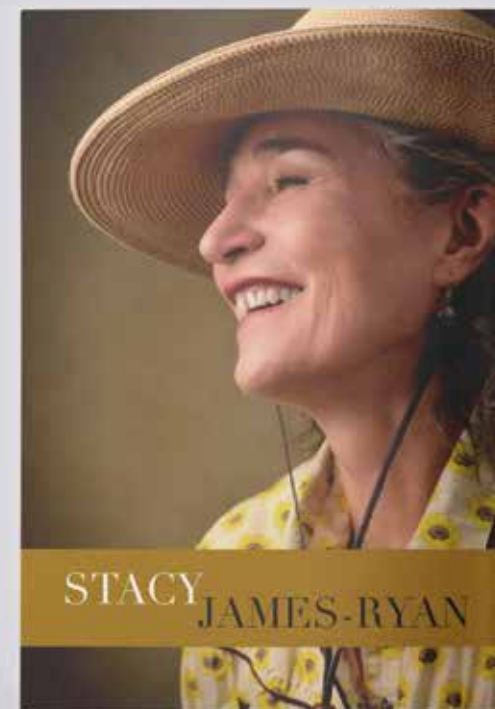
THE REVEAL BOX
Luxurious Eco-Leatherette



LEGACY ALBUMS & MAGAZINES

We custom design beautiful albums and magazines of your purchased images that are printed and handmade in Italy. We can even include your own text to accompany the images.

Ask to see samples at the studio - they are beautiful – and a conversation starter on your coffee table! They also make incredible legacy items to pass down to your children and grandchildren.



WALL ART & GALLERY PRINTS

MUSEUM QUALITY ART
HANDMADE IN ITALY

CANVAS, SATIN METAL, OR ACRYLIC
WALL ART

Bring the gallery experience into your home. Printed to archival standards on soft-touch canvas, glowing metal or gloss acrylic and ready to hang with a beautiful wood block around the sides. We offer sizes 11 x14 up to 30x40.



THE AMALFI PRINT PANEL is an extraordinary work of art. Printed on handmade rag paper and mounted on a beautiful linen board - which comes in a variety of colors. These unique panels have a hard aluminum core and are only 1/4" thick!



RAVES FROM CLIENTS



I can see my joy. It's empowering to know that by stepping out of my comfort zone and doing something scary I accomplished something incredibly positive. Jana is changing the lives of the people she photographs. Everyone who comes in front of her lens discovers something about themselves that they didn't know before. I've already booked my next shoot! – Kimberly



Jana is BRILLIANT! She actually made me look like I want to look, like I feel inside. Jana has the unusual ability to bring out the essence of a person in her photography. When you next need a portrait, she's the one! – Patrice



Shooting with Jana is a wonderful experience from start to finish. Her ability to communicate her vision leaves you feeling beautiful, alluring, and free in front of the camera. – Ashley



What an amazing experience! Being in front of the camera is far outside my comfort zone. But, Jana is such a talent and the makeup artist, Leilani, was a joy to work with as well. Thank you for the care you give. Your artistry honored my power, beauty and spirit and the experience stayed with me long after the session was over. Damn, I felt beautiful! – Gail



There are photographers, and then there's Jana! She's in a league of her own. This was more than just a photo session, it was a memorable experience that made me feel like a badass beautiful bitch! – Rachel

BEHIND THE LENS

JANA MARCUS



Jana has been creating multi-award-winning photography for over 30 years. She is a Master Photographer in the California Bay Area with a focus on contemporary, fashion-inspired portraiture and headshots.

Her photography has been exhibited across the United States and extensively published in newspapers and magazines.

Jana holds an MFA in Photography, a BA in Community Studies/Visual Anthropology, and studied photography at The School Of Visual Arts in New York City.

She is the author of three books, and is an Accredited Associate Photographer of Sue Bryce and The Portrait Masters.

I can't wait to meet you!





Jana Marcus
PHOTOGRAPHY



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