

2025 SEASON



BOOKING GUIDE

Brand Content



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SECTION 1

About



Ridiculously Happy Ppl aren't chasing fame and fortune. We're not pretending to be perfect. And we definitely don't believe happiness can be found in anyone else's fine-tuned formula.

We care about helping our people live **healthier, happier lives through genuine connection and real fulfillment**. If this sounds like you or the business of your dreams, you're exactly where you're meant to be.



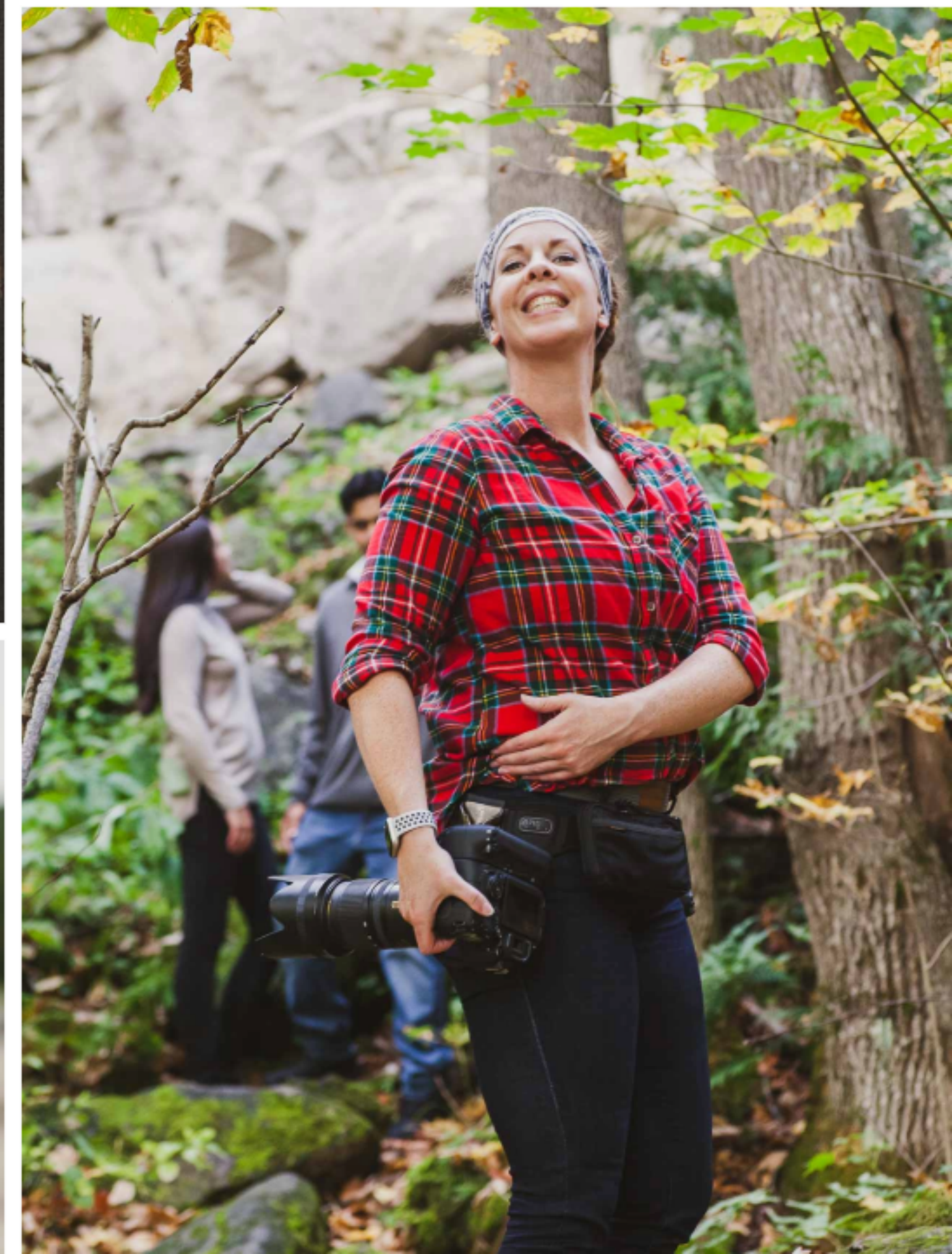
I'm **Soph** (she/her)



Society says success is about being available 24/7, chasing viral posts, and hustling 'til you drop. *Cool story.* **But I'm not buying it.**

I believe happiness comes from honesty, practice, and connection—not pretending to be someone else.

I'm here to help people see what they really need right now: you—**kind, non-judgemental, imperfect.**





Health

Protect your peace, nourish your body, and keep moving. Health is about feeling good, not looking good.



Mindfulness

Presence is where the good stuff lives. So pay attention—to people, to feelings, to what makes your heart sing.



Community

Find your fellow weirdos, lifting each other up, and creating spaces where no one has to pretend.



Diversity

Celebrate all bodies, identities, and love stories. Life is richer when everyone is invited to the damn party.



Kindness

Lead with empathy, give people grace on their worst days, and believe kindness is badass, not boring.



Fulfillment

Chase connection, alignment, belly laughs, quiet moments, and the work that actually feeds your soul.

My Values

My personal mission is to promote mental health and happiness by prioritizing authenticity over perfection. Like my clients, I believe in a better world where **everyone is invited to be seen.**

With my photos, prints, and podcast, I hope more people will find the confidence to live openly in their unique identities.





Queerly Beloved

I'm here for overflowing hearts. LGBTQ+ and non-monogamous fams welcome.



Culture Carriers

Culture, colour, and character? My cameras capture all shades of happiness.



The Fully Figured

Happiness comes in all shapes and sizes. And I think all photograph beautifully.



TESTIMONIAL

I had the pleasure of working with Sophia this summer for some professional shots and some to document my coming out as trans, nonbinary. Working with Sophia was like hanging out with a friend. I am one who is awkward in front of a lens but Sophia made me feel very comfortable. She was professional, warm, friendly and quick to get the photos to me. The photos turned out amazing, I couldn't be happier!! I would highly recommend Sophia!!

Charlie



SECTION 2

Process

If your gut's doing a little happy dance right now, I'd listen to it. You've officially entered the Ridiculously Happy zone—and babe, things only get better from here.

Next? I'll show you exactly how we go from “OMG *hi!*” to full-blown happy-crying with pride because people are telling you, 'You're exactly what I've been looking for!' There may be snacks. There will definitely be laughs.



THE PROCESS



Talk to *Soph*

First, let's meet and make sure I'm right for you and your ppl. We'll come up with a perfect plan for you.



- Say *Yes*

Make it official! Choose your payment schedule, sign your contract, and make your first payment to make things official.



Be *Youself*

Focus on not stumbling over your speech and your feet. I'll get the photos so you can see how you totally nailed it!



THE PROCESS



Sneak a Peek

I'll get a preview to you ASAP (*same day, preferred*) and your full gallery will be available within 3 weeks!



Get Sharing

Download your digital images, share them to your social media, and design thank you's for your fav clients.



Be Seen

Your people will start contacting you saying, "*You're the one I want to work with! I feel like I know you!*"



Process FAQs

What happens if it rains, snows, or my kid wakes up feeling like a dumpster fire? *No stress. We'll reschedule for free. Life happens—and I'm not about to let a little chaos ruin our friendship.*

When will my content be ready? *Within 3 weeks of your session date. Usually sooner. And I'll send the gallery to everyone to keep things easy.*

How long will our gallery be available? *You will have 12 months of gallery hosting on me. At the end of that 12 months, you can subscribe to keep your photos backed up and available.*

Do you Photoshop me? Like... a lot? *No! I edit photos for colour and brightness. I will fully edit all printed photos and you can purchase additional editing, but basically no one asks for this.*

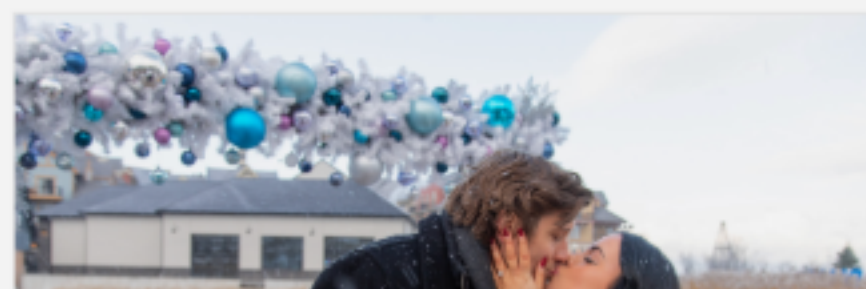
I've never done this before. I don't know how to pose. HELP! *Breathe! I've been doing this for a long time, and usually when we're done, my clients say, "That was fun!" My goal is for you to feel confident and like yourself. That's how we'll make great content that you feel comfortable putting out there.*

Can I print the photos? Post them? Make ridiculous reels? *Yes you can! This is built right into the Canadian Copyright Act: your photographer owns the copyright, and you get to do whatever you want with your copies. Except for selling them, of course. So don't let other photographers or print labs tell you otherwise.*

How many photos will I get? *I aim to deliver 40-60 photos from a 1 hour session... but if I'm being honest it's usually a lot more than that...*

[GALLERY](#)[SHOP](#)[ALBUMS](#)[OTHER](#)[MORE](#) 

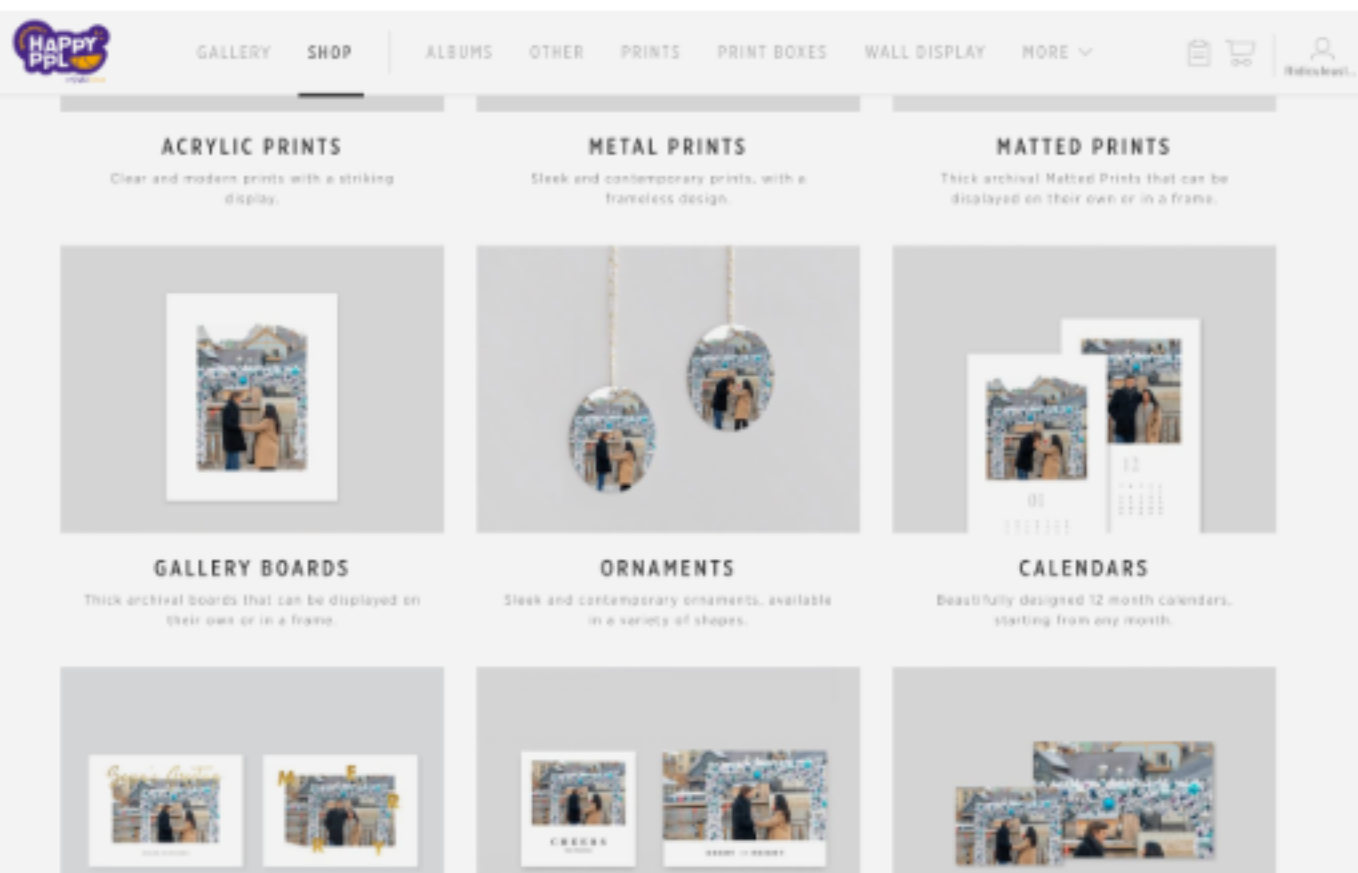
Ridiculousl...



Your Gallery

Share your gallery with your team, download web-sized images, purchase high-res copies, and design and order thank you cards for your clients and customers.

Your package includes 1 year, free. After that, you'll have the option to subscribe and keep your brand visuals safely backed up and ready whenever you need them.





TESTIMONIAL

Sophia was phenomenal to work with. We were able to set up a meeting, location, what I was looking for in a matter of minutes. The photo shoot was fun and Sophia took the pain out of having my photos taken by acknowledging the discomfort and then getting me laughing. She had my proofs to me very quickly. You're excellent at capturing the moment Sophia!

Fiona

SECTION 3

Pricing[!]

Messy buns? Yes! Messy pricing? No.

Here's the deal: **\$600, one hour, and a gallery full of content** that actually feel like you. Need thank you's and holiday cards? You can add them now or design them later. High-res for your first (or tenth) billboard? It's ready when you need it!

Flip the page for more info, but *warning: "That's a good idea!" may come flying out of your mouth.*



PRINT COLLECTIONS



Hair + Makeup **Styling**

Hair and makeup is available. Just have your skin smoothed or get totally glammed up.

FROM \$150



Studio **Space**

If a studio makes sense, multiple locations are available with a variety of looks and amenities.

FROM \$95



Cinematic **Content**

Bring your brand to life with dynamic camera movement and drone footage.

FROM \$225



Pricing FAQs

Do you charge HST? *Yes I do!*

What payment methods do you accept?

Cash, cheque, e-transfer, and credit card. Credit card payments are subject to processing fees.

Do you charge for travel? *Travel for sessions in Bruce, Grey, Simcoe, and Muskoka is included with all packages. Outside of these areas, I may charge travel fees at \$1 per km—invoiced after your session. You will be responsible for parking and toll road expenses, and accommodations if I will need to spend the night.*

Do you charge for additional editing?

Your photos will be edited for exposure and colour correction. Additional editing is included with all printed artwork and high-res purchases on request.

What is the payment schedule? *You get to pick! To make things easier for you, you'll choose the payment schedule that works for you.*

Why aren't high-res digitals included by default? *Few of my clients need high-res images and most have a tough time storing and using them in their socials, videos, and websites. They're just too big. To make things easier, I deliver perfectly-sized digitals made for social media and websites. And your gallery acts as an easily accessible backup. You'll always have your content safe and ready when inspiration strikes.*

What if I change the date, cancel, or ghost you? *You will be responsible for any increase in session rates. If I am not available, but I can rebook your original date, you'll get a 50% refund. If I cannot, there will be no refunds.*



TESTIMONIAL

Sophia was amazing to work with from start to finish, and I am super pleased with the end results. She did some personal branding photos for me that look amazing and were exactly the feel that I was looking for. She was extremely professional and responsive to all my questions in advance, and she made the day of the shoot fun- which I didn't think would be possible! I will not hesitate to recommend Sophia to anyone looking for a photographer. Thank you!

Matt

SECTION 4

Booking

It all starts with a first date. Brand stories and real stories—they both need chemistry. No pressure, no boring slideshows. Just two awesome humans making sure I'm the right weirdo you can feel yourself with.

If we're feelin' it, we'll sketch out the game plan, you'll pick a payment plan, sign the dotted line, and boom—you're officially part of this wild, wonderful ride.



TESTIMONIAL

Sophia is incredible. She's now completed two of my business branding shoots and has surpassed my expectations each time. She's a pleasure to work with; creating a relaxed and fun environment. I can't wait for the next round of pics!!!

Jessica[!]





BY Sophia Lemon



@ridiculouslyhappyppl