HMC*boudoir*

STYLE + PREP GUIDE



WWW.HMCBOUDOIR.COM

St. Cloud, MN

YOU PROBABLY HAVE A LOT OF

QUESTIONS

BUT DON'T WORRY!







IN THIS GUIDE, YOU WILL LEARN:

- all about the HMC Boudoir Experience
- about the woman behind the camera that will give you the gift of confidence
- tips to prep for your session including what to wear and where to shop
- how you can display your gorgeous images
- ... and so much more!

Client Testimonial

★★★★★

in those moments where you need a confidence lift, going and doing a boudoir sesh can help so much. Getting all dolled up with your hair & make up. Getting to pick out outfits that you feel sexy in. It doesn't always have to be lingerie, it could be a baggy T or some fishnets with some short shorts and cropped tank... I can promise with Jodie that you will feel like an absolute goddess, she'll help coach you along if you need! She will be your hype woman! After your session you will leave with that confidence boost, and eager to show off how much empowerment you gained by just doing a shoot! Plus who doesn't love getting to surprise your special someone or yourself with how dang sexy you can look!



HMC *boudoir*





I want to book a boudoir session,

BUT I'M SO NERVOUS.

Girl, we've got you.

You are in great hands. Posing, lighting, and expression are where I excel. I've trained with proven techniques that work on real bodies. You'll never be left wondering what to do.
Not only that, but the luxurious experience that you will receive at HMC Boudoir is unmatched. Prepare to feel beautiful, special, and insanely confident. Who is that hot girl?! YOU.


BECAUSE YOU DESERVE THIS EXPERIENCE
Save $100
USE CODE: FREEBIE

HMC*boudoir*

Celebrating your natural beauty

Many of us grew up in environments where appearance felt like it mattered more than anything else. It might have been an offhand comment about our bodies, watching the women around us criticize themselves, or growing up with media that reinforced unrealistic standards. Over time, those moments shaped how we valued ourselves, even though those beliefs were never truly ours.

Our mission is to help women unlearn those messages and rebuild confidence from a healthier place. Not confidence rooted in how we look, but in who we are. This work happens one woman at a time, through experiences that challenge old narratives and replace them with something more honest.

The way we speak to ourselves matters more than we realize. Our daughters are watching, along with the younger women in our lives, learning what self-worth looks like by example. When we choose confidence and self-respect, we give them permission to do the same.

Every woman is deserving of love, value, and belonging, regardless of appearance. We believe it's our responsibility to change the conversation and create a world where worth isn't measured by looks.

While you will absolutely receive beautiful photographs, the real purpose goes beyond images. Our goal is to give you the gift of confidence, so you can show up more fully for yourself and, in turn, for the people and community around you.

OUR MISSION


THIS IS
THE SIGN
YOU'VE
BEEN
WAITING
FOR

Client Testimonial

★★★★★

Jodie was absolutely amazing to shoot with! I just did my first boudoir shoot with her a couple weeks ago and she does just an incredible job at making sure you feel comfortable and can feel confident in the poses that you are doing. She helps you pick out the right outfits for who you are and also makes you feel absolutely beautiful the entire time. (She'll say she won't show you every picture she takes, but she will😉 which is so okay because it gives you that extra boost of confidence during it!) If you're thinking about booking with her, don't even question it, just do it! You won't regret it at all!

MEET YOUR PHOTOGRAPHER

Jodie

OWNER | PHOTOGRAPHER

I started Heinen Media Co in 2023, shortly after I got married. After working several weddings, family sessions, headshots, and whatever else was thrown at me, I realized I wanted to specialize in something.
Once I did my first boudoir session, I was HOOKED.
I realized there is far more to boudoir than just photos. If done with the right photographer, boudoir can be absolutely lifechanging.
After all, that is all I've ever wanted to do: change lives.

- I drink iced coffee year-round. Maple lattes are my FAVE
- I have one daughter
- When I'm not working or watching my daughter, you can catch me playing sand volleyball in the summer

Did you know?

With Jodie, you'll feel supported, comfortable and pampered throughout the entire experience. You'll have a stress-free experience with responsive, clear communication, expert guidance through every step of the process, and be thrilled with our quick turnaround times and beautiful photography.







MEET YOUR HAIR AND MAKE UP ARTIST

Kristen

Kristen is such a fun soul. When you sit in her chair, you immediately feel comfortable with her and it's my favorite quality about her! It's not often that someone can be so amiable while also possessing the skills to give you the glow up of a lifetime!

Sheis:

- A wife
- A mom of 3 (including twin boys and a toddler)
- A sister and daughter
- An animal lover
- An education enthusiast
- Your hype girl
- And yes, a shoulder to cry on







Other Services She Provides:

- haircuts
- color/blonding services
- hair extensions
- waxing
- bridal hair and makeup
- and more!

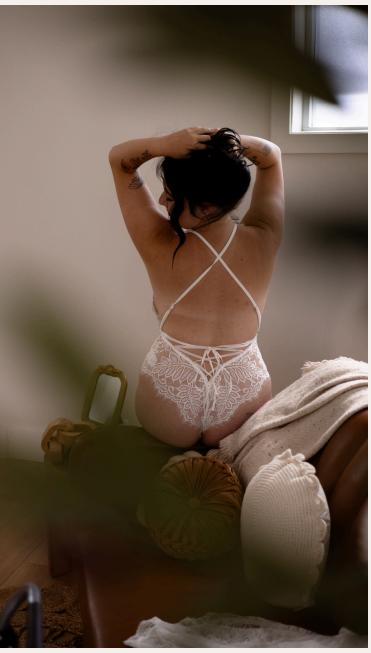




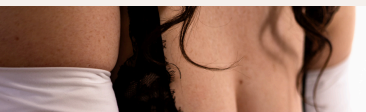












THE LUXURIOUS BOUDOIR EXPERIENCE

WHAT IS INCLUDED

in your session fee

1 Hour Photoshoot with Head to Toe Posing & Expression Guidance

Phone Consultation going over questions and details of your session as well as personalized advice on what to wear

HMC Style and Prep Guide

3 outfit changes

Professional Hair and Make Up, Including Lashes

Same Day In Person Ordering Session

$250 Print Credit Towards a Collection including a Beautiful Custom Designed Album

*IF BOOKED FROM A SPECIAL OFFER, YOUR PRINT CREDIT MAY BE DIFFERENT

IMAGES AND PRODUCTS ARE NOT INCLUDED IN THE LUXURIOUS BOUDOIR EXPERIENCE



THE LUXURIOUS BOUDOIR EXPERIENCE

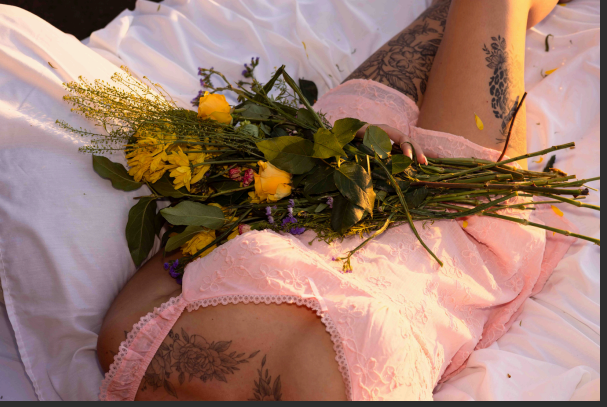
WHAT ABOUT *digitals and products*

While a lot of local boudoir photographers are in the $3000-$4000 range, I created a business that allows me to be more accessible to clients. Clients who purchase collections typically spend between $1499 - $2399. I do not want to be a financial burden, so we have zero-interest in-house payment plans available!

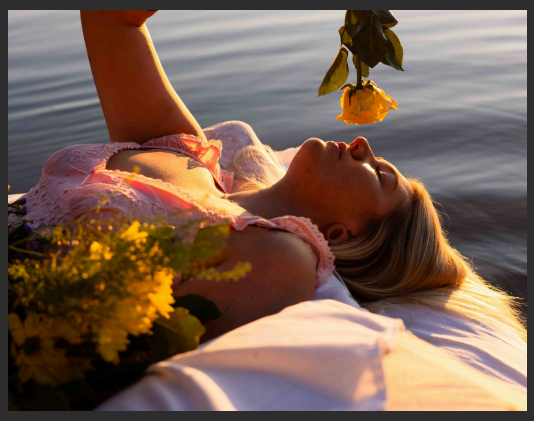
$600 minimum purchase required

print credits may only be used on collections and may not be used on the ala carte menu

ALL COLLECTIONS INCLUDE AN ALBUM



OUR TOP THREE COLLECTIONS NOT ONLY INCLUDE OUR GORGEOUS LUXURY CUSTOM LEATHER ALBUM, BUT THEY ALSO INCLUDE ALL OF YOUR FAVORITE DIGITAL IMAGES, TOO!







YOU'RE GONNA WANT

OUR LUXURY CUSTOM LEATHER ALBUM

YOUR CONFIDENCE DESERVES TO BE DISPLAYED AS ART

YOU'RE A BRIDE

Don't miss out on the reaction! That's the confidence boost you want, so don't give the album in the morning on your wedding day. Tease instead with one of our two image folio albums and a sexy note, and then give the actual album when you get back to your honeymoon suite!

PS - Have the bridesmaids deliver small prints throughout the day to really amp up the reaction you'll get later that night! And don't forget to wear one of the pieces we photographed!

GIFT FOR A PARTNER

Invite them to be a part of the session to get back to the feelings you had when you couldn't keep your hands off each other. Have them help you pick out lingerie, plan a date night, get a sitter, and then enjoy looking super hot after the session.

PS - Get a metal print for your master bedroom closet so they're reminded how hot their wife is every day. It will also remind you every day that you're beautiful, just the way you are.

JUST FOR ME

Just for you? Try a single, farmed print meant to be hidden. This is a print designed to live somewhere only you know about. In a cabinet, behind a door, tucked in a drawer. Somewhere private. This photo isn't for anyone else to see. It's for the days you forget who you are.

PS - Above all, this session is for you. While the photos will most definitely be amazing, the fact is that the effects of this session will live with you, always. Don't forget to remind yourself how beautiful you are.



THE BOUDOIR SESSION

HOW DOES IT WORK

A WALKTHROUGH

THE LUXURIOUS BOUDOIR EXPERIENCE

WHAT TO EXPECT

1. First, you'll book your session. I'll create and email you a second appointment for your hair and makeup that will begin two hours prior to the beginning of your scheduled session time. Plan to be with us for about 4-5 hours in total.
2. Next, you'll schedule a phone consult. We'll get to know each other, what your vision is and go over any questions you'll have
3. Utilize this style and prep guide to gather your outfits and do your at-home prep.
4. Enjoy your session!
5. It's time for the big reveal during the virtual ordering session! You'll choose the images you want to keep forever and what type of artwork you want to display them in. A minimum purchase of ***$600 is due the day of your ordering appointment*** if utilizing a payment plan.
6. Once your order is paid in full, you'll receive your beautiful artwork delivered right to your door and your online gallery to your inbox!
7. Tell all of your friends to come see us, too! Everyone who tells us you sent them will get you $50 in CASH! Seriously!

HOW DOES IT WORK

SESSION FAQ

DO I NEED TO GATHER INSPIRATION FOR POSES I LIKE?

Nope! Pretty much everything you see online is probably something we already do in our sessions. However, if you'd like to send us inspo, we're more than happy to include a few of your favorite poses if we don't already do them!

I'M NOT A MODEL - WILL I LOOK AWKWARD?

Nope! Our job is to pose you, light you, direct your expressions, and create the compositions that make you LOOK like a model. You just have to follow our directions, and I promise you'll look amazing.

DO YOU STYLE ME WHEN IT COMES TO OUTFITS?

You'll bring all of your own outfits, but together we'll plan which outfits you wear for each set. Typically our clients defer to our professional opinion on what outfits you bring will look best for each set.

DO I HAVE TO PICK WHAT SETS WE USE?

Nope! We have several sets in the studio, and we'll utilize all of them for your session!

OUR BEST TIPS FOR YOUR

SESSION PREP

BOOK YOUR APPOINTMENTS

- Book your hair appointment to freshen up your cut and color or install extensions.
- Book your spray tan 2-3 days prior to your session to even out your tan lines and give you that glow!
- Book all hair removal, mani/pedis, massages, and spa services at least 24 hours prior to your tanning appointment. The tan is the last step in your beauty prep for your session!



AT HOME PREP

- Drink lots of water the week of your session to help hydrate your skin.
- Stretch! Modeling is a lot of work, and it'll feel like a deep stretch yoga session.
- Moisturize your skin (use spray tan friendly lotion).
- You know your hair best, so either wash it and dry it the day before or the day of your session!
- Pack more outfits than you think you need! It's helpful to just throw them all in a tote!

DAY OF THE SESSION

- Eat breakfast, but beware of foods that make you bloat!
- Bring water and snacks, because you'll be with us right around 3 hours!
- Come to the studio with clean, dry hair and clean, moisturized skin with no makeup.
- Wear a button down or zip up shirt with no bra to avoid lines and make it easier for the HMUA to blend your neck and chest.

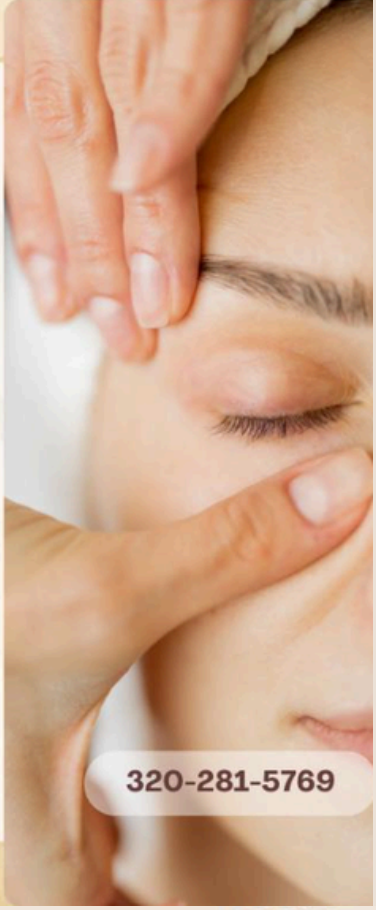
If your session is a secret, don't forget to bring a change of clothes, makeup wipes, and change your location on your phone!

Facial Treatments

- Hydrating Glow Facial
- Age-Defying Firming Facial
- Acne Control Facial
- Brightening/Sun Damage Facial
- Sensitive Skin/Rosacea Facial

Book your appointment now

www.mantrasalonmn.com



320-281-5769

SERVICES

hair by Ry

Salon owner with 5 years behind the chair, specializing in low-maintenance color and bridal hair. I focus on intentional, client-centered appointments in a space that feels like home- always safe, welcoming, and relaxed.

Hair Color

BLONDING $145+

A fully customized blonding appointment for guests craving all-over brightness while maintaining a soft, dimensional finish.

DIMENSIONAL $125+

A dimensional color service creating soft blonde or brunette tones with natural depth, movement, and seamless blend.

ALL OVER COLOR $95+

A single-process color applied from roots to ends for rich, even coverage and refreshed shine.

HAIRCUT $45

OTHER SERVICES

treatments, waxing, bridal hair, kids parties, and special event styling.



Packages

Double Glow $110
2 Summer Glow spray tans
Save $10!

Triple Glow $160
3 Summer Glow spray tans
Save $20!

Bride Packages

Bronze Bridal Glow $125
2 Custom Luxe Glow spray tans with extras *

Silver Bridal Glow $180
3 Custom Luxe Glow spray tans with extras *

The Ultimate Luxe Glow $240
The all-in-one glow-up for your big day
4 Custom Luxe Glow spray tans with extras *
plus FULL size Endless Glow Tan Extender

Wedding Party Packages

Glow Together Wedding Party Starting at $55
Bridal Party Group Discounts (3-4 People)
Get your bridal party glowing together! This package gives each person $5 off their Summer Glow Tan or Luxe Glow Tan when booking as a group of 3-4.

Bride Tribe Party Starting at $50
Bride Tribe Discounts (5+ People)
Get your bridal party glowing together! This package gives each person $10 off their Summer Glow or Luxe Glow Tan, Bride gets her tan for FREE when booking as a group of 5+ people.

** Extras for bride packages include exfoliating gloves, 1 oz Glow powder and Glow Guard*



Summer Glow Sunless Tanning

Services

Single Sessions

Summer Glow Tan	$60
Luxe Glow Tan (with Anti-Aging and Skin Firming serums)	$68
CBD Infused Glow	$68

Specials

Student Tan	$50
Birthday Tan	$45
Half Body (Upper or Lower)	$28

Extras

GLOW GUARD

($5 for single tans/$3 for packages and monthly membership clients)

Glow Guard is a sweat-proof shield for a longer-lasting spray tan. Perfect for athletes, brides, hot weather, vacations or anyone on the move. Smooth, even, and glow-ready, Glow Guard helps your tan stay flawless longer!

Monthly Unlimited Membership

Just $34/month – auto-deducted on your sign-up date.

What's Included:
🌟 50% off Luxe Glow & CBD tans every month (after $34 fee)
🌟 15% off all retail products
🌟 A complimentary birthday tan 🎉

Even if you tan only once a month, your membership pays for itself!

Details:
6-month commitment, then month-to-month flexibility
Membership is non-transferable & non-refundable
Must have valid card on file

My Luxury Solutions

I only carry the most trusted, high quality luxurious solutions on the market, packed with skin moisturizing ingredients like Glycerin, Aloe, Jojoba seed oil, Caffeine, Cucumber extract, Green Tea extract, Elder flower extract, Elderberry, White tea extract, Vitamin E, C, D3, and B6.

They are derived from organic and natural ingredients.
My Professional solutions are formulated WITHOUT:

- Parabens
- Formaldehyde
- Mineral Oil
- Sulfates
- Gluten

Cruelty free and Vegan

WHAT IF YOU DIDN'T KEEP IT A *secret from him?*

- When you let him in on it, he'll get excited to be part of the process. And instead of doing this quietly on your own, you feel seen, appreciated, and genuinely desired.
- It stops feeling like something you're sneaking around with. It becomes a shared experience, not just a surprise at the end.
- Telling him gives him the chance to show up for you. Whether that's encouragement, planning, watching the kids, or making sure you get the time to be pampered, he's investing in you.
- Trying outfits on with him there is a whole different experience. The looks, the reactions, the attention — it's hard not to feel good about yourself.
- Seeing you all done up and feeling sexy changes the energy immediately. Your confidence shifts, and that boost is felt on both sides.
- He gets excited with you leading up to the session. More hype, more support, and honestly, more fun.
- Letting him help pick outfits stretches the connection out longer. It turns prep into something intimate instead of stressful.
- The buildup doesn't end on session day. Shopping together, trying things on, sending quick photos, and imagining the final images keeps that closeness going for weeks.
- It's also the perfect excuse for a date night. Let him plan it, book the sitter, and take advantage of already feeling amazing.
- When he's part of the decision-making, purchases feel easier. No hiding orders or feeling awkward about the investment.
- And when the album finally arrives, it lands differently. He's been thinking about it, and you get to see yourself through his eyes in a way that sticks.

THE HMC BOUDOIR EXPERIENCE

MORE TESTIMONIALS

I've done multiple shoots with Jodie, and she kills it every time! Both boudoir shoots and the couples shoot we did were so much fun. She really knows how to make you forget about the camera and just enjoy yourself. I can't wait to shoot with her again in the future.

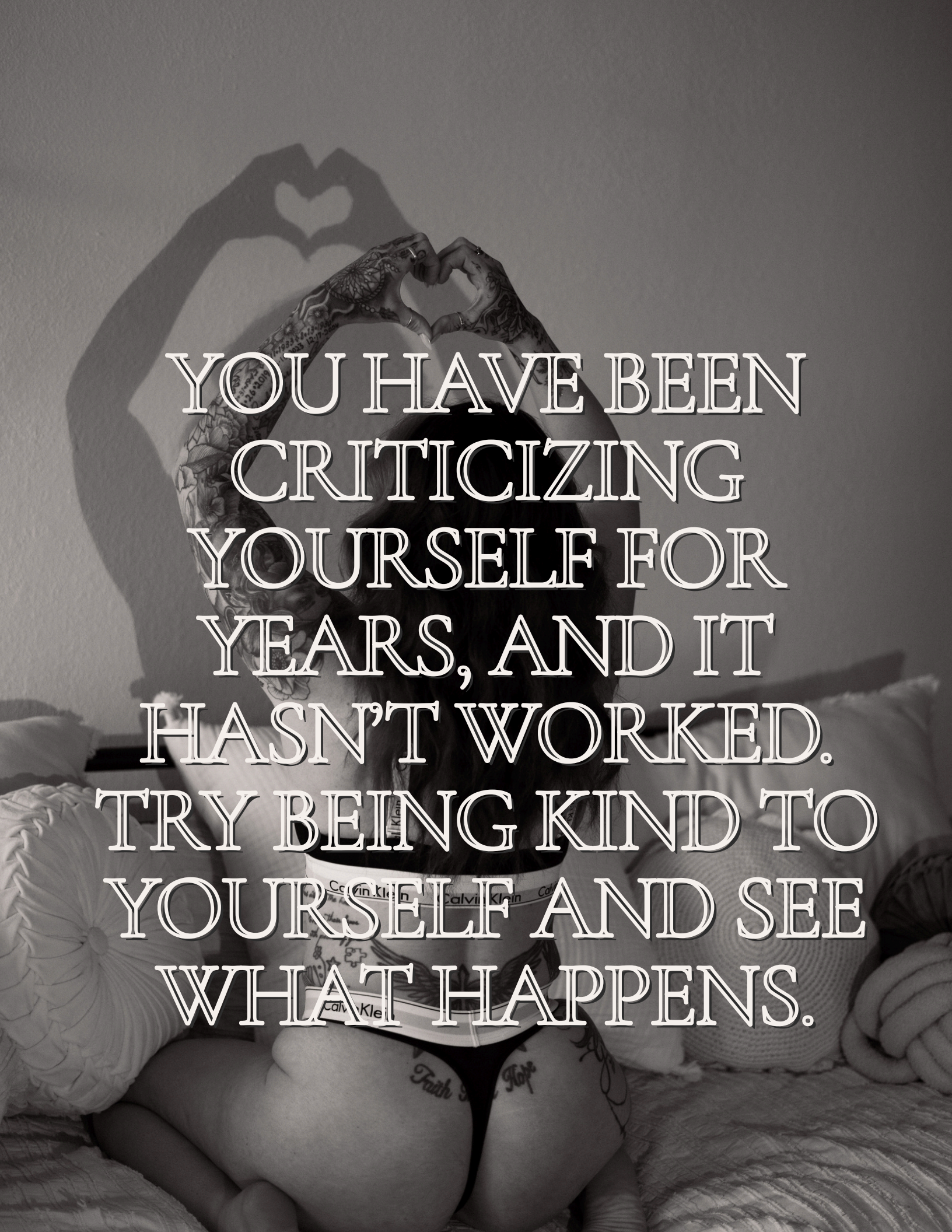


My boudior session was honestly nothing but magically! The studio was so cute that we used, and getting that golden hour was perfect. I felt like an absolute goddess thanks to Jodie! I highly recommend getting in front of her camera! You won't be disappointed!



Jodie has an excellent knack for making sure you feel comfortable and beautiful in your own skin. She has done several shoots for me and I am in awe when I get the photos back. It's truly a gift to have these memories forever and I'm so grateful for the work Jodie does. She is my go to now! Cannot recommend her enough. I have complete confidence in her work.




YOU HAVE BEEN CRITICIZING YOURSELF FOR YEARS, AND IT HASN'T WORKED. TRY BEING KIND TO YOURSELF AND SEE WHAT HAPPENS.

WHAT TO WEAR

ideas for your boudoir session















WHAT TO WEAR

DEFINITELY BRING THESE

Bring more outfits then what you need (5-6 minimum). You do not need to spend a ton of money on outfits! In fact, some of these pieces may already be in your closet. I have an amazon list all ready to go. If you need inspo, just ask! You'll also see a series of reels I posted on Insta of cute finds at Target! Keep in mind, if some of these do not resonate with you, then don't bring them! These aren't requirements, just inspiration!

Here are the top 10 essential items to bring:

1. bodysuits
2. Matching bra and panty sets or 3pc lingerie sets with stockings
3. Sexy street clothes (like a dress, blazer over lingerie, or a crop top to show under boob with a thong)
4. a pair of jeans
5. Something that represents you or your partner's interests (jersey, work accessories, button up shirt, sports related accessories, etc)
6. an open cardigan
7. Something daring (extravagant robe, bodystocking, implied nudity, etc)
8. black or white lace robe with matching bodysuit or bra and panty set
9. off the shoulder sweater and high socks or stockings
10. A skin colored thong if needed for comfort for nude shots or a black thong if you don't have another thong to bring!

WHAT TO WEAR

STORES TO BROWSE

We have some items saved to our amazon storefront(linked in email). However, if you're looking to browse on your own, this is a fairly comprehensive list that spans all budgets and styles!

- Our amazon storefront
- Honey Birdette
- Hello LA Girl
- Fascinating Nights
- Lovegood Lingerie
- Moxy Intimates
- Bluebella
- Target
- Walmart
- Spencers
- Rue 21
- Shein
- Torrid
- Hustler Hollywood
- Adam and Eve
- Adore Me
- Savage X Fenty
- Intimissimi
- Victoria's Secret
- Fashion Nova
- Popilush
- Oh La La Cherie
- Skims
- Yandy
- Gooseberry
- Journelle
- Anya Lust
- Nasty Gal
- Hot Topic
- francesca's
- Ragstock
- Skarlett BLue
- For Love & Lemons
- Windsor
- Asos
- Cosabella

BOUDOIR WHAT TO WEAR

SEARCH TERMS



- boudoir lingerie
- three piece lingerie
- bra and panty set
- bodystocking
- bodysuit
- boudoir photoshoot
- cupless bra
- bodychain
- high waisted thong
- longline bra
- stockings
- garter belt
- lingerie with garter
- fishnet
- sheer bodysuit
- sheer dress
- rave clothing for women
- crystal bralette
- lace bralette
- skims bodysuit
- embroidered lingerie
- strappy lingerie
- lace robe
- photoshoot robe
- photoshoot dress
- maternity photoshoot
- high waisted lingerie
- high waisted pant
- bridal boudoir lingerie
- satin slip dress
- mesh bodysuit
- mesh bra
- plus-size lingerie
- thigh-high stockings
- thing-high socks
- stockings back seam
- satin pajama set
- lace trimmed cami shorts
- off shoulder sweater
- off shoulder sleepwear
- corset
- shapewear bodysuit
- harness lingerie
- crop top
- linen shirt for women
- women's sports jersey
- sexy dress
- bodycon dress
- crystal bodysuit
- women's blazer
- tight dress
- off the shoulder lace
- body hugging skirt
- high waisted pencil skirt
- thigh high slit dress
- dress with cleavag

SOOOO.....

ARE WE A GOOD FIT?

WE ARE A GREAT FIT IF YOU...

- *want to celebrate your natural beauty*
- *want to spice up your relationship*
- *want a hype day being told how beautiful you are*
- *are a bride or wife who needs the perfect gift*
- *want to appreciate and fall in love with your body*
- *want to celebrate yourself and your journey*
- *want to be a more positive role model for your daughter*

WE ARE NOT A GREAT FIT IF YOU...

- *are not ready to know how perfect you are right now*

NEED MORE INFO?

Still have questions? No problem! Let's schedule a consultation to make sure we're the best fit for you!



Sign up for our newsletter for all things boudoir!

Business Hours

Wed-Fri 10am-6pm

Addresses

Studio
Nesse Collective
22 Wilson Ave NE suite 16, St Cloud, MN 56304

Free street parking and parking lot

Hair and Makeup Salon
Studio 22 Beauty Suites
22 Wilson Ave NE suite 12, St Cloud, MN 56304

Located right next to the photography studio!

Call or Text

320-733-3130

Send us an email

hello@heinenmediaco.com

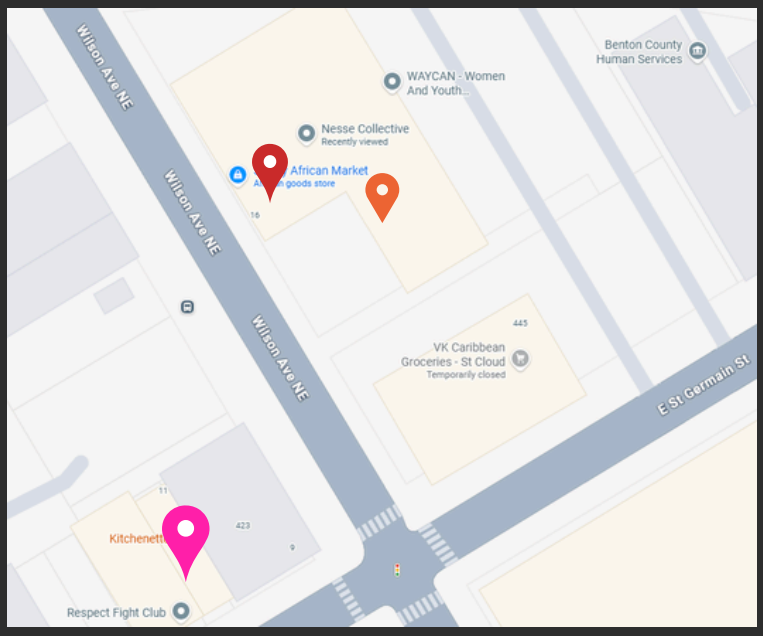
On Instagram

@hmc_boudoir

DIRECTIONS

The studio is located on the corner of this 'L' shaped building. (circled in red, right red pin, below) The door is labeled "Nesse Collective"





If Kristen is your hair and makeup artist, her salon is located in Studio 22 Beauty Suites right around the corner from Nesse Collective. (orange pin, left)

Done with hair and makeup early? Grab a latte from the Kitchenette! The caramel latte is SO good! (pink pin, above)


HMC boudoir
Celebrating your natural beauty
DON'T FORGET THIS WHEN YOU BOOK!
SAVE $100
USE CODE FREEBIE