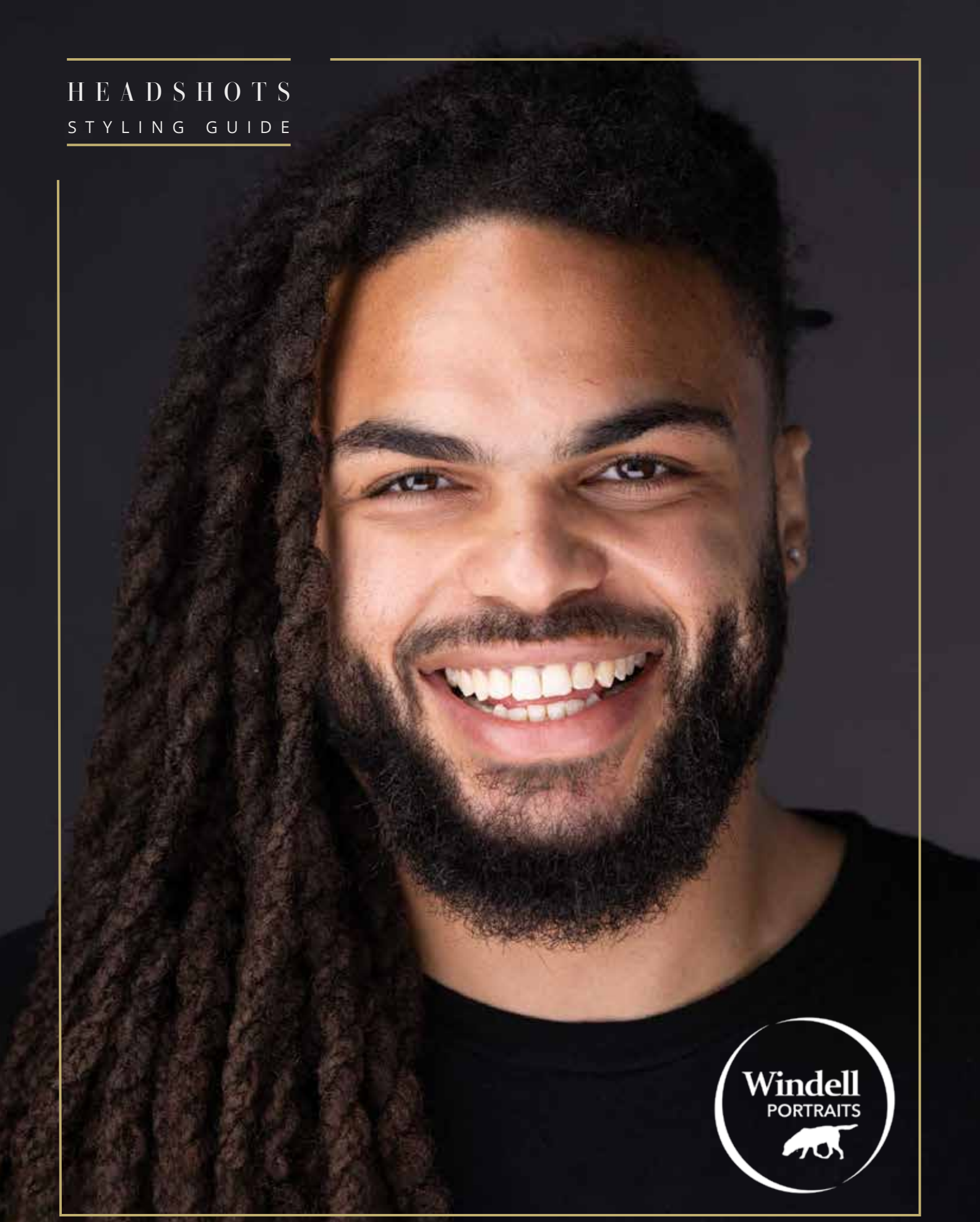
HEADSHOTS
STYLING GUIDE



Corporate & Personal Branding

The right headshot for your type of business

The corporate headshot has evolved. Today, it is very contemporary, highly styled, and it needs to immediately set you apart from your competitors. This type of "Personal Branding" is perfect for Lawyers, Doctors, Real Estate Agents, Business Executives, Authors, Creatives, Bloggers, Artists, Designers, and Musicians alike. It is also equally important to style hair, makeup, and wear clothing that matches your brand or type of business and to show your brand's personality.

So, let's find out how you want to be photographed

To create a custom look for your portraits we need to answer a few questions.

What style best suits you, your brand, or type of business?

Look at these images below, which of these images are you most drawn to? Corporate Executive, Business Casual, or Brand Specific.

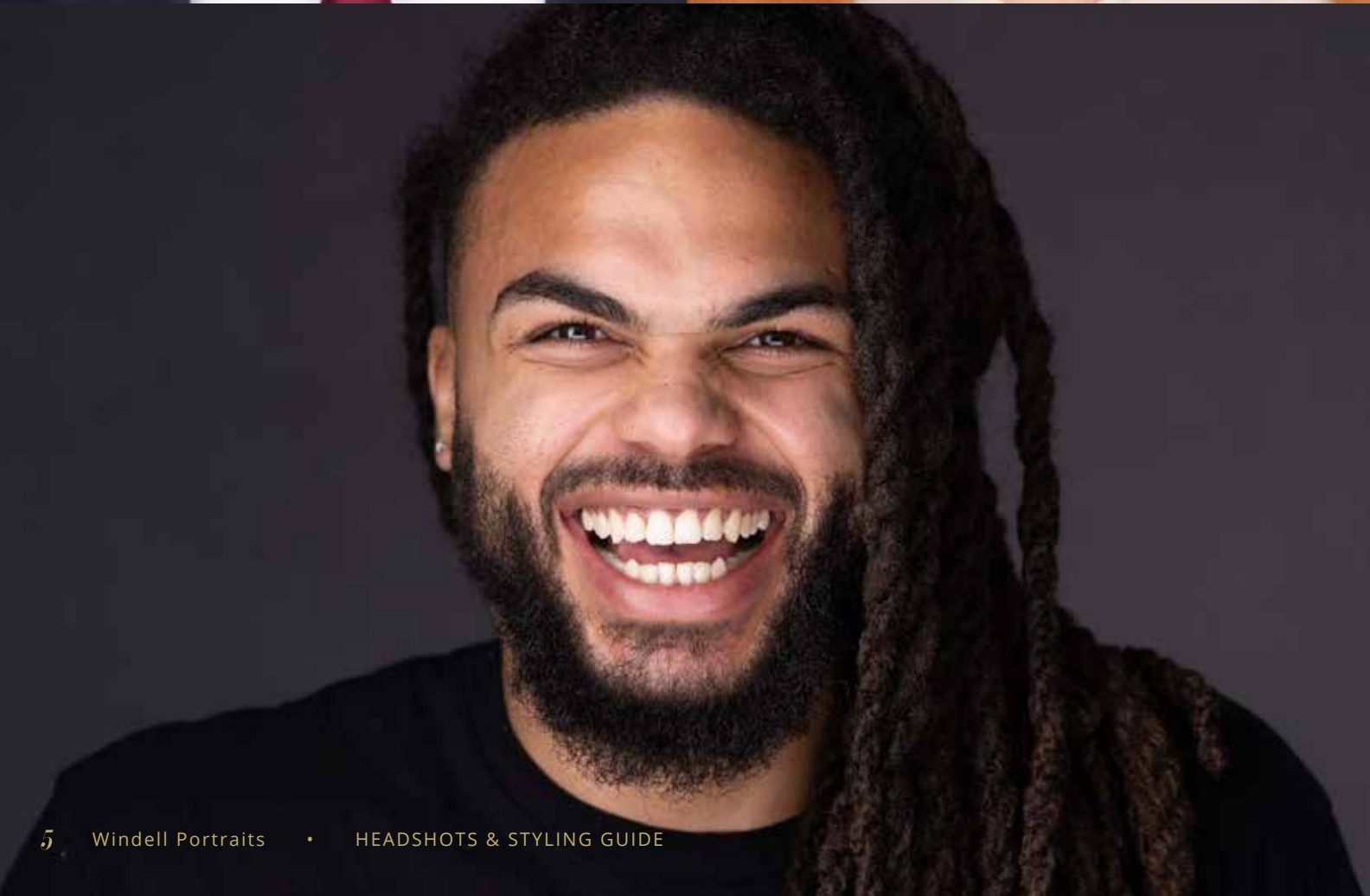
Coordinate clothing with background

Look for outfits that match the tones of the images you are most drawn to

Pair a charcoal background with a gray dress., or a light gray background with a white outfit. Pop in some color on a light or dark background, or go dark and moody with black on black. Or do you want a combination of your brand colors for your clothing and background?

Determine how you want your hair styled

You can wear your hair up in a bun or ponytail. It can also be down and behind your shoulders, in front, or off to the side.



Expression & Projection

Consider how you want to portray your brand and your business

Looking at these pictures, which of these expressions are you most drawn to?

How friendly to you want to appear?

Big smile. Causal smile. Or no smile, I want to look strong, confident, and stoic.

Determine the mood you want to project

Honest. Trustworthy. Or friendly with more movement and laughter.

Consider if you need headshots sized for your social media pages and website

Once your choose your favorite portraits, I can format them for use on all your social media pages — square crops for all of your profile images on Facebook, Instagram, LinkedIn, etc. I will extend the backgrounds on your images for your Facebook or website banners, giving you plenty of room to add your logo and some text.

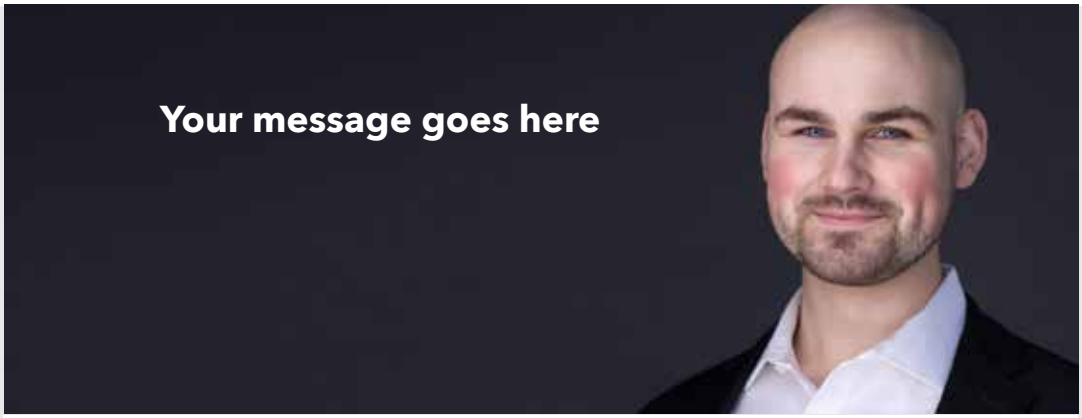
These are items that can be added to our headshot service and customized to fit your needs.

BANNERS

Page

Your Name
@YourBusinessName

Home



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We can also style images for your Social Media, Blog, or Website

Optimize your visual platform to attract the most clients

I can help you maximize your social branding by curating images of your business so you can share them on Instagram, Pinterest, or post to your blog, or website. Show your brand's story, with images that are clean and dynamic, help attract, entice, and "speak" to your audience.

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