



YOUR GUIDE TO A GREAT BUSINESS PROFILE PHOTO

IT'S INTERACTIVE

The success of a *FOCUSED IMAGES Business Profile Photo* starts with a few questions from us. We learn how you plan to use your image: online bio - brochure - other media and we work together to create a flattering and professional image for your business needs.

This Information Guide is intended to help you prepare for your own custom photo session and arrive relaxed and confident; knowing you will leave with a business image you feel great about.

WHAT TO WEAR

The goal is to have the viewer's eye focus on your eyes and face in the photo. Darker clothing and subtle colors are effective for this result. Dark colors can also create a slimming effect.

FOR MEN: Combine your favorite business tie with a white or light *solid colored* shirt and a dark jacket. **NO STRIPES, CHECKS, PLAIDS OR PATTERNS ON THE SHIRT OR JACKET.** They tend to "wiggle" when viewed on a screen and distract from the eyes and the face of the portrait subject.

FOR WOMEN: A dark jacket with a complimentary blouse or sweater works. Turtlenecks or V-necks sweaters or blouses are flattering provided neither is exaggerated in style. Avoid blouses with very wide collars or big bulky sweaters that completely hide the neck.

Simple necklaces and/or earrings can work well as accessories.

If the **CASUAL LOOK** is your organization's image: **for men:** solid color shirts or sweaters and **for women:** blouses or sweaters. Remember, **NO STRIPES, CHECKS, PLAIDS OR PATTERNS ON THE SWEATER, BLOUSE OR JACKET.**

WHAT NOT TO WEAR

Avoid these clothing colors for your profile photo: **Bright Reds, Pinks, Bright Greens, Yellows, Oranges, or colors on the very warm side of the color spectrum.** Avoid **white** unless it is under a non-white jacket. **Best "cool" spectrum colors to select are black, dark grey, dark blue, deep burgundy, forest green or shades of brown.** These are the colors that *recede* and allow your facial features to come forward.

Avoid short sleeves - or clothing that says "This photo was taken in the summer" when you publish it in the winter or vice versa. Your great photo needs to be *seasonally neutral!*

HAIR and MAKEUP

For men, a haircut within a few days of your session is a good idea. For women, apply makeup just as you would for work; but add a bit more to your eyes, *as they are the focal point of a profile photo.* A list of professional hair and makeup personnel is available upon request.

SUCCESS IS IN THE DETAILS

A *FOCUSED IMAGES* business profile photo is distinguished by our *attention to detail* - with the dedicated goal of having you *look great!* We set the lights to complement your complexion, hair color and features - then we work with you on bringing out your natural pleasant expressions.

INSTANT VIDEO PREVIEWS

You view the images immediately with our digital system and we help you select the one(s) that best represents *you* and your organization.

DIGITAL RETOUCHING

Our custom retouching service is the next step toward your "finished" profile photo. Your selected image is carefully retouched to soften circles and lines around the eyes, smooth the complexion, remove stray hairs, remove eyeglass glare and even adjust neckties at the knot!

It is an amazing process - giving you a finished "you" *without ever changing the individuality of you!*

We e-mail you a high resolution AND a web resolution digital file. In a very short time the steps fit together resulting in a flattering business profile photo that **LOOKS** like you **FEELS** like you and, most importantly, works **FOR** you in your business and your life. We look forward to helping you create this - **YOUR MOST IMPORTANT MARKETING ASSET.**

