

HEADSHOTS

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STYLING GUIDE





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## HEADSHOTS

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# Corporate & Personal Branding

### *What type of business do you need your headshots for?*

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 do you want to be photographed?*

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

### *What’s the style that 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.*

Like a charcoal background with a gray dress. 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?

*How do you want your hair styled?*

Do you want to wear your hair up in a bun or ponytail?  
Hair down and behind your shoulders, in front, or off to the side?







# Expression & Projection

*How do 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 look?*

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

*What mood do you want to project?*



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## PROFILE

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# Do you need headshots sized for your social media pages and website?

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

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





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# BANNERS

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Page



**Your Name**  
@YourBusinessName

Home



Book Now



*Your Logo*

HOME

ABOUT

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PRODUCTS

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CONTACT



Your Business Name | 1234 Address Here, Suite No. Your City, ST 54321 | (123) 456-7890

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*Headshots & Personal Branding*  
Dana Niemeier photography

Call to book your portrait session today!

(321) 446-5236

[www.DanaNPhotography.com](http://www.DanaNPhotography.com)

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