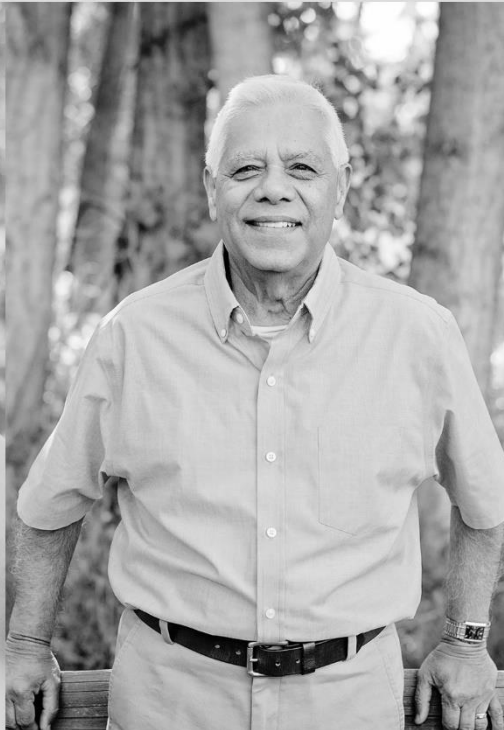




HEADSHOTS & BRANDING

By: LiLo Photography





WELCOME

Good quality branding photos and headshots offer a glimpse into who you are, what you do, and why you do it. It is a visual connection that offers people a chance to put a face to your name and it's incredibly important for any business or brand. There are many factors that go into headshot portraits and branding photos, from posing and lighting to angles and editing. That is why it is important to make the investment in a professional if you want the best results. Quality professional images are important for the future of your business.





BRANDING VS. HEADSHOTS WHICH ONE IS BEST FOR YOU?

Take a look at these questions to help you determine your photography needs.

Is your boss or an outside company asking for a picture of you?

Do you work for a large company?

Do you need updated photos for profile pictures or for your resume?

**If you answered YES to these questions, you probably need headshots.*

Do you own your own business?

Do you need pictures of your office, team or products?

Do you utilize social media to connect with your clients/customers?

**If you answered YES to these questions, you probably need branding photography.*

CHARACTERISTICS OF A GREAT HEADSHOT

You have your look, you have chosen LiLo Photography and you have booked your photo session. Now what? How do you ensure that your headshots are of high quality, represent who you are, and will help you stand out from the crowd? These are five characteristics of a great headshot. If you stick to these simple rules, you will leave your session with headshots you love.

1. Clean and simple – The goal of a headshot is to show who you are in a professional manner. The best way to do this is to keep your headshots clean and simple, with nothing to distract from you.
2. Confidence and approachability – Visibly showing off your personality in your headshots demonstrates self-confidence, which automatically leads others to feel confident in you as well. Trust me to bring out your true personality.
3. Be genuine – Smile with your teeth and eyes. A real smile radiates genuine warmth that will attract your audience. Laughing always make for great smiles as well.
4. Personality over glamour – Make sure your headshots look like you. Do not overdo it with the makeup, hair, or clothing. Just be unapologetically you!
5. Conservative colors – By wearing conservative colors the focus stays on you, your smile and your personality. Matching your brand is always a good idea but think about keeping the main colors neutral and then adding a pop with your branding colors using layers of jewelry, scarves, jackets or accessories.





CHARACTERISTICS OF A GREAT BRANDING SESSION

A branding session is a completely professional portfolio to help expand your reach and grow your business. These photos will be an extension of your personal brand with tailored photos to help you connect with your customers and clients. The photos are unique to you and your brand and will have a consistent look and feel that will draw your ideal customer. This will provide fresh content for your website, social media, business cards and marketing campaigns.

1. Consultation- We will meet before your session in order to form a vision of what you want and need. I will guide you through the process and help you choose a location, clothing and props that fit your unique brand.
2. Headshots- Included in your branding session are pictures of you. Included are casual photos, in-action shots and anything else that helps convey who YOU are.
3. Business Needs- Do you need a company photo, pictures of your products or headshots for your employees? The session will be tailored to include exactly what you need.
4. Delivery- Your custom photos will be delivered via an online gallery that will store your photos in the cloud for 10 years. Multiple people can access the gallery (even using an app if desired) so your creative team can have direct access as well.
5. Why? Branding yourself and your business sets you apart from the competition. These photos will help create consistency throughout your website, social media platforms and marketing materials.





MORE THAN ONE LOOK

While headshots are intended to present a professional appearance, there are multiple ways to make them work for you. These photos should reflect your personality, identity and brand. Headshots can be used for your resume, social media, LinkedIn profile, company directory, an audition, a dating profile or even just for fun.

Depending on how you plan to use your headshots, you will need to select a look that appeals to your audience. For instance, your company directory may require a more professional look than your LinkedIn profile, which is a more relaxed feel. You might think about bringing two different outfits or adding a jacket or scarf to change the look of your photos quickly and easily.

PROFESSIONAL HAIR & MAKEUP APPOINTMENT

For men - I recommend getting a fresh haircut 7-14 days prior to your session so your hair will have time to grow out a little bit. Make sure your nails are trimmed and clean and apply lotion to your hands, arms and face.

Booking a professional hair and makeup appointment prior to your headshot session is highly recommended. Why? A headshot will often be your first impression, whether for employers, clients, or coworkers. Therefore, you should be prepared to put your best foot forward. Professional stylists can help cover blemishes, balance skin tones, tame your hair, so that you look and feel your absolute best without the stress of doing it all yourself.

Another added bonus of scheduling a professional hair and makeup appointment is that you do not have to worry about the details. Instead, you can sit back, relax, and focus on showing off your personality at the headshot session. While helping you look your best, your professional stylists will leave you with an added level of self-confidence that will radiate through your photos. I can recommend a hair and makeup artist if you are interested. Pricing starts around \$100 for both hair and makeup and some of them will come to your home to help you get ready.

If budget is an issue, plan to get your hair cut and styled the day of the shoot or have a friend come and do your hair and makeup for you. You might also want to get your nails done to complete the look.

Remember, if you are using a new stylist or makeup artist, it is always a good idea to do a trial run or have a phone consultation before your headshot session. This way, you will know for sure that you are getting the look you want. Be sure to go with a natural look as you want people to recognize you from your photo.







MISTAKES TO AVOID

Now that you know the characteristics that will make your session successful, here are some mistakes to avoid prior to and during your session.

- **Not coming prepared** – It takes work to make a successful product. This includes having your outfit ready, your hair and makeup done, and arriving on time. Otherwise, you may feel rushed or flustered, and you will likely be unhappy with your headshots.
- **Not looking like yourself** – A headshot is supposed to reflect who you are, so do not try to be someone that you are not. For example, wearing an outfit, shoes, or makeup that you wouldn't normally wear might present a different image than your authentic self. Keep it real and make sure people will recognize you when they see you in everyday life.
- **Not knowing what you want** – You need to know how you are going to be using these photos. Otherwise we could be wasting time if we are shooting something you don't need or if we don't get what you DO need.
- **"Statement" clothing** – Headshots are about you, not about fancy clothing. Now is not the time for a fashion show. Save your statement pieces or trendy styles for a different time! Keep it classic so the photos will be relevant longer and you won't need to update them as often.
- **Choosing the wrong setting** – Make sure the location of your photos fit with the image you are trying to create. For example, an indoor headshot makes more sense for a corporate look than an outdoor headshot.





PRICING

THE QUICK START: This session is designed for someone who just needs one or two images for their company or a profile picture. Included is a 15 minute shoot and 5 high resolution digital images delivered via online gallery. Available in my studio or on location in Littleton (travel fee assessed if outside of Littleton).
\$150

FULL HEADSHOTS: This session allows time for you to be more comfortable in front of the camera and gives me an opportunity to capture your true personality. You have the option to change your outfit with this session in order to add variety to your photos. This session is 30 minutes and includes 10 high resolution digital images delivered via online gallery. Available in my studio or on location in Littleton (travel fee assessed if outside of Littleton).
\$250

FULL BRANDING: This session is best for a small business owner or entrepreneur. Included is an in-person consultation to help determine the look and feel of your branding session. It is a one hour session and includes 50+ high resolution digital images delivered via online gallery. Available in my studio or on location (travel fee may apply).
Prices start at \$500.





HEADSHOT PREP CHECKLIST

Here is a checklist to help you prepare for your session with LiLo Photography

- Determine the setting for your headshot. Do you want to be in the photo studio, on location, or outdoors? If you are not sure, let's chat so we can figure out the best place for your photos.
- Set a Date. Get a date on the calendar for your headshot or branding session.
- Find a hair and makeup professional and book an appointment for just prior to your headshot session. In addition to bringing your headshots to the next level, you will radiate self-confidence that shines through the photos.
- Pick your outfit. It should be clean, wrinkle-free, professional, and reflect your personality. If you aren't sure, text or email me pictures of what you are thinking. Keep it neutral with pops of color. Think layers and accessories. For women, high heels make your legs look shapely while also making you look tall and slim.
- Get lots of sleep and drink lots of water in the 2-3 days leading up to your session. Apply lotion on face, hands, arms and legs.
- Relax! The hard part is over. Now trust me to bring out your true character.



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