



# HEADSHOTS

by Culture7 STUDIOS, LLC

# GETTING READY FOR YOUR HEADSHOT SESSION



BEFORE HEADING INTO THE STUDIO, THINK ABOUT ALL THE THINGS THAT MAKE UP YOUR PERSONAL BRAND AND WHAT YOU WANT OTHERS TO TAKE AWAY FROM A GLANCE AT YOUR PROFILE PAGE. JOT DOWN SOME KEY WORDS AND PHRASES AND BRING THEM TO YOUR SHOOT. CONSIDER WHAT EXEMPLIFIES YOUR PERSONAL BRAND TO YOU. ARE YOU A CHEF? AN EDUCATOR? A WRITER? ARE THERE PROPS THAT COULD HELP TELL YOUR STORY? BRING THEM ALONG!

WE CAN TAKE A COUPLE OF DIFFERENT SHOTS—IN DIFFERENT OUTFITS—SO YOU'LL HAVE A SERIES TO CHOOSE FROM. YOU MAY WANT TO TAILOR YOUR PROFILE PICTURE BASED ON THE SOCIAL MEDIA PLATFORM YOU'RE USING. REMEMBER TO HAVE FUN! A RELAXED, COMFORTABLE SUBJECT NATURALLY EXUDES CONFIDENCE.



# WHAT TO WEAR

IT'S IMPORTANT THAT YOUR LOOK MATCHES THE IMAGE YOU'RE TRYING TO CONVEY. WHAT YOU WEAR ON A DAILY BASIS IS A GREAT PLACE TO START. SOLID COLORS ARE ALWAYS A GOOD CHOICE, AS ARE TOPS WITH STRONG COLLARS AND NECKLINES. EVEN THOUGH YOU'LL ONLY BE SHOT FROM THE SHOULDERS UP, IT'S IMPORTANT YOU'RE PULLED TOGETHER FROM HEAD TO TOE— YOU MAY WANT A SHOT OR TWO THAT ARE PULLED BACK A BIT. AIM FOR CLOTHES THAT COMPLEMENT YOUR SKIN AND EYE TONES AND, OVERALL, STEER CLEAR OF VERY BOLD COLORS.



# PUT YOUR BEST FACE FORWARD: PROFESSIONAL HEADSHOTS & YOUR BUSINESS



DUBBED "THE NEW HANDSHAKE," PROFESSIONAL HEADSHOTS ARE NOW THE FIRST INTRODUCTION TO YOU, YOUR BUSINESS, AND YOUR PERSONAL BRAND—SHOULDN'T THAT INTRO BE THE BEST IT CAN BE? WITH 93% OF HR PROFESSIONALS AND RECRUITERS TAPPING INTO LINKEDIN TO FIND QUALITY CANDIDATES—PLUS 2 IN 3 ON FACEBOOK AND MORE THAN HALF UTILIZING TWITTER—THAT HEADSHOT HAS COUNTLESS APPLICATIONS IN YOUR PROFESSIONAL LIFE. SHOULD YOUR PROFILE PIC BE THE FAMILY VACATION, THE FUN NIGHT OUT, OR—WORSE—THE LOGO OR ABSTRACT SHOT? OR SHOULD IT BE A POWERFUL, COMPELLING, AND CONFIDENCE-BUILDING HEADSHOT THAT MAKES PROSPECTIVE CLIENTS, EMPLOYERS, AND PARTNERS WANT TO CLICK "CONNECT"?





# HEADSHOTS PRICE GUIDE

## 1-HOUR SESSION

- 1 HOUR OF COVERAGE
- UP TO 3 FULLY EDITED IMAGES
- DIGITAL DOWNLOAD
- SET UP ON LOCATION
- DIGITAL GALLERY

STARTING \$250

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## 30-MINUTE SESSION

- 30-MINUTE COVERAGE
- UP TO 1 FULLY EDITED IMAGE
- DIGITAL DOWNLOAD
- SET UP ON LOCATION
- DIGITAL GALLERY

STARTING \$250

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## GROUP SESSION

- 30-MINUTE COVERAGE
- UP TO 1 FULLY EDITED IMAGE
- DIGITAL DOWNLOAD
- SET UP ON LOCATION
- DIGITAL GALLERY

GROUP RATE REQUEST A QUOTE

### WHERE ARE YOU LOCATED? AND DO YOU TRAVEL?

We are located in Central Florida, specifically in the Southwest FL metro area. We do travel, and for locations within a one-hour radius, there is no additional fee. However, for locations beyond that, there will be a travel fee of \$100 per hour for travel.



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