



kp studios

creative contemporary portraits

PREPARING FOR YOUR CORPORATE HEADSHOT

Nothing is more important than a first impression. A potential client's decision to do business with you will often be based in large part on the sense of your competence, professionalism and demeanor created by your photographer. Kp's corporate headshots are subtly crafted based on the individual branding of your business.

Simple as they may seem at first glance, **creating a very effective corporate headshots requires a sophisticated photographer capable of understanding the branding of your business**, and of translating that into a visual message.

We encourage you to **compare kp studios corporate headshots side by side with any other photographers** you are considering (always be sure to ask to specifically see a portfolio of business headshots) and ask yourself who you would most like to do business with based on the photography.

Most people tend to dread the words, "We need a head shot of you for our website, newsletter and any other company materials." However, with proper preparation and a few helpful hints, your session can be quick, easy and even fun.

Following are a few tips to help you prepare for your next photoshoot:

1. **What colors should I wear?** Solid colors photograph best; try to avoid wearing all white. White tends to wash out your skin tone and gives a pale look. Stick with power colors. If you want to wear a dark blazer, use a power color underneath. For women, avoid low cut blouses.

2. **What about jewelry?** Keep jewelry to a minimum and timeless. Simple earrings and a nice necklace will do well. Your face is the main focus of the portrait so keep it simple.

3. **Do I need to do anything the day before to prepare?** Yes, get plenty of rest so your eyes do not look tired and puffy.

4. **How should I wear my hair and makeup?** You should really consider hiring our in-house stylist for your professional shot. We want to give you the best you we can. Our stylist not only will help you with your hair and makeup but she's a great wardrobe consultant as well. Our stylist stays on set the entire time, changing up anything we do not like. Check her out at www.tabithaboyd.com. **You won't regret it.**

5. **I look awful in pictures because I'm self conscious about my _____ can you do anything about that?** Absolutely! If you are self conscious about anything, communicate that to us so we can find away to make you feel comfortable. We can retouch just about anything out and it's usually included in your portrait price.

6. **Most importantly, RELAX and come try to come with a good attitude!** It will show in your images if you are stressed out or having a bad day. We want you to have fun with your session and keep in mind that we are professionals and that we do this every day. We are here to help you get the best possible outcome from your session. We will work with you and show you the images as we go so you know exactly what they look like and we can address any concerns you may have during that time.