

# YOUR GUIDE TO A *GREAT* BUSINESS PORTRAIT

NUMBER 1 IN A SERIES OF INFORMATION GUIDES - THE ***FOCUSED IMAGES*** WAY TOWARD YOUR SUCCESSFUL RESULTS

## IT'S INTERACTIVE

The success of a ***FOCUSED IMAGES Power Portrait™*** starts with a few questions from us. We learn how you plan to use your portrait in print or on the internet -or both - and we work together to create what you need.

This guide is intended to help you prepare for your custom "head and shoulders" portrait session and arrive relaxed and confident; knowing you will leave with a business portrait that **LOOKS** like you; **FEELS** like you and works **FOR** you.

### WHAT TO WEAR

The goal is to have the viewer's eye focus on your eyes and face in the portrait. 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 "wobble" when viewed on a computer monitor and they 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 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 portrait: Bright Reds, Pinks, Bright Greens, Yellows, Oranges, or colors on the warm side of the color spectrum.** Avoid **white** unless it is under a jacket. **Best colors to select are black, dark grey, dark blue, deep burgundy, forest green.** These are the colors that *recede* and allow your facial features to come forward.

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

### HAIR and MAKEUP

For men, it's best to get haircuts a few days before your portrait session. 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 portrait.* Professional hair and makeup personnel are available for portrait sessions, upon request.

## SUCCESS IS IN THE DETAILS

A ***FOCUSED IMAGES*** business portrait is distinguished by our ***attention to detail*** with the dedicated goal of having you ***look great!*** First we set the lights to compliment your complexion, hair color and features - then we work with you on expression.

### INSTANT VIDEO PREVIEWS

Our digital photography system lets you view the images immediately and we help you select the one that best represents ***you*** and your organization.

### DIGITAL RETOUCHING

Our custom retouching service creates your "finished" portrait. Your selected image is electronically retouched to soften circles and lines around the eyes, smooth the complexion, remove stray hairs, remove eyeglass glare and even adjust neckties. It is an amazing process - giving you a finished portrait *without changing the individuality of you!*

A permanent file is created from which we print your enlargements or send the image to you via e-mail or on a CD. In a very short time all the steps fits together resulting in a flattering business portrait that **LOOKS** like you **FEELS** like you and **WORKS** for you.

### PLEASE CALL US

Please call us with *any* questions you have prior to your portrait session and visit **[www.focusedimages.com](http://www.focusedimages.com)** for our other *outstanding* services.

**CALL 703 435 3456**

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