

Why rebrand with b&b?

Where is your first impression made?
(It is not where you might think.)

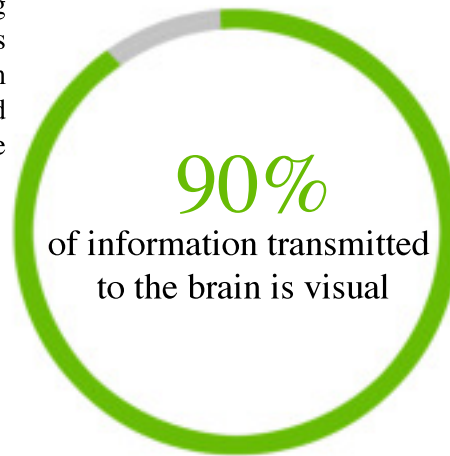
We all know first impressions matter. People judge you in a matter of seconds, and those seconds can influence how you are perceived well in to the future. For most professionals today, first impressions no longer happen over handshakes; instead they happen via their photo. That's why having a photo that well represents you is critical for success; whether on social sites, like Facebook and LinkedIn, or on printed media like ads or business cards.

This is why your picture counts!

Your image is the first thing a person will see online as a representation of you. Your face is part of your **brand**.

Today the first impression, may not be in-person.

As the digital world intersects with your professional life, it is essential to project a lasting impression. Your online image is a long-term influence.



Tips for a great profile image

- 1) Make sure your image is current, images should be updated every three to five years.
- 2) Decide what impression you want to give. Your image needs to reflect your brand. What is your niche market? Who are you selling to? Make sure that the image represents your demographic.
- 3) Your clothing makes a difference. Dark colors are slimming, light colors add weight (notice top-right image). Floral patterns can dominate an image. Clothing should be subtle so that it doesn't over power your face (your brand). Suits are not always appropriate if you are wanting a more relaxed look.
- 4) Hiring a professional can make all the difference. They know lighting, posing, and angles to bring your best features forward. They have backgrounds to compliment your image. It's a small and necessary investment for your business.
- 5) The professionals at b&b Photography can help you quickly and efficiently update your headshot. Providing you with a digital file which you can reuse for all your advertising needs.

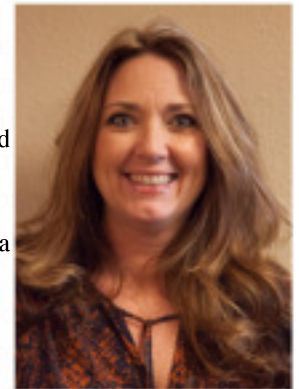


Amateur:

The candid nature of this picture may appeal to the social-media demographic, however it does not leave a lasting professional impression.

Decent:

This picture is a good attempt at a headshot, but it lacks professionalism and a polished quality.



Professional:

This professional image communicates success and confidence. The agent looks like the type of realtor that is going to get the job done!

Call b&b Photography today to schedule your own professional photo session.

208.429.6602

www.bbphotography.com

