



YOUR
BEST
HEADSHOT &
PERSONAL
BRAND

DreamWorld
PHOTOGRAPHY

At DreamWorld Photography, I believe you should look your BEST. Without exception.



You deserve to have a headshot that will make you stand out from the rest. It showcases your professionalism and unique personality and may open doors to new opportunities and business. It reminds business clients who you are.

Having a current, updated headshot and personal branding images (and not from years ago) shows people what you look like now. An old headshot sends a message of inauthenticity.

Most importantly, it makes you feel good when you look your best, boosting your confidence.

You love what you do! Now's the time to show it to the world! I can't wait to showcase the real you with business portraits you can be proud of.

Look your best, every time!

Fallie Wilson



“
YOUR
SMILE IS YOUR
LOGO, YOUR
PERSONALITY
IS YOUR
BUSINESS CARD,
HOW YOU
LEAVE OTHERS
FEELING AFTER
HAVING AN
EXPERIENCE WITH
YOU BECOMES YOUR
TRADEMARK.”

~ JAY DANZIE

BEYOND

THE BUSINESS CARD

IMAGES FOR ALL OF YOUR MARKETING NEEDS

Website
Facebook
LinkedIn Profile Pic
Brochures
BIO Pic
...and more



LOCATION



SIGNATURE HEADSHOT



The most frequently used shot in your image marketing toolkit is your signature portrait.

The right image

- looks clean & uncluttered
- grabs the viewer
- features winning connection

Use this image on your Facebook profile pic, e-mail signature, your business card portrait, or any where else where you need to make a great impression!

IMAGES FOR ALL YOUR MARKETING NEEDS

Personal Branding

With a personal branding session, we will capture images that will represent and promote you as an individual. This is an important marketing tool to create a visually appealing brand identity, whether for a company, a personal brand or a product or service.

Emphasis is put on capturing authentic moments and storytelling through the images. This will build an emotional connection with your target audience and puts a face to your brand.

Branding images visually communicates your identity and values to your target audience. It establishes a strong brand presence and will enhance your brand's overall marketing efforts.

Ready to level up your brand? Let's do this!





How can you benefit from a personal branding session for your small business?

With a personal branding session, you can identify what sets you apart from your competitors. Having these professional images will show how approachable you are on your social media and in any of your other marketing materials.

Whether you own a small business or are self-employed, having your own personal brand is everything in today's world. Potential clients will connect with you instantly. People want to see who they will be working with - seeing your friendly, trust-worthy face is everything! That emotional connection will build stronger loyalty, too!



GETTING READY

for your
Headshot Session

1.

PUT A REMINDER
ON YOUR CALENDAR

DATE, TIME &
LOCATION

2.

SCOPE OUT THE STYLE
OF IMAGES YOU WANT

CASUAL OR DRESSY

3.

MAKE A LIST

THINGS YOU NEED TO
BRING TO YOUR
SESSION
ANY ACCESSORIES, OIL
BLOTTING PAPER, BRUSH

4.

PREP YOUR CLOTHES

-CLEAN & PRESS OUTFIT
-CLEAN YOUR ACCESSORIES
-BAG YOUR ACCESSORIES

5.

HAIRCUTS
& COLOR

MAKE SURE TO HAVE YOUR
HAIR CUT & IF COLORING 1-2
WEEKS BEFORE YOUR SESSION

6.

MANICURES
& PEDICURES

MAKE SURE YOUR NAILS ARE
CLEAN & MANICURED, IF
POLISHED, MAKE SURE THERE
IS NO CHIPPING - FRENCH OR
NEUTRAL COLORS ARE BEST

"*Style* is a way to say
WHO YOU ARE
without having to speak."

~RACHEL ZOE~



WHAT TO WEAR?

01 For a slimmer look, form fitting & figure-hugging is definitely best.

02 Avoid loud patterns as they may detract from your face.

03 Think textures. Textures like lace, ruffles, sequins & ruching add visual interest.

04 Avoid cap sleeves. Sleeveless is great on toned arms; 3/4 sleeves are universally flattering and slimming.

05 Consider layers. Add a form-fitting jacket or slim knit cardigan.

06 Select jewelry that speaks to your style. Subtle or bold? Bring the pieces that are true to you.

07 Wear appropriate undergarments. Foundational pieces (like shapewear) will help you look and feel great!

"MAKE IT
SIMPLE
BUT SIGNIFICANT."

~ DON DRAPER ~

If you are warm and clear, you can count yourself as spring.

SKIN: Your skin is very light and you may be freckled or rosy cheeks.

EYES: light blue or green eyes

HAIR: You typically have light strawberry blonde or auburn hair

warm

skin tones

COLORS TO WEAR: Pale, soft colors look best. Colors like ivory, peach, true reds, clear blues, camel, light pink, coral, golden yellow, golden brown, aqua and bright greens are flattering.

s p r i n g

COLORS TO AVOID: Dark and dull colors. Black and white may also be too much of a contrast for your skin tone.

A warm and muted tone and contrast means you fall under autumn.

SKIN: You likely have light golden skin that burns easily under the sun

EYES: dark brown, golden brown, amber, hazel, green

HAIR: You may have red brown, dark honey, golden blonde hair.

COLORS TO WEAR: Earth tones that are rich and muted look best. Caramel, beige, burnt orange, gold, dark reds, olive, ivory, camel and rich brown

a u t u m n

COLORS TO AVOID: Cool shades give a pale appearance. Clear, bright colors and black and white will make you look faded while pink is usually extremely unflattering.

COOL

skin tones

If you are cool and muted, you are summer.

SKIN: Your skin is cool with pink or blue undertones (when not tanned)

EYES: Light eyes - slate, blue, grays, grayish hazel

HAIR: You're a natural/ash blonde to deep ash brown

COLORS TO WEAR: Pastels, neutrals, and muted colors look best. Colors like lavender, rose, mauve, pale yellow and light blue are flattering

s u m m e r

COLORS TO AVOID: Black and orange. Any intense, vivid colors may be too harsh and drown out your summer skin tone.

Winter is cool and clear with stark dramatic skin.

SKIN: Asians, Africans and Caucasians with very pale skin and dark hair find themselves in this category.

EYES: Black to dark brown, blue - dark to brilliant blue, dark grey, cool to dark hazel, grey green, emerald green, violet

HAIR: Medium to dark browns, blue & jet black, salt & pepper, gray, silver, white

COLORS TO WEAR: True white, true black, cool grays, navy blue, deep reds, bright pinks, jewel tones (emerald, royal blue, royal purple) and icy pastels are all flattering.

w i n t e r

COLORS TO AVOID: Beige, orange, gold, brown and other washed out shades would make you look faded and ashy.

Hair & Makeup - Pro Tips



1. Apply a white or neutral cream eyeliner to the water line (the very inside) of your lower lid. This will wake up tired eyes and reduce any redness.

2. Skip the dewy and shimmery face products in favor of matte foundations, concealers and powders. What looks pretty and dewy in real life, may look greasy when on camera.

3. For guys - A simple powder or blotting paper will help remove shine and make your face look fresh and camera ready.

4. To make eyes appear larger, take a white or cream shadow and apply it just to the inner corner of your eyes. Complement the light inner liner with a dark shadow liner on the top and lower lashes for big, beautiful eyes.

5. Use a darker shadow to contour your eye and add extra oomph. Make sure you blend!

6. Today's shadows lean towards neutrals but a little color can't hurt. To really make your eyes pop, apply a color that coordinates with your eye color. Blue eyes? Use copper or gold. Green eyes? Use a mauve.

7. The right lashes will fill in your lash line and suit the shape of your eye. Try several brands to see what suits you best and don't be afraid to trim the false lashes for the perfect shape.

8. Practice makes perfect. Be sure to try false lash application at home (several times) before the photoshoot.



"Leverage the *Strength*
that you have.

NO ONE ELSE
CAN BE YOU"

~ TODD WHEATLAND ~

YOU HAVE ONE OPPORTUNITY TO
MAKE A FIRST IMPRESSION

BUT MANY PLACES TO MAKE IT

Beyond the traditional marketing avenues, you have the opportunity to make that impression using social media and an iPhone image isn't going to cut it either in print marketing or on Facebook, LinkedIn, Instagram or other social media.

Choosing to have a professional headshot done is an investment in your future. Can't choose a favorite? Not to worry. You can add on as many as you need with volume pricing. You're just days away from your best portraits ever!

Are you ready to
make an
impression?

*"Success occurs when opportunity
meets preparation."*

~Zig Ziglar

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