



The Best Business Portrait You've Ever Had...**GUARANTEED**
Produced In The Comfort And Convenience Of Your Own Office

How To Dress for a *Great* Business Portrait!

A *great* business portrait is one that makes a powerful first impression, gets people to call and helps you close more sales. At EPS we're in the business of making *your business portrait* - a great one!

Your portrait should be used to publicize your business in print, on the internet and in your direct response advertising. You want to show your business smile and positive image whenever and wherever possible.

“You know it's true... before you can sell your product or service you must first sell you.” The reason is simple - we all prefer to *work with* and *buy from* those people that we feel most comfortable with. Don't you want to make the very best, first and lasting impression on that new prospect of yours?

* ‘A good photograph will always boost the response to your advertisement’

Let's say you've committed to a direct response advertising program. Whether you get 70 or 700 responses, you'll be spending the same “X” number of dollars on production and distribution to get your message out. Doesn't it make sense to get the *most* - not the *least* response from your investment? Don't you want the biggest bang for your buck?

Dressing “right” for your business / publicity portrait, plays a critical role in creating the *image you need* to produce the *results you want*.

Okay... let's get to it!

In your business portrait, YOU are the *star of the picture*, not your clothing. Your clothing is the backdrop or costume for *your* story. Now, although your “attire” is secondary, it *does* play a crucial role in supporting the “image” you wish to convey. It must *enhance* your image - without distracting *from* it.

Costume and Context... Perception is Reality

If your role is that of the company CEO or top management, people may *expect* to see you in a pressed suit and button down shirt. Even if your office has a laid back dress code...the public “perception” (and expectation) may be a button down image. We might produce *two* portraits for *your* situation: a *formal* version for media release and another more *casual* portrait for your internal company newsletter.

Carefully select the *costume* for your business portrait according to the *context* in which it will be used. If you're the president of a multi-billion dollar company, the initial image that comes to mind may be the “serious button down” three piece suit look. But, if your multi-billion dollar company makes products for the

“off road motorcycle” industry, you may get twenty times the response dressed in a padded racing suit, leaning on a motorcycle with a helmet under one arm! We’ll produce the business portrait that’s right for you.

The Right Color and Shade Will make You Shine!

After you’ve established the “correct” image you wish to bring to market, the next consideration is selecting the color and shade of fabrics that will enhance your unique features. We want the star of the picture to shine!

Relax, no need to feel intimidated or overwhelmed. It’s actually much easier than you may think. Here are some basic guidelines to follow:

- If you have a **light complexion** stay with medium and lighter shades of clothing. Contrary to “conventional wisdom” you do *not* want to create strong contrast between you and your attire. Such contrast can actually detract from the face and eyes of the subject. We want the prospect /client to focus on you, not your clothing. Even if your business is selling or designing clothing, if we’re producing *your* business portrait it’s probably to accompany a story or advertisement about **you** and **your company**. Let the fashion models showcase the product. We’re showcasing *you*!
- If you have a **medium to dark complexion** and dark hair, you want to wear a medium to dark outfit. For men a medium to darker shirt is a good balance. A blue or gray shirt (blouse for the female persuasion) will work well. If your portrait will be shown in color (print or internet) by all means, select the color of outfit to bring out your eyes. Go for it!
- Avoid any **heavy prints or bold patterns** in your necktie, shirt or blouse. Again the subject of this photograph, the “star of the picture”... is you - not your clothing. In *most cases* your portrait is going to be cropped fairly tight for advertising and promotional usage. That means a large or bold pattern in your clothing will also get cropped, so the final viewer won’t know what the heck they’re looking at. All they’ll see is a large non-descript shape... in other words, a distraction from your face. I know what some of you are thinking right about now; “I have this mole, a crooked smile, brow lines or these lines under my eyes... I *need* that big distraction!” I have just four words for you: On The Spot Retouching™

This is Executive Portrait Specialists **doing your photo**. It’s going to be an experience like none you’ve ever had before! Just read what other folks have said about their EPS experience.

On the Spot Retouching™ means that unwanted lines, moles, even a single stray hair, vanishes like magic - as you watch! All EPS Portrait Artists are highly trained to make you look great!

If you have any questions before your scheduled portrait day, just give us a call, we’ll be happy to answer them for you.

So bring your smile, and the wardrobe that’s right for you we’ll handle the rest to make you look your best, I GUARANTEE it..

Sincerely,

Jared Silver

Founder Executive Portrait Specialists