
YOUR
BEST
HEADSHOT
INSPIRED PORTRAIT DESIGN
BY JULIE RYAN PHOTOGRAPHY

At Julie Ryan Photography we know how to bring out your best. Every time.

It is my great joy to uncover that spark of passion within each and every one of my clients. Your talents, your personality, and your determined spirit deserve the spotlight.

Our work together starts with our expert guided process. We'll go beyond the basic-- exploring the who, what, and why of your unique business calling. Our team is here to serve you with professional makeup, personal brand coaching, and always-attentive portrait posing to help you look and feel your best!

You love what you do. Now is 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.







BRANDING PHOTOGRAPHY

TELL YOUR STORY

explore the possibilities

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, email signature, your business card portrait, or any where else where you need to make a great first impression!











FEATURING
PURE YOU
& PURE TEAM

Shooting with extractions in mind is a specialty we can offer you and your team.

GROW YOUR TEAM; GROW YOUR SHOT

As your office grows, you can easily add to your group portrait composite. Simply add a mini shoot for the new hire.

Avoid the headache and cost of scheduling a brand new team photo and get back to doing what you love!



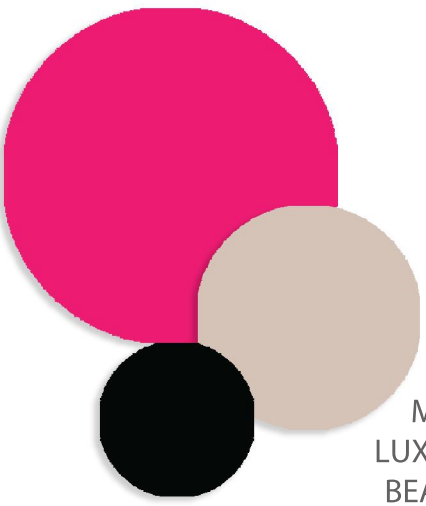
By photographing individuals, we're able to capture each person at his or her best. Your team is sure to love how they look!

COLORS AND KEYWORDS

YOUR BRAND VOICE

Through expert posing, wardrobe styling, and background selection, we'll craft images that will speak to your audience.

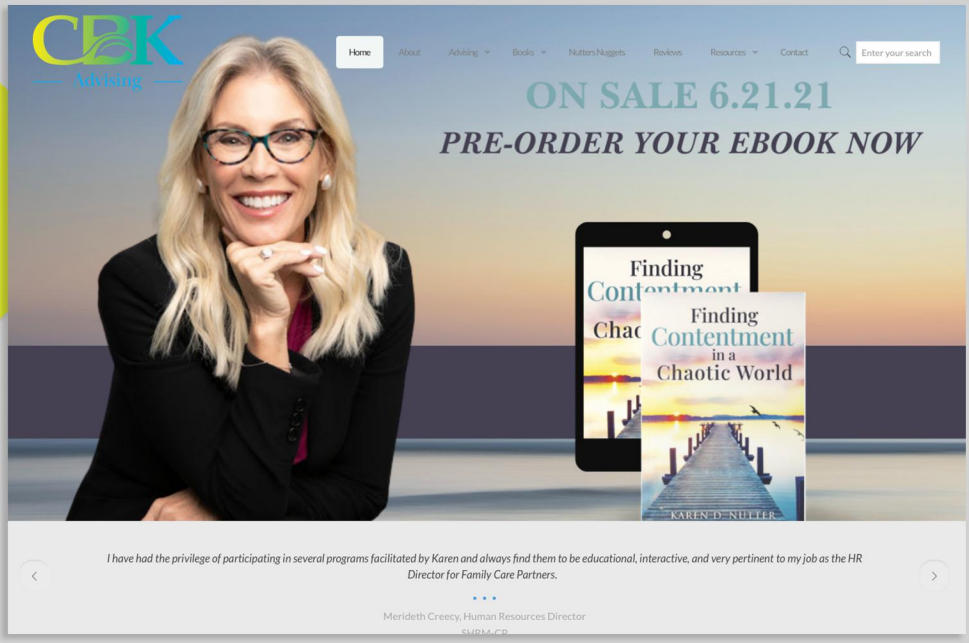




MODERN
LUXURIOUS
BEAUTIFUL



FUN
HAPPY
ADVERTUROUS



ENERGETIC
PROFESSIONAL
WELCOMING



STUDIO *vs* ENVIRONMENTAL

STUDIO PORTRAITS

- distraction-free; focus on faces
- viewer connects directly with you

ENVIRONMENTAL PORTRAITS

- carefully selected/ staged scene
- environment enhances your story







"LEVERAGE THE *strength* THAT YOU HAVE:

NO ONE ELSE CAN BE YOU"

--TODD WHEATLAND





ACTION *and* EMOTION





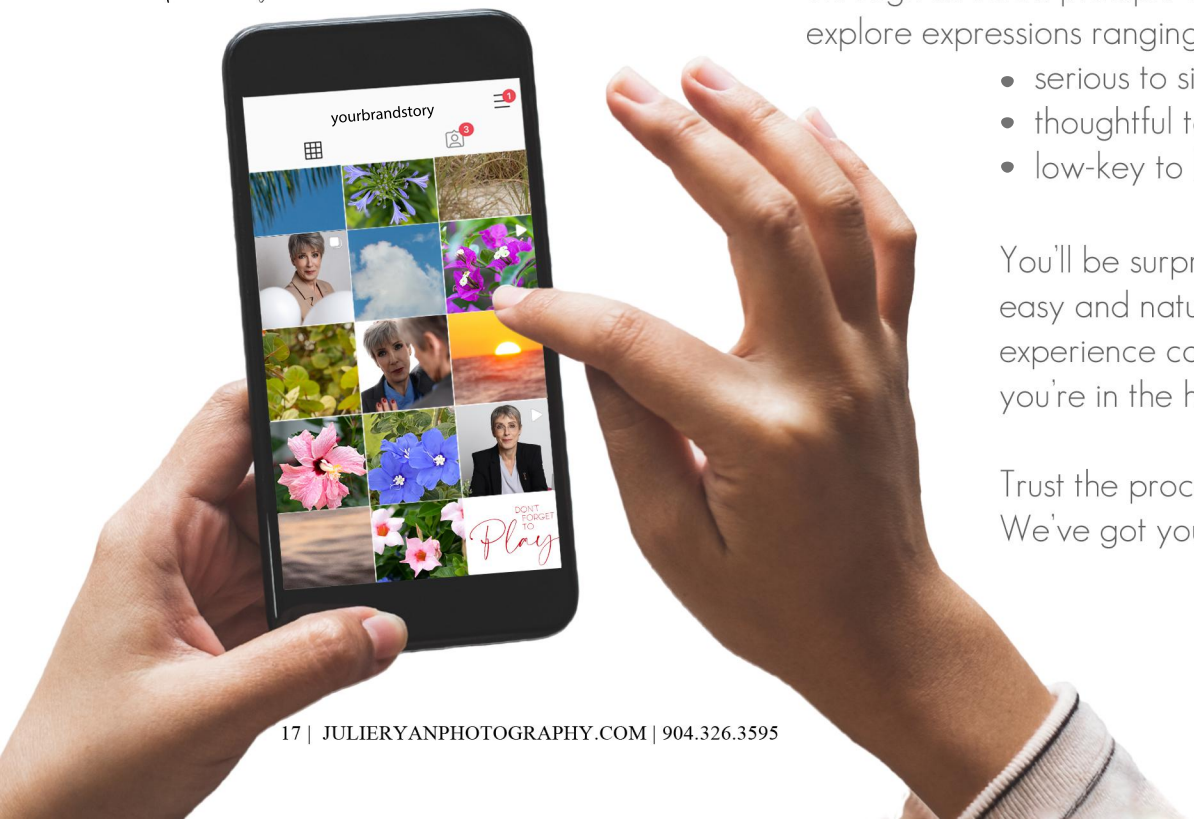




Let's create images that make an impact. Express your brand's personality with action shots that convey a feeling. Ask yourself: Who are the people important to your brand? How do you and your team make clients feel? What does a win look like in your business? Show, don't tell. Great images set the tone.

BRINGING OUT THE REAL YOU

perfect for



Your portfolio of marketing images would not be complete without showcasing the full range of who you are.

Through directed prompts and poses, we'll explore expressions ranging from:

- serious to silly
- thoughtful to playful
- low-key to laugh riot

You'll be surprised at how easy and natural your portrait experience can feel when you're in the hands of a pro.

Trust the process.
We've got you!

who you are





YOUR DAY
IN PICTURES

Connect more deeply. Celebrate shared experiences. Day-in-the-life images will engage and captivate your audience!

Perfect for social media and sprinkled throughout your website, these portraits draw your followers in with highights from your work life and personal lifestyle.

what & where

Let's brainstorm locations and activities that tell your story.















HERO SHOT



Show your confidence, charisma, and strength. Use these portraits in marketing brochures, social media, and magazine editorials.



BEYOND
THE BUSINESS CARD

IMAGES FOR ALL YOUR MARKETING NEEDS

USE THE LIST BELOW TO INSPIRE YOUR SHOT LIST

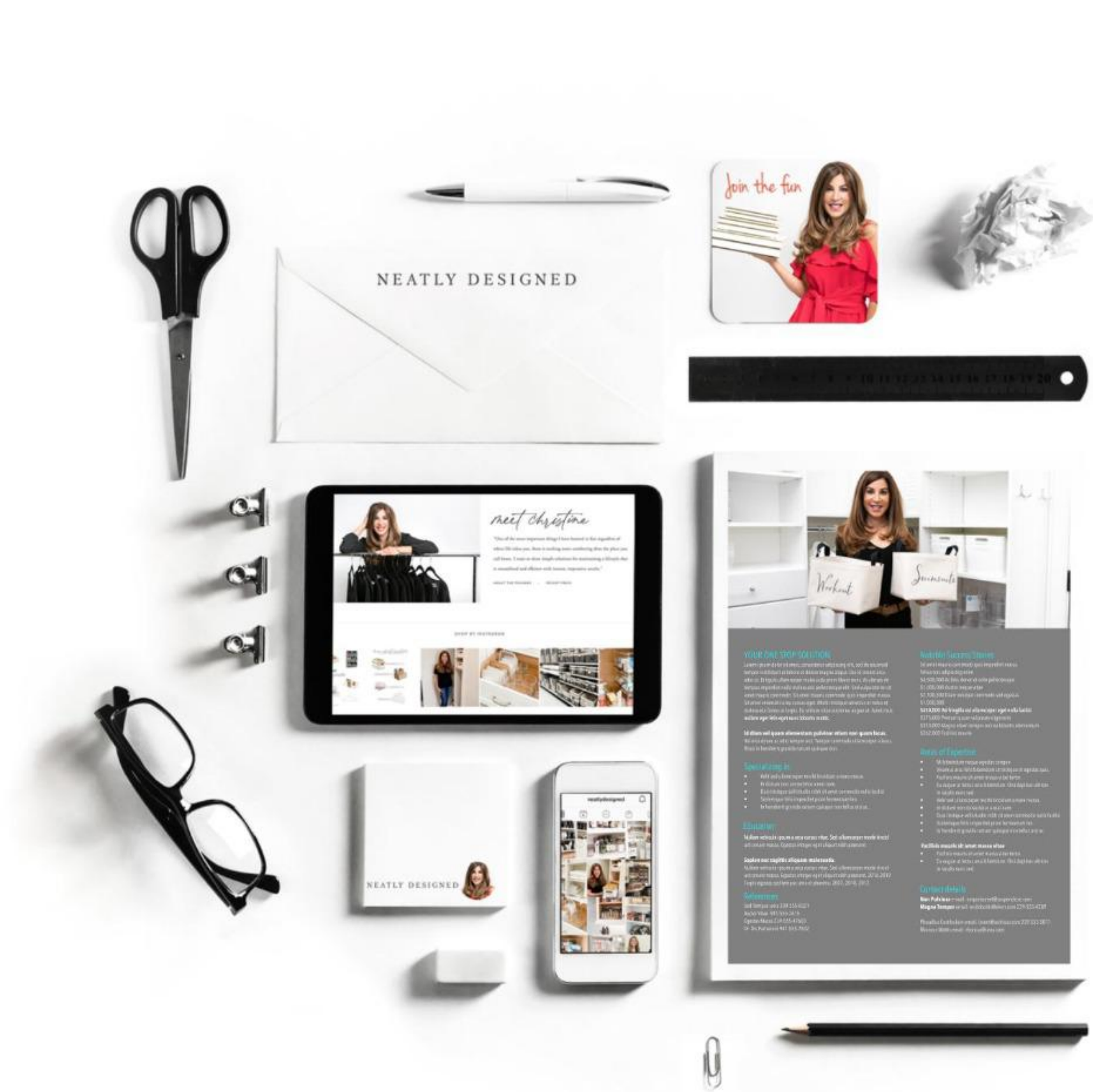
LARGER THAN LIFE
- Car wraps
- Life-size cutout
- Billboard

BOOKS/ MAGAZINES
- Book Cover
- Dust Jacket Image
- Contributor Photo
- Featured/ Hero Shot

PRESENTATIONS
- BIO pic (various moods)
- Audience interaction
- Live Performance

WEBSITE & BROCHURES
- Environmental Portraits
- Behind the Scenes
- Company at work
- Client interaction
- Group shots/ Team Shots
- Composite Shots/ Pure You
- About You/ Family Shots
- Client as Hero (show the win)

SOCIAL MEDIA
- Facebook Cover Photo
- Profile Pic- Head & Shoulders
- Personality/ Expression Shots
- Flat Lays- Tools of the Trade


NEATLY DESIGNED
join the fun
meet christine
NEATLY DESIGNED
Workout
Swimsuits

BEHIND THE SCENES

production and PREP TIPS



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

--RACHEL ZOE



WHAT TO WEAR?

Shooting with your team? Share the tips that follow to ensure everyone has the styles and silhouettes to look his or her best! When in doubt bring more than you think you'll need and our expert team will help you pare down to the best choices.

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

02 Avoid patterns as they may detract from your face.

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

04 Bring a variety of colors. Something light. Something dark. A pop of color that brings out your eyes.

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

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

07 Look for a variety of necklines to mix up your looks.

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

09 Bring coordinating bottoms. Many shots are 3/4 length. Bring pants or skirts that match your tops.

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

WHAT TO WEAR? **GUIDELINES FOR MEN**

01 For a trimmer look, opt for slim-fit shirts and jackets.

02 Keep patterns to a minimum. Print ties and pin stripes are okay.

03 Look for layers. Add a form fitting jacket or v-neck sweater to vary your look.

04 Bring a variety of colors. Something light. Something dark. A pop of color that brings out your eyes.

05 Long sleeves are always preferred to short sleeves for a clean, polished look. Prefer casual? Rolled sleeves do the trick!

06 A collared shirt and suit is a must for stylish professionals.

07 Bring coordinating bottoms. Many shots are 3/4 length.

08 Bring coordinating shoes and socks. Footwear may come into frame with seated poses.

09 Prepare your favorite accessories. Watches, cuff links, glasses and pocket squares should be clean and presentable.

10 Come with clean, manicured nails. Hands come into frame a lot so make sure yours are camera ready.



"MAKE IT
SIMPLE
BUT SIGNIFICANT."

--DON DRAPER

how to prepare



CLOTHING PREP TIPS

- [x] Set aside the clothes and accessories selected at your Style Consultation.
- [ ] Clean and press clothing in advance. (Steamer is available for touchups.)
- [ ] Pack undergarments: strapless bra, seamless nude bra, shapewear.
- [ ] For a stress-free morning, pack all clothing/accessories the night before.

BEAUTY PREP TIPS

- [ ] Don't do anything that's not part of your usual beauty routine. No spray tan. No radical hair color change. No facials, fillers, or botox within one week of scheduled shoot.
- [ ] Touch up roots and/or consult with stylist about (optional) hair extensions.
- [ ] Tend to your manicure/ pedicure. French, buff or nude nails preferred.





SHOOT DAY TIPS

- [ ] Kickstart your hairstyle with a good blowout. Arrive with clean, dry hair.
- [ ] Arrive with clean, moisturized skin. No makeup. Our makeup artist will create your fresh face.
- [ ] You may leave your makeup at home or bring signature colors if you wish.
- [ ] Get a good night's sleep and don't forget to eat a healthy breakfast.

CUSTOM BRANDING SESSIONS

your best images ahead



SELECTION MADE SIMPLE

EXPERT GUIDED ORDERING

1

STEP ONE:

REVIEW ALL IMAGES

Immediately following your session, we'll fire up your images for review. Get instant assurance that yes, you rocked the shoot!

2

STEP TWO:

FIND YOUR FAVES

Our pro software allows us to compare images in groups and series. Using your shot list to guide us, we'll identify the best of the best for your marketing portfolio.

3

STEP THREE:

PURCHASE VALUE BUNDLE

Your selected images will be sent straight into production: final retouching. You're just days away from your best portraits ever!

value bundles

8 IMAGES 1690

16 IMAGES 2690

25 IMAGES 3490

OVER 25?

ADD 10 IMAGES ONLY 890

INDIVIDUAL IMAGE 300

All purchased images will be retouched and provided as high resolution digitals

Special rates apply for master art retouching

ASK ABOUT OUR

BONUS PRINT PRODUCTS

HEADSHOT SESSION OPTIONS

your best images ahead!



EXPERT GUIDED ORDERING

1

REVIEW ALL IMAGES

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2

FIND YOUR FAVES

Our pro software allows us to compare images in groups and series. Using your shot list to guide us, we'll identify the best of the best for your marketing portfolio.

3

PURCHASE A LA CARTE IMAGES

Your selected images will be sent straight into production: final retouching. You're just days away from your best portraits ever!

SIGNATURE HEADSHOT

$490 (Reg. $890)

Special pricing available on mini session days or for groups of 5 or more.

INCLUDES:

- Professional hair & makeup artistry
- Photoshoot with 2-3 outfit changes
- Up to 1 hour shoot
- View & select images on the spot
- Two hi-res edited digital images

BASIC HEADSHOT

$250 (Reg. $300)

Per person pricing. On location options available for groups of 10 or more.

INCLUDES:

- One backdrop
- One outfit
- 10-15 minute shoot
- View & select images on the spot
- One hi-res edited digital image

WHEN ONE SHOOT IS NOT ENOUGH





what will we create next?





We hope you'll keep us
in mind for all your family's
future photoshoot needs.

We are at your service for
Headshots • Seniors •
Personal / Business Branding •
Beauty / Boudoir • Family
...and more!





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PHOTOGRAPHY

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