



## Your Photo – The First Step In Creating A Great Personal Brand

By reading our “White Paper” on **Personal Branding** which you can find on our website in the Personal Branding section, you will learn that you are the most important asset, the “USP” of your business. Your photograph is the visual representation of that “USP” and is the most important element that we can use to develop a Personal Brand for use in your AgentMailings™ Target Market Reports. Since it is such an integral part of your brand, we would like for you to review this “Photo Overview” paper on getting the most out of your picture in relation to its use in your reports.



Giving us the usual “head-shot” will not maximize the creative potential of your Personal Brand!

As a Real Estate Agent you probably already have a photo that you currently use in your marketing materials. In most cases it resembles this photo on the left. It looks good, it was taken professionally and you like it for a lot of reasons.

Unfortunately it is not working as hard for you in promoting yourself as it could be. In reality it is another square box picture just like the hundreds of other agents who you are competing against for business. By choosing the Personal Branding option for your Target Market Reports, you have already seen the value in adding a more dynamic approach to your marketing efforts.

In order for our professional designers to do the best job possible in creating your unique presentation, we need more than just a typical head and shoulders shot from you. If you decide to give us only your usual “head shot,” we will do the best that we can with what you give us. But to add depth, dimension, and create a dynamic layout, we ask you to please invest in a professional full-body shot that will give us the maximum amount of material to work with. **It is an investment that will pay you back many times over!**

To get the best results out of your photograph, we have provided some suggestions to help you get a great dynamic shot. A professional portrait photographer will already know most of these things, but you might be taking the shot with the help of a friend, or would like to give your photographer some effective direction.

Please take a look at our suggestions on the following page and use them as a guideline when taking your photo for use in your Personal Branding execution.





- Take a Full Body Photo – We will do the cropping!
- Take an action or confidence stance. *(Using a prop of some kind is perfectly acceptable)*
- Utilize a white or even-colored background as it makes it easier for us to remove you from the background and layer you in the report design.
- Try to keep your hair style from being too frizzy as it will get cut-off in the process of cutting you out from the background.



- Look or turn to your left or straight ahead. If you look to your right you will be looking off the page and not directing attention towards your report.

**The photos on this page are all good examples of the type of photo that works best!**



- In these two examples above you can see that in the first, we used the entire body and in the second, we only used the upper part but still included the hands.

**Look at the sample Personal Branding reports on the website to see more examples of how we can utilize your photo in your custom report design.**

**Special Note: We need the photo in electronic format with a large file size to insure good reproduction. we prefer at least a 5"x7" – 300dpi photo.**

**In high-rez JPEG format, this would be from 750k to 1MB file size!**

