

IMAGE REALLY IS EVERYTHING!

By Lynn Dykstra, President, *FOCUSED IMAGES Photography, Inc.*

I NEED IT NOW AND I DON'T HAVE IT!

A new promotion announcement; a speech to give; and article in the trade magazine and **there is no current publicity portrait of yourself anywhere to be found.** Deadlines are approaching - "Oh, well, I'll just use this old one from 10 years ago. No one will know the difference". So what if your hair color has changed, or - your hair has disappeared! So what if it's a photo that was taken up against a wall - that deep shadow competing with your cheek bones.

Or, in a fit of deadline panic, someone pulls out their personal camera and takes a quick photo of you in your office; you quickly download it and send it off - no proper background - no clothing coordination - no retouching. Just send it; you're on deadline! **Is this the first impression you want to make?**

This is the story from many of you - top executives and staff members in organizations who wait until the last minute before realizing you don't have a publicity portrait to complete your promotion package or accompany your important presentation. The solution? Plan ahead and schedule the time, as if this is an important client meeting. YOU are your own client.

YOUR MOST IMPORTANT BUSINESS ASSET

Your professional business portrait is a **most important business asset.** It connects you with your clients. It establishes trust. It shows the viewer you are confident of yourself. It reflects well on the organization where you work. Like other successes, a great business portrait starts with proper planning. A professional business portrait should be renewed about every two to three years. Sooner, if you change employment or careers (or hair styles!). You really need two publicity portraits: a "good news" portrait and a "bad news" portrait - one with a pleasant expression to announce positive news in the organization and the other when there is need for more serious announcements or speeches to make.

IT'S AN INTERACTIVE PROCESS - WITH HELP INCLUDED

At *FOCUSED IMAGES Photography, Inc.*, we help you with your most important business asset by sending you our Information Guide: "**Preparing for a Great Business Portrait.**"™ in advance of your appointment. It's one page - quick reading and filled with tips on what to wear and what NOT to wear; hair and make-up tips for women; tips on how to be "in the moment" during the portrait session leading up to the instant video previews you choose and the digital retouching results.

A QUIET MIND AND A NATURAL LOOK

As a key executive or staff member, you have much on your mind - and to quiet your mind for fifteen minutes of portrait time sometimes can be difficult. Conference calls to prepare for - memos to write - deals on the brink of closing - can distract the concentration of getting that great natural expression. Our professional portrait photographers help you put those thoughts aside for the few minutes needed, so that **you benefit from the results.** Yes, **it's interactive** - we can't do it without you!

SUCCESS IS IN THE DETAILS

A *FOCUSED IMAGES* business portrait is distinguished by our attention to the slightest detail with the dedicated goal of having you **look great!** The images are created and viewed immediately; the selections are professionally retouched resulting in a portrait that **looks like you, feels like you** and most importantly **works for you** in all your business needs.

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A great business portrait is your **most important** business asset. Planning for this in advance, with the right professional photography company, will save you time, money and personal grief. When others view your image in print or on the web you can be sure you've done it right.



LYNN DYKSTRA founded *FOCUSED IMAGES Photography, Inc.* in 1984. Her company specializes in capturing the successes of high-profile special events and people. *FOCUSED IMAGES* creates publicity portraits that **look like you, feel like you** and most importantly, **work for you.** Portraits are created in **your office location** in the Greater Washington DC area, (and Philadelphia in 2007) **or in our studio site** including Reston and Tysons Corner, VA. Schedule you and your staff's Professional Portrait Sessions and receive our FREE Information Guide

"**PREPARING FOR A GREAT BUSINESS PORTRAIT.**"™

Visit: www.focusedimages.com - E-mail: photography@focusedimages.com

FOCUSED IMAGES Photography, Inc. - Your Image Maker

11921 Freedom Drive-Suite 550 - Reston, VA 20190 - Phone 703 435 3456