



How to grow your business with headshots

DENVER-HEADSHOTS.COM by Kellie Henriksen

Part 1:

Tips on how to get the best photos

Part 2:

How to leverage your marketing with
your headshot





I'm Kellie!

- Pro Photog for 15+ years
- Photo Studio in Belmar
- I help clients get the best photos of themselves so they can use these photos to elevate their business

Evaluate your Current Headshot

Do you have a High Quality Headshot?

1. Good lighting
2. Intentional choices in clothing, makeup & hair
3. True to the way you look in person





When should you
update your
headshot?



- Noticeable change in your appearance.
- Re-brand or launch of new product/service.
- Feeling stuck or in a rut with your biz.

Part 1:

3 Tips to get
THE BEST
photos





TIP #1

Practice in the mirror

Try out different expressions and choose which you like best



TIP #2

Choose the right
outfit

Use outfits that you would
wear when you meet with an
ideal client



TIP #3

Enjoy the
experience

With a positive mindset, you'll
get better photos

Part 2:

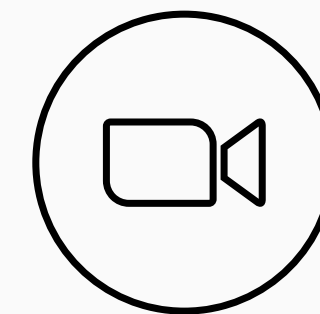
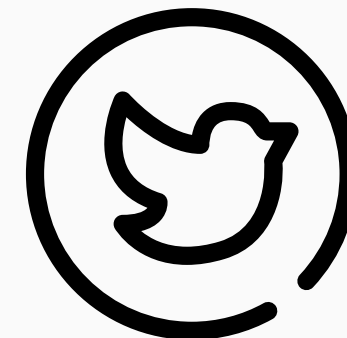
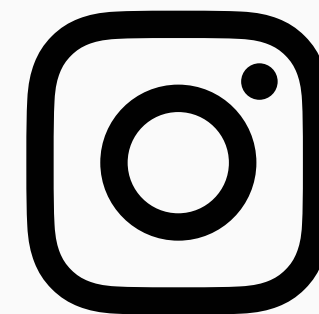
How to leverage
your marketing
with your headshot





STEP #1

Update your profile
photo across all
your platforms



- 
- Makes a great impression.
 - Gives you something to talk about.
 - Shows that you invest in your business.



STEP #2

Use a variety of photos to keep content fresh

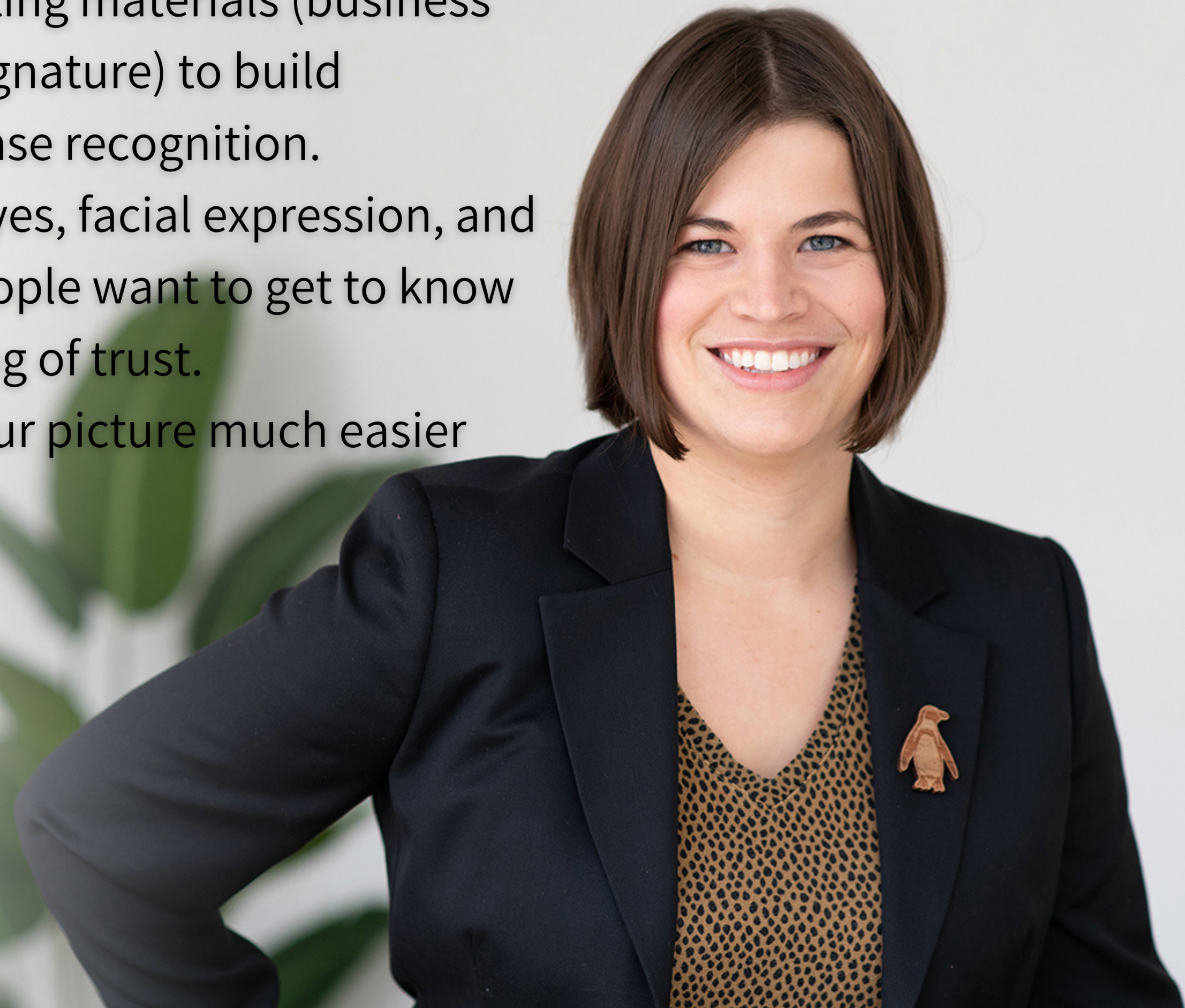


- Monthly Newsletters
- Social Media Posts
- Marketing to different types of clients

STEP #3
Increase the
Know/Like/Trust
Factor




- Headshots on marketing materials (business cards, flyers, email signature) to build awareness and increase recognition.
- Create connection: eyes, facial expression, and overall look make people want to get to know you and build a feeling of trust.
- People remember your picture much easier than your name.



BONUS STEP: Create a Poll

Use 3 of your headshots and ask your audience "Which is your favorite?"



- 
- Your post will get multiple comments
 - Opens the door for a conversation
 - Easily increase engagement

Benefits of working with a Professional Headshot Photographer

- Quick
- Easy
- Fun





Jamie Lakin

8 reviews · 2 photos



Kellie is amazing! She was the first photog to handle pics of my daughter who was later signed by a local agency. She knows her stuff and really can make anyone feel good in front of the camera.

For me, I will start by saying that I very much am THAT person who prefers to be taking the pic, not IN the pic. But I recently needed headshots for my business and I def found the right person to make it happen. Kellie helped with wardrobe ideas, hair & makeup feedback, and once onsite - she made me feel super comfortable. She told me how to move and where to look, making this the easiest process in front of the camera that I have ever experienced. I love my pics and definitely will return to her again.

Thanks Kellie!

Ready to Grow your Business?

I can help you.

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LINKS FOR FOLLOW UP EMAIL

1. [SCHEDULE A 1:1 with me](#)
2. [DOWNLOAD THESE TIPS](#) by signing up for my newsletter
3. [BONUS](#) - \$50 towards a session with promo code

- SCHEDULE a 1:1 with Kellie - <https://tinyurl.com/44tdyc25>.
- DOWNLOAD THESE TIPS by signing up for my newsletter - <https://www.kelliephoto.com/grow-biz-with-headshots>
- \$50 towards a session with promo code. Expires one week from day of presentation. BOOK YOUR SESSION - <https://www.denver-headshots.com/booking-calendar>

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