

HEADSHOTS

& PERSONAL BRANDING

JENNY LANE
STUDIOS

2019

BUSINESS | MODEL | ACTOR

HEADSHOT GUIDE

INSIDE



MEET YOUR PHOTOGRAPHER
HEADSHOT PACKAGES
CHOOSING THE RIGHT SESSION
SMALL BUSINESS SESSIONS
AFTER YOU'VE BOOKED
PREPPING FOR YOUR SESSION
HAIR & MAKEUP
WARDROBE & COLOR CHOICES

JENNYLANE

S T U D I O S

Welcome

I am a Portrait Photographer based in Mid Michigan with a beautiful, quaint little studio located in Grand Blanc.

I specialize in creating contemporary, magazine-style headshots, business photos, acting and modeling promo shots, fine art dance and personal portraits that capture my clients' most natural expressions and interests.

My secret formula combines loads of laughter with a combined 13 years of modeling and portrait and print work in a local magazines .

I'm an avid foodie who gets her fill by photographing old and new recipes and assisting local small business with their social media posts.

I love a cold diet coke, dark chocolate, and have an unhealthy obsession with learning the latest and greatest lighting and photo editing techniques.

Jennifer





“

**YOUR
SMILE IS YOUR
LOGO, YOUR
PERSONALITY
IS YOUR
BUSINESS CARD,
HOW YOU
LEAVE OTHERS
FEELING AFTER
HAVING AN
EXPERIENCE WITH
YOU BECOMES YOUR
TRADEMARK.**

~JAY DANZIE

”



... is it time to
ELEVATE YOUR BRAND



with
MAGAZINE QUALITY IMAGES

I WOULD LOVE TO PUT MY EXPERTISE TO WORK
FOR YOU IN YOUR BRANDING JOURNEY

CALL ME TO BOOK YOUR SESSION 810-869-2768

YOU HAVE ONE OPPORTUNITY TO MAKE A FIRST IMPRESSION

BUT MANY PLACES TO MAKE IT

Beyond the traditional marketing avenues, you have the opportunity to make that impression using Social Media as well and a so, so image isn't going to cut it either in print marketing or on Facebook, LinkedIn, Instagram or Twitter.

Choosing to have professional headshots done is an investment in your future.

HEADSHOT PACKAGES

\$185

45
MINUTE
SESSION

IN/AROUND STUDIO
TWO WARDROBE CHANGES
ONLINE GALLERY FEATURING 15-20
BEST IMAGES
THREE (3) RETOUCHEDED, HI-RESOLUTION
IMAGES WITH UNLIMITED USE RELEASE
ADDITIONAL DIGITAL IMAGES AVAILABLE
FOR \$58 EACH

\$385

90
MINUTE
SESSION

IN/AROUND STUDIO
Makeup Artist
UP TO FOUR (3) WARDROBE CHANGES
ONLINE GALLERY FEATURING 20-30
BEST IMAGES
SIX (4) RETOUCHEDED, HI-RESOLUTION
IMAGES WITH UNLIMITED USE RELEASE
ADDITIONAL DIGITAL IMAGES AVAILABLE
FOR \$58 EACH

Payment is required in full at time of booking to confirm your session.
Images are typically available for viewing within 1 week of your session.





01 ARE YOU A BUSINESS PROFESSIONAL

MAKE THAT FIRST IMPRESSION AND STATEMENT
WITH GREAT PERSONAL BRANDING





02 ARE YOU AN ACTOR OR MODEL?

HAVING THE BEST POSSIBLE HEADSHOTS
OR PORTFOLIO IS KEY TO GAINING AGENCY
ATTENTION





03 ARE YOU A SMALL BUSINESS

BEING ABLE TO SHOWCASE YOUR PRODUCTS, STAFF AND ENVIRONMENT IN A WELCOMING AND ENGAGING MANNER CREATES INCENTIVE AND INTEREST - YOUR QUESTION SHOULD BE - WHAT DO I HAVE TO OFFER AND HOW DO I TELL OUR STORY?



HEADSHOTS & YOU

Choosing the right
Headshot Session for
your Business &
Branding



BUSINESS HEADSHOTS

These should be professional and welcoming. We want them to reflect your personal brand, as well as the business or profession you are in.

ACTING AND MODELING HEADSHOTS

These tend to be more reflective on an emotional | intense level. Agencies need to see that you can portray more than one look, so along with varying facial expressions, it's important to have several outfits to help pull off different looks and styles.

ENVIRONMENT & PRODUCT SESSION

Perfect for the new Business Start-up that's ready for images of their environment and products for print or web marketing. Let your prospective clients see who you are, what your environment looks like and of course, your wonderful products.

LOCATION

SMALL BUSINESS SESSIONS

STARTUP \$499

UP TO A 2 HOUR
SESSION AT YOUR
PLACE OF BUSINESS
AND INCLUDES 10
HIGH- RESOLUTION,
RETOUCHED, PRINT
RELEASED IMAGES
ADDITIONAL DIGITAL
IMAGES \$58 EACH



ESTABLISHED \$699

UP TO A 2 HOUR
SESSION AT YOUR
PLACE OF BUSINESS
AND INCLUDES 40
HIGH- RESOLUTION ,
RETOUCHED, PRINT
RELEASED IMAGES
ADDITIONAL DIGITAL
IMAGES \$58 EACH

Ideal for small business owners, these packages include an on-location photo session to showcase contemporary headshots, group images, environment photos and product images.

EVENT
\$999

UP TO A 3 HOUR SESSION AT THE LOCATION OF YOUR CHOICE. MAKEUP ARTIST. UP TO 65 HIGH RESOLUTION, RETOUCHEDED, PRINT RELEASED IMAGES. INCLUDES A CUSTOM MOBILE FRIENDLY DIGITAL GALLERY WITH UNLIMITED SHARING



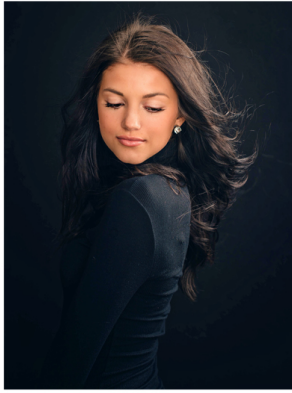
JENNYLANE
STUDIOS

PORTRAIT STUDIO

810-869-2768

5524 S. SAGINAW

FLINT, MI 48507



WHAT MY CLIENTS
ARE SAYING ABOUT

THEIR EXPERIENCE WITH

JENNYLANE
STUDIO

CameronSilverston
MODEL

We are so thrilled with our photos through Jenny Lane Studios. Jennifer demonstrates tremendous talent, organization and creativity from the booking to the final prints. I especially appreciate how an artist, as busy as Jennifer, manages to truly capture the uniqueness of her clients. We had Jenny Lane Studios not only do our daughter's senior portraits but our family portraits and professional images. We cannot wait to work with Jennifer again.



Brandi Gilmer

Real Estate Agent | Keller Williams

I could not have imagined a better experience. I was so nervous about having my picture taken. I have always said "I hate to have my photos taken." Or so I thought. My photo session was fun and photos fantastic! I actually looked at myself differently than I ever had before. The results were encouraging it gave me the confidence to do a new marketing campaign for Real Estate. Thank you so much Jenny!!



A woman with short, layered blonde hair is smiling and looking towards the camera. She is wearing a black blazer over a white top and blue jeans. Her hands are on her hips. The background is a plain, light-colored wall. The text is overlaid in white, sans-serif font.

HEADSHOT
PORTRAIT
SESSION

AFTER YOU'VE BOOKED

1.

PUT A REMINDER
ON YOUR CALENDAR

DATE, TIME
AND
LOCATION

2.

SCOPE OUT THE STYLE
OF IMAGES YOU WANT

- NEED INSPIRATION SEE OUR PINTEREST BOARD
www.pinterest.com/yourstudio
- START YOUR OWN BOARD & SEND ME THE LINK

3.

MAKE A LIST

THINGS YOU NEED TO
BRING TO YOUR SESSION

DRESSY | CASUAL
SHOES | BOOTS
ACCESSORIES | PROPS
UNDERWEAR

4.

PREP YOUR CLOTHES

- CLEAN & PRESS OUTFITS
- CLEAN & POLISH SHOES
- CLEAN YOUR ACCESSORIES
- HANG CLOTHES TO KEEP WRINKLE FREE
- BAG YOUR ACCESSORIES & UNDERWEAR - NEUTRAL IS BEST

5.

HAIRCUTS
& COLOR

MAKE SURE TO HAVE YOUR HAIR
CUT & IF COLORING 1-2 WEEKS
BEFORE YOUR SESSION

6.

MANICURES
& PEDICURES

MAKE SURE YOUR NAILS ARE
CLEAN & MANICURED, IF
POLISHED MAKE SURE THERE
IS NO CHIPPING.

GETTING READY

for your
Headshot Session



Prepping for your Headshot Session is almost as important as prepping for your next business meeting. It can make the difference between a good image and a great image.

Part of prepping means hydrating and getting a good nights sleep prior to your session. Prepping means having your outfits ready at least the day before your session - pressed, hung and ready to go. Less stress and not being rushed means you'll be relaxed and your images will definitely reflect that.

Bring clothing that makes you feel fantastic! Bright, solid colors are best. Avoid red, all black or all white unless you choose to break it up with an accent color. I recommend bringing at least one top, jacket or dress in dark, saturated colors, these are typically a safe bet and most skin types photograph well against dark clothing.

Choose clothes that complement your skin and eyes, and whenever possible bring a variety of necklines. Women tend

to look best in collarless jackets and shells. Try to avoid clothing with bold patterns or logos. That being said, there are always exceptions to every rule. If florals or stripes are part of your personal style I'm happy to incorporate it. The main goal is to make sure the focus falls on you and not your clothing.

Keep Accessories to a minimum; you want your photos to focus on you.

Layers also look great in headshots, so consider bringing a sweater, jacket, blazer or another top that adds texture to your look.

VARIETY IS THE SPICE OF LIFE

Don't limit yourself, give yourself options that reflect all sides of your career and lifestyle. Bring plenty of wardrobe choices, we will help you make final selections. Make sure everything is pressed and wrinkle free. Even though we call these headshots, plan ahead by thinking head-to-toe, since we always grab a few extra shots that incorporate hints of your socks, shoes or pants. You'll end up with a wider selection of images that will work on websites, marketing materials and social media.

Hair & Makeup



I recommend keeping your Makeup natural & fresh; you want to avoid heavy foundations or tinted bases. Make sure your makeup is well blended to ensure a smooth, natural look between your jaw and neckline.

Consider starting your session with a neutral or glossy lip and bring a brighter color to create a more dramatic look later in the session.

If your hairstyle permits, start with your tresses loose and sleek | or curly; then pull hair back mid-way through your session to create a different look.

... have a Professional get you camera ready



I would be happy to recommend both professional Makeup Artists and Hair Stylists. Not only will it add to your experience, but you will be absolutely camera ready.

Depending on your needs, I have stylists who will meet you in my studio, at your location prior to your session or arrange for you to visit a local partner salon that offers a range of polished and camera ready looks.

Hairstyle & Makeup Services from \$65 - \$125

TIPS ON DETERMINING YOUR SKIN TONE AND COLORS
THAT WILL ENHANCE YOUR NATURAL TONES

THE SEASONS



w o

skin tones

r m

If you are warm and clear, you can count yourself as Spring.

SKIN: Your skin is very light and you may be freckled or rosy cheeks.

EYES: light blue or green eyes

HAIR: You typically have light strawberry blonde or auburn hair

COLORS TO WEAR: Pale, soft colors look best. Colors like ivory, peach, true reds, clear blues, camel, light pink, coral, golden yellow, golden brown, aqua and bright greens are flattering.

s p r i n g

COLORS TO AVOID:

Dark and dull colors. Black and white may also be too much of a contrast for your skin tone.

A warm and muted tone and contrast means you fall under Autumn.

SKIN: You likely have light golden skin that burns easily under the sun

EYES: dark brown, golden brown, amber, hazel, green

HAIR: You may have red brown, dark honey, golden blonde hair.

COLORS TO WEAR:

Earth tones that are rich and muted look best. Caramel, beige, burnt orange, gold, dark reds, olive, ivory, camel and rich brown

a u t u m n

COLORS TO AVOID:

Cool shades give a pale appearance. Clear, bright colors and black and white will make you look faded while pink is usually extremely unflattering.

COOL skin tones

summer

If you are cool and muted, you are Summer.

SKIN: Your skin is cool with pink or blue undertones (when not tanned)

EYES: Light eyes - slate, blue, grays, grayish hazel

HAIR: You're a natural/ash blonde to deep ash brown

COLORS TO WEAR:

Pastels, neutrals, and muted colors look best. Colors like lavender, rose, mauve, pale yellow, and light blue are flattering

COLORS TO AVOID:

Black and orange. Any intense, vivid colors may be too harsh and drown out your summer skin tone

winter

Winter is cool and clear with stark, dramatic skin.

SKIN: Asians, Africans and Caucasians with very pale skin and dark hair find themselves in this category.

EYES: Black to dark brown, blue - dark to brilliant blue, dark grey, cool to dark hazel, grey green, emerald green, violet.

HAIR: Medium to dark browns, blue & jet black, salt & pepper, gray, silver, white

COLORS TO WEAR:

True white, true black, cool grays, navy blue, deep reds, bright pinks, jewel tones (emerald, royal blue, royal purple), and icy pastels are all flattering.

COLORS TO AVOID:

Beige, orange, gold, brown and other washed out shades would make you look faded and ashy.



new on Instagram

Stay up to date on our latest sessions, events and life

STAY IN TOUCH

in the NEWS

check out where we're being talked about and published

on the town
Joanie O'SULLIVAN BUTLER
Making a *Splash* in the **BEER** INDUSTRY

QUICK FACTS

- 2.5 MILLION CASES OF BEER ANNUALLY
- 51 SUPPLIERS
- 4 MILLERCOORS PRESIDENTIAL AWARDS
- 7 COUNTIES
- 1,451 SKU'S

www.jennylanestudios.com



As seen in
On The Town Magazine
(Nov. 18)

...make the call now
to book your
Headshot Session

Why wait until you need professional,
flattering media images,
Being prepared is half the battle.

810-869-2768

JENNYLANE
STUDIOS

STUDIO 5524 S. Saginaw
Flint, MI 48507
jennifer@jennylanestudios.com



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