



THIS IS YOUR INFLUEX PHOTO GUIDE!

We need you to take photos for us to place on your website and below you will find exactly what we need from you.

Follow this step by step, some photos will require the help from a friend to get the right shot. OR, refer this to your photographer (if you have one) as a shot list.

Remember to smile and have fun!



REQUIRED SHOTS

1



HEADSHOTS

2



PROFILE

3



3/4'S

4



**FULL BODY
(3 SHOTS)**

5



WAIST UP (SHOTS)

6



**ABOVE THE KNEE
(3 SHOTS)**

THE RIGHT LIGHTING IS KEY!



Try to get close to a window or another source of natural lighting. Try to get light on you, not behind you!

HEADSHOT



Staring straight ahead into the camera is not typically a flattering look. Instead, angle your head ever so slightly to the right or left.

PROFILE



Whether you use a phone or a traditional camera, your pose should be natural for you.

3/4'S



For the most slimming position, angle your body slightly to one side, one foot in front of the other, shoulders back, pelvis thrust out, and stomach sucked in.

FULL BODY (3 POSES)



Guys: Stand straight either facing the camera or slightly turned with hands on hips.



Girls: Place a hand on your hip and bend one knee. This gives your body a flattering S-curve.

WAIST UP (3 POSES)



Don't position your head and shoulders the same way. Instead, turn your shoulders away from the camera slightly while turning your head toward it. This helps avoid a double chin and is slimming.

ABOVE THE KNEE (3 POSES)



Make an impression by showing your distinctive personality.

Do not stare aimlessly when posing.

Create intensity for the camera through your eyes.

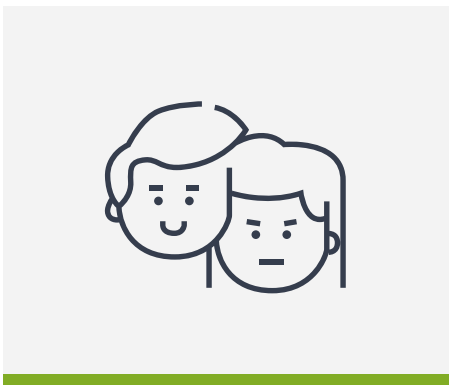
PHOTOSHOOT RECOMMENDATIONS

To tell your story with more impact, we'll need to have a variety of your photos at our disposal. We won't necessarily use all of them but it's good to have plenty to choose from. So please provide us photos of you in the following poses:



Pointing in each direction:

Facing up, down, left, right and facing each corner. Also, strike a pose looking in each direction.



Wearing a variety of facial expressions

Although standard smiling headshots are great, some variation is useful. So get your pics taken with other expressions such as: a serious look, the “I mean business” look, the “no bullshit” look, a friendly or inviting look, an intense look, as well as a pensive look.

PHOTOSHOOT RECOMMENDATIONS



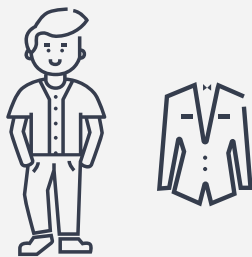
Holding a MacBook, an iPad and iPhone in various positions

These may come in handy when we need to depict you in sales page



In different settings or environments

In addition to ones in a white background, please also provide us with pictures of you in a variety of environments: in nature, in an athletic setting, in a social setting, and in your work environment (whatever that is for you). Include a 'head down and working' shot. If applicable, have pictures of you taken with your clients, your staff or your family (you can have friends pretend to be your clients).



Wearing a variety of outfits

Whether elegant, sporty, professional, laid-back, casual, formal, or relaxed... let us see you in various moods and styles!

INFLUEX

HOW TO SUBMIT YOUR PHOTOS

All set?

Well done!

How to Share Files With Us

To make sure all files are organized, please do not email us any attachments.

There are 3 ways you can send us files: via Basecamp, Dropbox or Google Drive.

How to share files via Basecamp:

- Simply add a comment to the Basecamp threads requesting copy or photography with the link to the shared folder. Make sure to re-assign the task to your Influx Project Manager after you do so.

How to share files via Dropbox

- Please share files with management@visiontechteam.com

How to Share Folders in Google Drive

- Please share files with notifications@influx.com

Thank you!