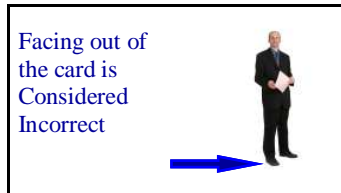
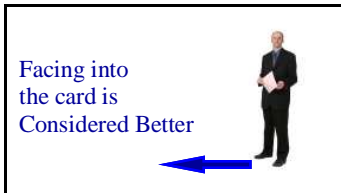
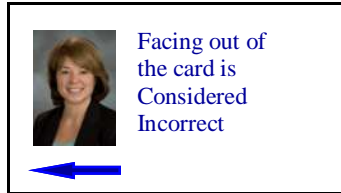
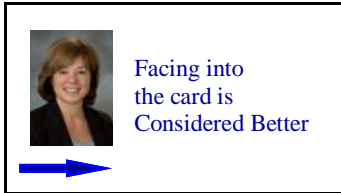


*Spencer Studio's Tips on*  
**How to get the most from your**  
**Executive/Business Portraits**

**Business Card Layout**

Composition rules tell us that your photo should be facing into the card, not out of it.



Consider also having your business portrait shot on a white seamless background so it can be dropped in to your card or letterhead for a cleaner more modern look.

**For business cards, brochures, letterhead,** professional print shops like sharp photos with good contrast, CMYK colour profile minimum 300dpi saved as jpegs

**13+1 Places you should use your business portrait**

Studies have shown that the response rate to your marketing/advertising increases by 30% if it includes your photo.

- Business cards
- All your marketing materials
- Press Releases
- Your Newsletter
- Your Website
- Annual Reports
- All Advertising
- Dating Agency
- web2.0 and Social Network Sites
- Every Article You Write
- For Speaking Engagements; Signage & Advertising
- Resume Sites Like theladders.com or monster.com
- Any professional online networking group like LinkedIn  
(you are LinkedIn right? [www.linkedin.com](http://www.linkedin.com) )
- Send a copy to your Mom



**Website Photos** are usually 72dpi and should be sharpened after they are sized down, then saved as jpegs (not gifs)

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Let me know if you have any ideas I can add to this list.

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