

# HEADSHOTS

by Natalie Roberson Photography®

## WHAT'S INSIDE

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*About us:*

GET TO KNOW  
YOUR PHOTOGRAPHERS

*Mobile Headshots!!*

*Professoinal Design:*

WE ASK THE RIGHT  
QUESTIONS

*Styling:*

COORDINATING  
COLORS,  
BACKGROUNDS  
AND ENVIRONMENTS

*Upgrades:*

ENHANCING YOUR  
FINAL IMAGES

*Headshot Packages:*

WHAT'S INCLUDED





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## ABOUT US

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### Natalie & Nick

Natalie and Nick are Frisco-based commercial photographers specializing in dynamic editorial, corporate, and advertising portraiture.

Their love of portrait work led them to a freelance career specializing in photographing people for magazines, prestigious design firms, corporations, and advertising agencies.

Natalie Roberson Photography is known for their lighting skills and ability to coax multiple creative concepts from a single location with limited time. They are equally adept at photographing celebrities, athletes, busy CEO's, and normal folks in any environment with any level of production necessary to tell their story.

At Natalie Roberson Photography, they know that at some point someone will seek to do business with you via the internet and your first impression counts. Are you looking your best?







## Mobile Headshot Truck, a first of it's kind, hits the streets of DFW.



In the age of social media, it is highly likely that someone at some point will search social networking platforms to find and connect with you. At Natalie Roberson Photography, they realize the importance of this digital opportunity to present yourself to the public. These first impressions are crucial in obtaining a job interview, meeting new vendors, seeking new business opportunities, and expanding both your personal and professional networks.

According to LinkedIn's 2016 statistics, when you have a professional headshot on your profile, companies are fourteen times more likely to look at your page. It is an excellent investment to hire a professional photographer and receive a high quality image that has been created for you. This image captures your personality, portrays confidence and shows your professionalism. Companies, business partners, your professional and personal friends appreciate your commitment to put your best foot forward.

Natalie Roberson Photography's Mobile Headshot Truck is Dallas/Fort Worth's first mobile photography studio specifically designed for headshots and professional personal branding. They have over ten years experience in photography and have a deep understanding in how important it is to portray you and/or your company as you want the world to see it.

The Mobile Headshot Truck comes to your place of business and the process is easy, efficient and affordable. You step into the truck and they take your portrait that is approved by you on the spot. The picture is edited and then quickly returned to you. Whether it is just you, you and your staff, or an entire company of hundreds of people, they are prepared to provide you with the ultimate headshot photography experience.

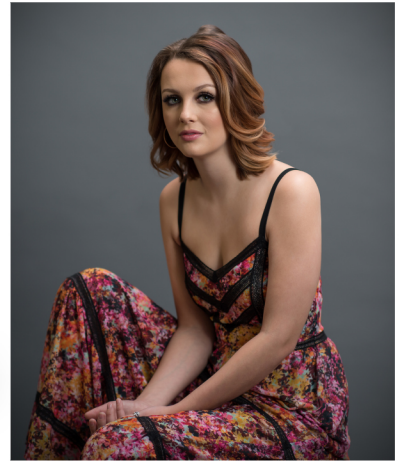




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## HEADSHOTS

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## HEADSHOTS

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# Corporate & Personal Branding

*What type of business do you need your headshots for?*

The corporate headshot has evolved. Today, it is very contemporary, highly styled, and it needs to immediately set you apart from your competitors. This type of "Personal Branding" is perfect for Lawyers, Doctors, Real Estate Agents, Business Executives, Authors, Creatives, Bloggers, Artists, Designers, and Musicians alike. It is also equally important to style hair, makeup, and wear clothing that matches your brand or type of business and to show your brand's personality.

*So, let's find out how do you want to be photographed?*

To create a custom look for your portraits we need to answer a few questions.

*What's the style that best suits you,  
your brand, or type of business?*

Look at these images below, which of these images are you most drawn to?  
Corporate Executive, Business Casual, or Brand Specific.





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## HEADSHOTS

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### Expression & Projection

*How do you want to portray your brand and your business?*

Looking at these pictures, which of these expressions are you most drawn to?

*How friendly to you want to look?*

Big smile. Causal smile. Or no smile, I want to look strong, confident, and stoic.

*What mood do you want to project?*

Honest. Trustworthy. Or friendly with more movement and laughter.





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## HEADSHOTS

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## Environmental Portrait vs. Corporate Headshot

*What kind of look are you going for?*

Though a solid background can signal a white collar professional or executive persona, there are ways to give it a twist making it perfect for someone in the creative services.

An environmental shot can use the space you work in to offer a suggestion or very clearly tell the world what you do. In our opinion, this style can work across professions.

The key thing in all of this is to align your portraits with your company's brand. Think about your company's mission. What are some of the visual features and design elements that you already use in marketing your company? In the end, it's all about you and the company you represent.



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## TEAM PHOTOS

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# Do you need team portrait? Have you considered a composite?

With today's workforce, staff is constantly moving around. Whether they are taking on new responsibilities being promoted or leaving the firm for one reason or another, the group photo is an ever-changing portrait.

With a composite portrait, we can add members of the team into a group photo, move members around and take members out when they leave. It's a great alternative to the hassle of re-organizing a team photo with all of your staff present.





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## UPGRADES

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## Background Replacement

Thanks to the digital world we live in, we are able to incorporate a number of digital backgrounds for your employees and sessions. We can modify the color, add texture and even place your staff in an environment that was not available during your session.

This flexibility allows us the ability to create consistency even when we photograph new employees in a studio environment.

If you or your employee travels to other parts of the city or other places in general, we have the means to add a landscape that works for each of those different locations.

Business cards for London and San Francisco!



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## UPGRADES

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# Retouching Services

At Natalie Roberson Photography, we believe that adding retouching to your final images can really be the finishing touch. We create a better version of you without overdoing the “photoshop” look. It’s important that your photo represents you to the greatest degree. We just want to remove some of life’s little wrinkles!

Our first level of retouching is basic and designed for simple portraits that are typically used on badges and internal servers. It’s our basic package and includes color correction, cropping and straightening.

Our Standard retouching package includes everything from the basic package but also includes blemish removal, teeth whitening and eye sparkles.

Our highest level of retouching, Magazine Style, includes everything from our Standard package but also skin smoothing and a myriad of slimming tools and features.

We also handle special requests.

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Basic Retouching



Standard Retouching



Magazine Style Retouching





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## PACKAGES

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### Individual Packages

This package is perfect for small groups of less than 4. We have mini sessions, standard sessions, branding sessions and signature sessions available. Each session is specifically designed to create the highest value for our clients. Whether you need a LinkedIn profile photo or something to set you apart from the crowds with personal branding we have a package that fits what you need.

### Group Packages

If you're a small firm with between 4 and 20 employees, this package is for you. We offer the same single package options for our groups as we do our individuals but with a discounted rate. We can come to you in our Headshot Truck and make the whole process very easy!

### Corporate Packages

If you have 20 or more employees, this is the way to go. We have options available for large corporations looking to create brand consistency and less downtime and drivetime for their employees. We can also custom build a package for your needs.





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