

## TIP

Now is an important time to fill your datebook with appointments to develop new customers to serve during the upcoming Holiday Season as we are only 1 month away from the official season opening! The customers who you are developing now will be the customers who support your Open House, host Holiday Makeovers and/or Holiday Coffees and those who will be excited to complete a wish list for you to follow-up with for her husband or significant other! Don't miss this window of opportunity!

Idea: Create a notebook of Portfolios that include:

- Portfolio (for the Makeover Contest entrees)
- Business Women's Portfolio for Women in business to advertise for FREE
- Ordinary Heroes Portfolio--Special section of women who are nominated & honored as an outstanding woman in her workplace, family or community

Portfolios are highly recommended tools for your business to show color and looks on real people! See all the above Portfolios posted at [www.sherryhanes.com](http://www.sherryhanes.com)!

### Collection of Photography Tips for your Portfolio:

- Ask the person to raise her head slightly and tilt her chin a slight bit toward the camera. Think of it as leading with the chin, and making that the part that is pointing toward the camera and toward the person taking the photograph. Leading with a certain body part is actually one way to make that body part seem thinner.
- Don't have a person face the camera straight on, which can make even a thin person look wide. Also, always keep a person's shoulder turned at a slight angle to the camera.
- The most flattering pose is a modified full face angle, which involves the eyes having full contact with the camera while the face is at a slight angle.
- Don't shoot upwards unless your model is very thin and has his or her chin up. Shooting at this angle can make people look heavier. Start with your camera at the height of your subject's chest and then move up from there to see what view flatters best.
- To help someone look slimmer, don't let the arms touch the body. Keep her arms/elbows away from her body a little, to create space.
- If your subject is sitting, instruct her to move forward so they don't instinctively slouch back against the chair, wall, etc.
- Don't shoot straight on or a profile, always at an angle.
- Shooting from above a little makes her lift/stick out her chin a little, which can make the face look slimmer and avoid a double chin.
- Have her move her head forward a little, stretching the neck slightly to avoid a double chin.
- Shoot from slightly above looking down. Very flattering at that angle.