



[EXECUTIVE NAME] [date]
[Business name]
[address]
[city, ST zip]

Dear [name]:

Like it or not, your staff are representing you on social media.

People who complete their profiles—on Facebook, LinkedIn, Twitter, or any other social media platform—typically include the name of their employer. That means when investors or clients or potential employees search for the name of your company or your industry, your employees' profiles are bound to show up in the results.

You can help define your employees' profiles by giving them the tools to maintain a professional image online. After all, their photos and messages affect *your* business image!

Jennifer Orr Photography & Multimedia and Doyle Designed Salon have been offering Executive Headshots to local businesses and professionals who understand the power of a successful image. **We are now offering Social Media Success Shots to companies who want to extend their professional image online.**

The price includes wardrobe consultation and professional styling. And our set-up includes studio backdrop and lighting, professional hairstyling and makeup, and a schedule that accommodates personalized service. We also offer coupons to businesses who prefer to allow staff to schedule individual headshot sessions outside the office.

Your staff will be so delighted with the photos, they'll want to use them on all their social media sites! Your Google results will now show polished professionals eager to serve. What a first impression!

Take your social media profile to a higher level with Social Media Success Shots for your staff. Call today to get on our schedule at the time that's most convenient for you.

To your success,

Doyle Sims of Doyle Designed Salon
Jennifer Orr of Jennifer Orr Photography & Multimedia