



KCROberg  
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## Q: How important is my business portrait?



"How you look in a picture with your professional business profile and contact information is sometimes the first time a person will actually see you." says Forbes' Lisa Quast.

She's right!

When someone looks at *your* business portrait or corporate photo, what will their perception be? What do you want it to be? If you haven't considered these questions in the context of your personal or business branding, you should. Evidence shows your photo impacts how others perceive your abilities.

PhotoFeeler.com, in partnership with Princeton University (!), devised a system to measure competence, influence and likability based on your profile photo. That's right, changing or re-photographing your LinkedIn photo can increase your peers' professional opinion of you. This is something photographers and advertising art directors have known forever, but now there are metrics to describe it, and that's a relief to us. Numbers don't lie, right? [Check out the results here.](#)

That is why when the branding conversation shifts to include business portraits, KC ROBERG brings in corporate photographer Paul Trantow of Altitude Arts Photographics. He'll walk you through the [process of evaluating style and substance](#) with one ultimate goal – to make sure you look good and that your business portrait reinforces and extends your brand!

*To hear more from KC ROBERG's team of many talents, follow us on [LinkedIn](#) or [Twitter](#).*



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