

In effort to feature your shop and showcase your staff, we would like to collect 9 photos for the website. To get the best photos to optimize your site, we recommend you hire a photographer in your area. A hired photographer can take the guesswork out of taking a high resolution, quality photo that is compatible with your website.

Call us if you need one recommended to you in your area. You should be able to hire a professional photographer for around \$200 to include a sitting fee and delivery of the .JPG images to us at team@cwtaylormarketing.com. Just make sure to be prepared when they show up! The hired photographer should collect 9 photos in total, and three quality takes of each with limited movement in between.

One Group Photo of All Staff Members and Shop Owner



This should include the shop owner with at least two of his/her team members, one of which should be a front-desk/office staff and the other a technician. The photo should be from the waist up for small groups, from head-to-toe for larger groups and if you can't fit everyone in the frame, have taller members take a knee or sit in chairs up front. Make sure everyone in the frame is smiling, wide-eyed and looking into the camera. Take the same photo three times without any adjustments.

One Group Photo of Shop Owner and Family



Following the same set-up as all staff group photo with no more than 5 subjects. This should include the shop owner with a husband, wife, or another companion (no dogs, please) kids, parents or other close family members or family friends.

One Group Photo of Front Desk Staff and Shop Owner



Following same set-up as all staff group photo.

One Group Photo of the Technicians and Shop Owner



Following same set-up as all staff group photo.

CW Taylor Marketing®
255 South Grand Avenue
Los Angeles, CA,
United States 90012

P 909-896-9538

E charles@cwtaylormarketing.com
W www.cwtaylormarketing.com



One Headshot of the Shop Owner



Frame from chest, up. Make sure subject is smiling, wide-eyed and looking into the camera.

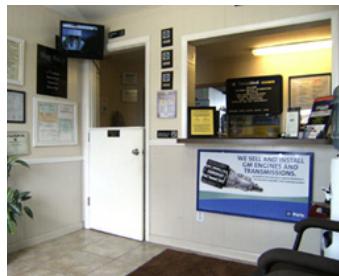
One Headshot of the Service Writer(s)



Frame from chest, up. Make sure subject is smiling, wide-eyed and looking into the camera.

Three Pictures Around the Shop

Three pictures around the shop. This can be at the counter, in the lobby or out front. However, DO NOT include shots of equipment, service bays, open hoods, or otherwise showing "how the sausage is made." If you like, you can also feature customers with their permission. Show off the diverse crowd that you serve. You might, for example, feature a photo with a female customer receiving the keys to her car. But most importantly, make sure subjects are smiling and candid. It's not necessary that all subjects are looking directly into the camera.



Please, no glasses, hats or wise-guys

The Camera

If you choose to take your own photos, take with a digital camera that is at least 5.0 megapixels, and deliver to the email address provided.

The Light

Find a flat, well lit area that is out of direct sunlight. As a rule of thumb, evenly lit areas, even inside or cloudy are better for taking photos in the sun. Just make sure that if the photo features your shop, the backdrop is attractive and not too busy. Avoid white backdrops altogether.

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