

Dear Provider,

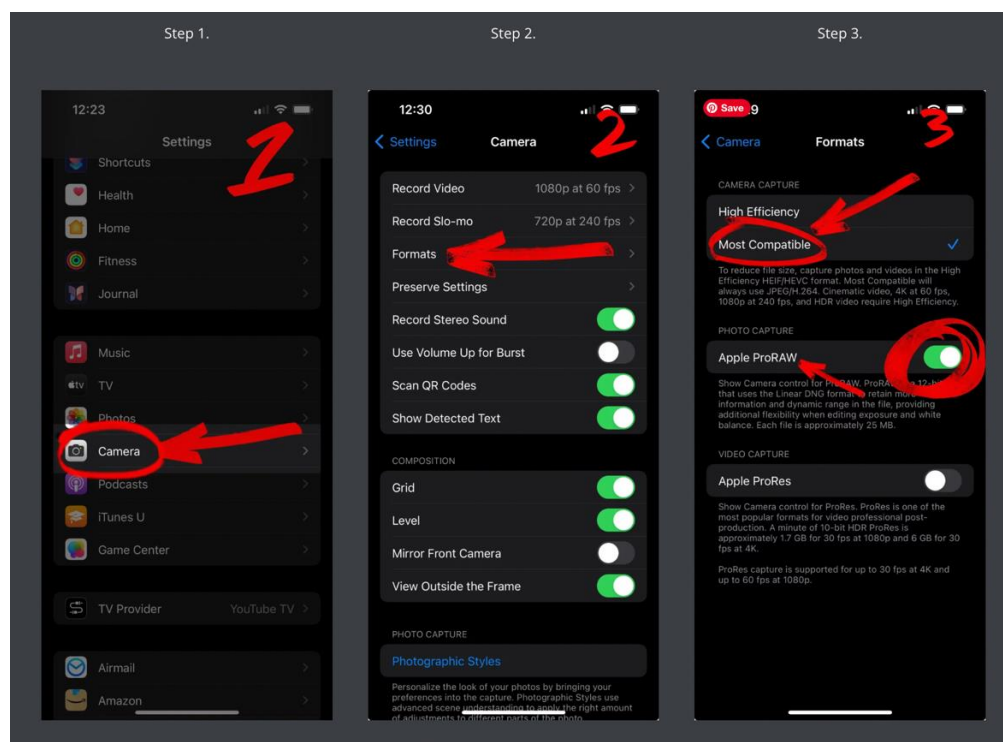
We are excited to help you build your marketing assets and get your profile online! To create your online profiles and in-house bio cards, we've put together some simple guidelines for submitting your professional headshot and brief biography.

How to submit a great headshot:

- **Resolution and Size:** Submit a high-resolution image in vertical orientation, sized at 4x6 inches and 300 dpi (dots per inch). This equals 1200x1800 pixels. The file size should be at least 1MB. The photo should be submitted in a high-quality JPEG or PNG format.
- **How To Setup Camera Settings on Smartphone**
Let's get technical now. You don't have to use an iPhone but those are the instructions below. However, any brand smartphone should work. As long as your phone is within 3-4 years old it should have an excellent camera. This goes for iPhones and high-end Android smartphones including Google Pixel and Samsung Galaxy phones. Some of the instructions below are specifically for an iPhone.
 1. Go to phone settings, and under camera choose the proper formats. Make sure the camera setting is on Most Compatible not High Efficiency (iPhone)
 2. Always use the main camera lens of your phone which is on the back of your phone (all smartphones)
 3. Get familiar with the bursts mode or the self-timer

Basic iPhone Setup Tips

Settings/Camera/Formats/Most Compatible



- **Photo Quality:**
Avoid submitting grainy, blurry, or low-resolution photos—they will not be accepted.

- **Background:** Use a clean, clutter-free, neutral background. Standing a few feet in front of a plain wall can help minimize shadows. Avoid busy or colorful backgrounds.



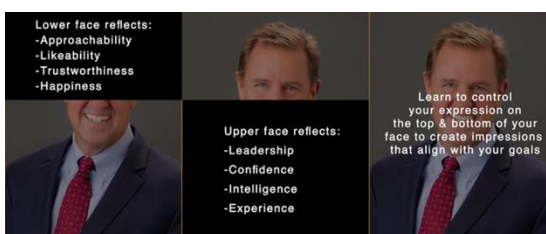
- **Lighting:** Ensure the lighting is directed to the front of your face. It should be bright and even, with no harsh shadows or overexposed areas. Natural light is the better option over artificial light. Never pose with the light behind you.



- **No Selfies:** Do not submit selfies, as they are often taken too close and distort perspective.
- **Crop and Composition:** The photo should include your head and shoulders. Avoid cutting off the top of your head or cropping someone out of the image. A straight-on, centered shot works best.



- **Expression:** Keep your expression natural, confident, and approachable. A subtle, professional smile works well. Avoid exaggerated or overly serious expressions.



- **Eye Contact:** Look directly at the camera with both eyes open, conveying confidence and professionalism.

- **Posture:** Stand or sit up straight to project confidence. Keep your shoulders relaxed but not slouched.



- **Attire:** Wear professional clothing as this is a professional headshot. No scrubs please.
General outfit tips for professional-looking headshots
 - Make sure to wear an **outfit that fit well**
 - Dark colors are slimming
 - Are **free of wrinkles**
 - Not worn or shabby looking
 - Wear neutral colors
 - **Long sleeves** are better than short
 - **Avoid logos** or writing on clothing
 - Large or busy **patterns and distracting**
 - Keep accessories minimal
 - **Avoid bright colors** and neon colors



- **Eyeglasses:** Lift the earpieces up a little to tilt your lenses forward reducing glare. This starts to look weird quickly so be aware. Just a small tilt will usually work. You can also tilt your face or chin down to change the angle more and reduce glare.



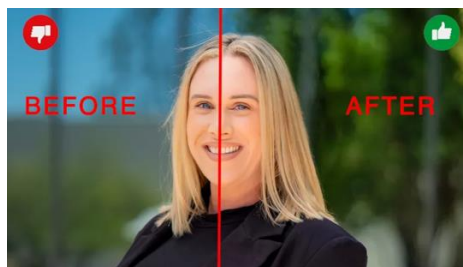
- **Accessories and Hair:**
- Keep jewelry and accessories minimal to avoid distractions. Ensure your hair is neat and styled as you would wear it in a professional setting. Women should organize their hair

- If your hair is shoulder length or longer. Think of your hair in 3 pieces. The first two pieces go forward over each shoulder and the third piece goes behind you down your back. Be sure to twirl or pull together the hair in the front so it looks orderly.
- I most often see hair get stuck in collars and lapels of jackets. So be sure to keep the hair out of your collar and off your neck and chest.



- **Manage Frizzy Hair**

Stray hairs can be removed in post-production but it's always better to try to tame frizzy baby hairs before your headshot. My secret trick. Apply a tiny amount of hand lotion rubbed between your palms. Wipe it down your hair starting from your part. Focus on the top of your head where flyaways are most obvious. A light mist of water from a spray bottle will also do wonders. Be careful not to over-wet your hair.



- **Makeup:** If makeup is worn, keep it natural and professional. Avoid bold or heavy applications.
- **Facial Hair:**
Clean and well-defined is recommended. Avoid messy unkempt facial hair. Do a once-over on a mustache or beard to trim any unruly hairs. If you want to get rid of your facial hair shave 24 hours before you want to be photographed so you don't have any visible redness or irritation. Use shaving crème with aloe to soften your skin. **Nose Hair.** Be sure to check it. Just make sure it's in your nose and not hanging out of your nostrils.



- **Editing:** Limit photo editing and retouching. Avoid heavy filters or alterations that make the photo appear unnatural.

Biography Essentials and Recommendations:

We want to craft a bio that showcases your expertise and personality, helping patients connect with you on a professional and personal level. Below are the essentials and optional details to include for a well-rounded biography:

Essential Information (Required):

- **Educational Background:** The dental school you attended, your graduation year, and the degree you earned.
- **Professional Development:** Relevant continuing education courses or specialty certifications (e.g., orthodontics, implants, or cosmetic dentistry).

Optional Details (Highly Recommended):

- **Charity Work:** Highlight any community service, volunteer efforts, or philanthropic activities you've participated in.
- **Personal Interests:** Share hobbies, interests, or activities you enjoy outside of dentistry (e.g., travel, fitness, art).
- **Your "Why":** Briefly explain why you pursued a career in dentistry. Patients love to hear what drives your passion for their care!
- **Fun Facts:** Add a unique or quirky detail about yourself, such as a hidden talent, favorite pastime, or a special milestone.