Your Professional Portrait Is Much More Than a Picture

Most attorneys make their first impressions online rather than face-to-face, so the photo that accompanies a lawyer's online presence is their first chance to impress prospective clients, employers and referral sources, advises Amy Boardman Hunt of **Muse Communications**.

In **a post** on her company's website, Hunt explains that professional photos have uses beyond the firm's website, including social media profiles, online lawyer directories, speaking engagements, and more.'

She includes a question-and-answer exchange with professional portrait photographer Vanessa Gavalya. They discuss the importance of choosing the right attire, how to keep the session within a budget, and how to show how the portrait subject feels inside.

Read the article.

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