Dear \_\_\_\_\_\_\_,

As you may know, **FIRM NAME** is in the process of updating our website and an extremely crucial component of the firm’s website is its “Attorneys” page. To that end, we have enlisted Gittings Global to complete new headshots for each attorney.

We selected Gittings Global, a global photography agency, because of their reputation in the legal industry, their professionalism and expertise, and frankly, because of how collaborative they are – they make the process easy and seamless. They appreciate the demands on your schedule and therefore, they will not waste a minute of your time.

We have arranged for Gittings to be in our **OFFICE/CITY NAME** offices on **DATE(S)**. Each session will take only 15 minutes and all images will be immediately available for your review and selection. Your selected image will be retouched and cropped for the firm’s website as well as for your professional use (i.e., Linkedin, paper biography/CV, etc.).

Gittings has provided the link below to connect to our prearranged photography schedule. You will be able to select the date and time that works best for you, and we ask that you complete your selection by **INSERT A DEADLINE FOR THEM TO MAKE THEIR APPOINTMENT**. Once your selection is complete, you will receive a confirmation of your appointment along with grooming and fashion tips.

Please click on this link to schedule your appointment today: **INSERT LINK HERE OR EMBED IN TEXT.**

We cannot stress enough how important it is to have your professional legal portrait completed. **Our goal is 100% participation**. Image is vital in our industry and clients want to work with people that are confident and approachable. The firm’s website is the first place prospective clients go to verify a referral or complete research when considering their choice of counsel. Our website is the first impression of the firm, and your headshot and bio are the first impression of you. These and countless more reasons are why it is so important that our headshots be consistent, and we appreciate your contribution in reaching our 100% participation goal.

\*\*\* END \*\*\*

Second Email: Follow-up email a week or so later: Remind them to schedule their appointment. Copy/paste relevant information from above into this reminder. You may also consider attaching our “Ready for your Closeup” PDF.