

**Subject: [Test] [VIDEO] One thing you should never do on your LinkedIn profile**

From: Michael Gowin - To: mgowin@gmail.com - Date: Wed, June 8, 2016 at 4:27 PM

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Hi again, << Test First Name >>—

A few days ago you signed up for the Michael Gowin Photography A-List and made a great choice trusting me with your inbox. I'm going to continue sending you great content over the coming months, but first, I want to make sure you **don't make this common mistake on your LinkedIn profile.**

If you don't know John Jantsch, you should.

He's written one of my favorite books on small business marketing, [Duct Tape Marketing](#), and has a fantastic [blog](#). John says the essence of marketing is getting people to know, like, and trust you.

Remember that **everything you do online can help people get to know, like, and trust you.** Or not.

Here's what John [says](#) about the importance of a professional photograph for your online profiles:

*Don't settle for that phone "selfy" bounce shot off the mirror or the "look at how arty I can be" shot. (Okay, maybe those represent your brand accurately, but I'm guessing you're a minority.)*

*Get a series of professional shots done. It doesn't have to be the stiff studio shot either – add some character, get some outside shots, experiment with industrial backdrops – just make sure it's well lit and composed.*

**Want to see the *real* difference between a selfie and a professional photo?**

I had two friends come to the studio and we did an experiment. We wanted to see how their selfies held up against photos that I made for them. To level the playing field, I even let them use my camera for one of the shots.

How did it go? You can see the results in this video:

[Selfie or Pro? Behind-the-scenes video](#)

**Which one would you choose** for an important online profile?

Cheers—

Michael

[Michael Gowin Photography](#)

Lincoln, IL

P.S. Do you have a question about how to market with photography or video? Just shoot me a reply to this email.

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