

STUDIO POD

CLIENT LAUNCH KIT

COMPANY



CLIENT EDITION • LAUNCH • ADOPTION • PRESS

Turn a new studio into a habit.

A client-ready system for launching a Roadie or Studio Pod at work, building employee adoption, publishing the story, and proving what works.

STUDIO ✨ POD



Do not announce the equipment. Create the moment.

People use the studio when they understand why it matters now, where to find it, who can use it, and what happens next. Complete this launch brief once, then use the approved details across every channel.

ONE BRIEF TO COMPLETE BEFORE LAUNCH

Eight sections. One source of truth.

Approve these details once. If a detail is not approved here, it is not ready to publish.

01 • PROGRAM

Program

Installed product, local program name, launch date, and first repeat activation.

02 • NEED

Audience and need

Exactly who may use it and when they need a current headshot.

03 • OWNERS

Ownership and approvals

Launch, communications, on-site, data, and Studio Pod account owners.

04 • ROUTE

Location and access

Building, floor, hours, eligibility, accessibility, booking, and wayfinding.

05 • EXPERIENCE

Experience and support

What users expect, delivery timing, privacy language, and support.

06 • SOURCE

Permanent source page

One approved URL with program details, access, benefits, support, and a Studio Pod backlink.

07 • PROOF

Approved proof

Client quote, spokesperson, photography, permissions, and local facts.

08 • GOALS

Goals and tracking

Eligible audience, 30-day and 90-day goals, UTM campaign, and baseline metrics.

ROADIE OR STUDIO POD



PORTABLE • ROADIE

A professional studio that travels.

Real DSLR capture, controlled studio lighting, five-minute setup, and digital delivery for offices, conferences, recruiting programs, and company events.



PERMANENT • STUDIO POD

Always ready where people already are.

A guided, automated headshot studio for an ongoing local program. Use the exact installed model and workflow in every public message.

One clear path. No photography experience required.

The studio should feel easier than arranging a photo day. Every message should explain the next step, not the entire system.

01 • NEED

A real reason now.

A new role, directory refresh, recruiting cycle, conference, promotion, or client presentation.

02 • FIND

One visible location.

Put the studio and the invitation inside normal routines. Publish hours, route, access, and support in one place.

03 • MAKE

A guided session.

Follow the on-screen prompts, make small changes between frames, and choose the portrait that feels credible.

04 • RECEIVE

Photos delivered.

Confirm the configured delivery method and timing before publication.

05 • USE

Update the profile that matters.

LinkedIn, applications, directories, websites, speaking pages, recruiting, and approved communications.

A SMALL PLAN A REAL TEAM CAN RUN

Prepare. Open. Prove. Repeat.

-21

Lock the foundation.

Approve the eight-part brief.

-14

Prove the experience.

Test with ambassadors and capture approved assets.

-7

Prepare every channel.

Localize materials and schedule the release.

01

Launch with a real need.

Create a visible reason to use Studio Pod now.

07

Remove friction.

Turn real questions into clearer guidance.

30

Review performance.

Measure sessions, sources, support, coverage, and links.

90

Decide what repeats.

Keep the strongest programs and activate the next need.

Launch floor: one permanent source page, one audience email, one LinkedIn post, one on-site sign, one ambassador session, one approved image, one support path, and tracked links.

One owner at every handoff.

- + **People, workplace, or program owner**
Audience, local promise, hours, placement, and program decisions.
- + **Internal or corporate communications**
Source page, email, social, press, approvals, and publishing calendar.
- + **On-site owner**
Readiness, wayfinding, accessibility route, first-use questions, and escalation.
- + **Studio Pod account owner**
Verified product facts, assets, support path, and final customer cut.
- + **Data owner**
Eligible audience, sessions, channel tracking, and the 30-day review.

PLACEMENT TEST

Put it where the decision happens.

- + Visible without making users feel watched.
- + Near a high-intent destination, not only high foot traffic.
- + A clear physical route with the required operating footprint.
- + Appropriate power, connectivity, sound, light control, and support access.
- + A site-specific accessibility route and approved alternative when required.

Distant prompt: Professional headshots here.

Decision prompt: Use it for LinkedIn, applications, profiles, and speaker bios.

Action prompt: Start here.

BUILD AROUND MOMENTS, NOT MONTHS

Give the studio a reason to reappear.

A launch creates awareness once. A program returns when the audience need returns. Pick two ideas, prove them, then add more.

PROGRAM

New Hire, New Headshot

Add the session to the first-month checklist.

PROGRAM

Profile Refresh Week

Directory, LinkedIn, and email-avatar update.

PROGRAM

Speaker Ready

Portrait and media-profile office hours.

PROGRAM

Sales Team Reset

Portrait refresh before kickoff or proposals.

PROGRAM

Leadership Library

Approved portraits for media and presentations.

PROGRAM

Office Opening Day

Use the studio as a new-workplace benefit.



AMBASSADORS + STAFF

Let trusted people go first.

Recruit 8 to 15 people who look like the audience, including new hires, recruiters, managers, executives, and employee-resource-group leaders. Senior leaders alone are not enough.

- + Give them a real session before launch.
- + Record every question and point of hesitation.
- + Collect one approved portrait and one honest observation.
- + Ask them to share the official source page, not an improvised instruction.

Staff script: This is a guided professional headshot studio. Follow the on-screen steps, choose your images, and receive them by DELIVERY METHOD.



WHAT SHOULD I WEAR?

Wear what feels like you on a good professional day.

- + Choose clothing that fits the opportunity, your field, and your normal professional presentation.
- + Solid colors and quiet patterns usually photograph cleanly.
- + Clean glasses and check collars, jewelry, name badges, and lint.
- + Bring one optional layer if the program allows a second look.
- + Do not change your identity to look professional. Cultural dress, religious garments, mobility devices, and normal personal items belong.

Tall. Relaxed. Shoulders slightly turned. Face a little forward. Eyes on the lens. Small changes win.

HOW DO YOU HEADSHOT?

Start with one good base pose. Then make small changes.

**POSTURE**

Sit or stand tall, relax your shoulders, and keep your spine long without becoming stiff.

**ANGLE**

Turn your shoulders a few degrees, then bring your face back toward the camera.

**EXPRESSION**

Try calm, a small closed-mouth smile, and a natural open smile. Exhale between frames.

SUGGESTED TITLE

A new way to update your professional headshot at work

Keeping a professional portrait current should not require coordinating an entire photo day. A guided headshot studio is now available where employees already work.

Beginning DATE, ELIGIBLE AUDIENCE can use ROADIE OR STUDIO POD by Studio Pod at LOCATION during HOURS. The studio guides each session and delivers images by DELIVERY METHOD. Use the selected portrait for approved profiles, directories, websites, recruiting, speaking, proposals, and client-facing work.

The experience is designed to reduce the scheduling and coordination required for a traditional company photo day. Participants follow the on-screen instructions, make small pose and expression changes, choose the portraits they prefer, and receive them through the confirmed program workflow.

Before visiting, wear what feels like you on a good professional day. Solid colors and simple layers usually photograph cleanly. Clean glasses, check collars and jewelry, and bring one optional layer if a second look is available.

Review eligibility, access, privacy, image-use guidance, and support at PROGRAM URL.

APPROVED QUOTE, said NAME, TITLE.

Roadie and Studio Pod are guided professional headshot studios by Studio Pod. Learn more at thestudiopod.com.

ORGANIZATION introduces on-site professional headshot studio

[[CITY]], [[STATE]], (DATE) - (ORGANIZATION) has introduced a guided professional headshot program for (ELIGIBLE AUDIENCE). (ROADIE OR STUDIO POD) by Studio Pod will be available at (LOCATION) beginning (DATE).

The program gives employees a convenient way to create a current professional portrait for approved uses including LinkedIn, the company directory, recruiting profiles, speaker biographies, proposals, and client-facing work.

(APPROVED QUOTE), said (NAME), (TITLE).

The studio uses a real camera and controlled studio lighting and guides each participant through the session. Images are delivered by (DELIVERY METHOD), and image use follows (ORGANIZATION) policy described at (PROGRAM URL).

The team will review participation, user feedback, and operational performance during (MEASUREMENT WINDOW) before deciding how the program will continue or expand.

About (ORGANIZATION)

(APPROVED ORGANIZATION BOILERPLATE)

About Studio Pod

Studio Pod builds guided professional headshot studios for campuses, companies, offices, and events. Roadie brings the studio to mobile and temporary settings, while dedicated Studio Pods support ongoing on-site programs. Learn more at thestudiopod.com.

Media contact

(NAME) · (SUPPORT CONTACT)

EMAIL SUBJECT • YOUR PROFESSIONAL HEADSHOT, NOW AVAILABLE AT WORK

Hi FIRST NAME OR TEAM,

Need a current photo for LinkedIn, directories, websites, recruiting, speaking, proposals, and client-facing work?

ORGANIZATION has opened ROADIE OR STUDIO POD by Studio Pod at LOCATION for ELIGIBLE AUDIENCE. It is available HOURS.

How it works

- 1. Follow the access or check-in step.
- 2. Complete the guided session.
- 3. Receive your images by DELIVERY METHOD.

You do not need to know how to pose. Start tall, relax your shoulders, turn them slightly, and keep your eyes on the lens.

Eligibility, directions, privacy, accessibility, and support: PROGRAM URL

SLACK OR TEAMS

Professional headshots are now available at LOCATION for ELIGIBLE AUDIENCE. Use ROADIE OR STUDIO POD for approved professional profiles and applications. Available HOURS. Details: PROGRAM URL

MANAGER, FACULTY, OR ADVISOR NOTE

Please share this when it is relevant to your students or team. ROADIE OR STUDIO POD is available to ELIGIBLE AUDIENCE at LOCATION. The session is guided and images are delivered by DELIVERY METHOD. Use the official source page so hours and access details stay current: PROGRAM URL

REMINDER

Tie every reminder to a real moment: a recruiting deadline, new role, application, speaker page, directory refresh, or event.

LINKEDIN • COMPANY PAGE

A professional headshot is now available at work.

Beginning (DATE), (ELIGIBLE AUDIENCE) can use (ORGANIZATION)'s (ROADIE OR STUDIO POD) by Studio Pod at (LOCATION) for LinkedIn, directories, websites, speaking, recruiting, and client work.

The session is guided, and images are delivered by (DELIVERY METHOD).

Hours, eligibility, preparation, privacy, and access information: (PROGRAM URL)

(APPROVED PARTNER TAGS)

INSTAGRAM • LAUNCH CAPTION

Your current role deserves a current portrait.

(ROADIE OR STUDIO POD) is now available to (ELIGIBLE AUDIENCE) at (LOCATION). Use it for LinkedIn, directories, websites, speaking, recruiting, and client work. The session is guided. You do not need to know how to pose.

Hours and details at the link in bio or (PROGRAM URL).

(APPROVED HASHTAGS)

Proof post: (VERIFIED RESULT) during (MEASUREMENT WINDOW). **Source:** (DATA OWNER OR REPORT).

Show the need, the process, and the result.

Keep every video useful without sound. Add reviewed captions. Obtain participant consent. Do not expose gallery links, email addresses, access codes, or other private data.

15-25 SEC

I needed a headshot.

Hook: I needed a new headshot by Friday.

Outdated profile or need → studio → pose change → capture → approved portrait.

10-15 SEC

Watch it arrive.

Hook: The session was done. Then this hit my inbox.

Show the completed session, safe delivery notification, and approved image.

20-30 SEC

Three posing fixes.

Tall posture. Shoulders slightly turned. Face forward. Eyes on the lens. End at

LOCATION.

20-30 SEC

Why this program exists.

The owner explains the new role, recruiting cycle, or directory refresh, what the program changed, one verified result, and what happens next.

Never read the press release on camera. Show the real problem, the physical experience, and the portrait someone actually uses.

MEDIA PITCH

EDITORIAL LINK REQUEST

SUBJECT · ORGANIZATION OPENS PROFESSIONAL HEADSHOT STUDIO

Hi NAME,

ORGANIZATION has opened a guided professional headshot studio at LOCATION for ELIGIBLE AUDIENCE. The local angle is SPECIFIC ACCESS, RECRUITING, WORKPLACE, OR COMMUNITY CONSEQUENCE.

We can offer a demonstration, interviews with approved spokespeople and users, approved product and launch photos, and verified early program data after DATE.

The source article and details are here: PROGRAM URL

Would this be useful for your coverage?

Best,
NAME

Prioritize: company newsroom, local business journal, HR, talent, workplace, facilities, employer-brand, and industry trades.

SUBJECT · SOURCE LINK FOR THE HEADSHOT PROGRAM PAGE

Hi NAME,

The page gives the audience a clear path to the program. Could you add a descriptive source link on the first mention of ROADIE OR STUDIO POD by Studio Pod?

Suggested text: Roadie by Studio Pod, Studio Pod university headshot programs, or Studio Pod professional headshot studios.

Approved destination: thestudiopod.com/roadie or thestudiopod.com/collegiate-university-headshots

The link gives readers product context and a source for the technology mentioned in the article. Please use your editorial judgment.

Thank you,
NAME

Ask once. Never buy an undisclosed link, require a reciprocal link, or trade service for coverage.



ONE LAUNCH-DAY SHOT LIST

Capture enough proof for 90 days.

PRODUCT

- + Clean hero, vertical and horizontal
- + Product in the real location
- + Camera, lighting, and interface detail
- + Roadie transport and setup
- + Wayfinding and on-site signs

EXPERIENCE

- + Approach or start
- + Pose prompt
- + Capture moment
- + Safe delivery moment
- + Approved portrait selection

Consent first. Confirm channels, duration, geography, organic and paid use, press use, and internal use before capture. Keep release records separate from public assets.

Measure the sessions before the impressions.

The north-star metric is completed sessions by the intended eligible audience during a defined window. Social reach and press matter only when they help people find and use the program.

01

COMPLETED SESSIONS

Count configured completions, not starts, staff tests, or abandoned sessions.

02

ADOPTION RATE

Completed unique users divided by eligible employees reached, when policy permits.

03

DELIVERY SUCCESS

Confirm that the configured gallery or delivery workflow completed successfully.

04

SOURCE CHANNEL

Track email, QR, intranet, social, ambassador, and referral sources where appropriate.

DAY 30

Fix friction.

Review questions, location, hours, delivery, and the highest-performing prompt.

DAY 60

Embed the habit.

Connect the studio to one recurring high-intent moment and one new audience segment.

DAY 90

Make the decision.

Expand, maintain, revise, or pause using the measured window and strongest user evidence.

Make the first
session easy. Make
the next one
inevitable.™

Customize the four launch fields, remove channels you will not use, confirm every local fact, and publish the source page before the broad announcement.

