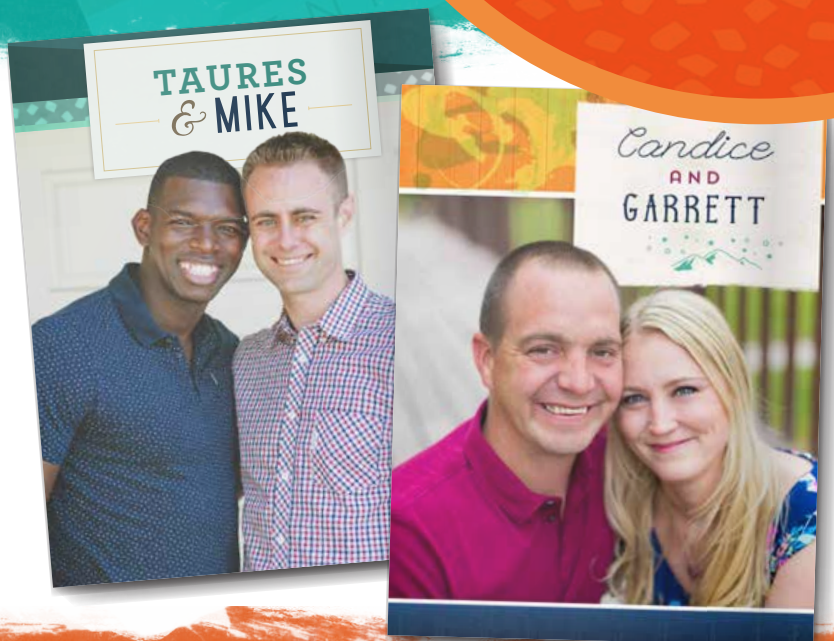




ADOPTION  
PROFILE DESIGN



# TIPS FOR CREATING AN ADOPTION PROFILE



Trying to create an adoption profile can be an overwhelming and daunting project.

Use this handy guide to save yourself time and effort in order to create a great adoption profile that can speak volumes to a potential birth parent.



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# HOW TO WRITE YOUR TEXT

## MAY THE WRITING BEGIN!

**Writing your letter to expecting parents is a very exciting step in the adoption journey.** It's your opportunity to communicate with expecting parents and let them know who you are and what makes you unique. To help make this step easier, the following information is here to help guide you through the writing process.

## LENGTH OF THE LETTER

Typically, a final word count should fall between 1,800 to 2,000 words for longer profiles and 900 to 1,000 for the shorter four page profiles. Please keep this in mind as you write. Too much text on a page will seem overwhelming to a reader, so edit judiciously! Photos are typically what expecting parents look at first so make sure to leave plenty of room in your profile for large, engaging photos.

## HOW TO BEGIN WRITING

Looking at a blank page can be very intimidating. To break up the letter and make it easier to begin writing, create a Word document and set it up with 8-10 headings which may include: **Hello and Thank You, Our Story, Meet (Your Name), Our Home & Community, Meet Our Family, Our Work, A Few of my Favorites, Thoughts about Parenting.** (If you are single, simply substitute with the word 'my' where appropriate.) If there is something about you that is unique and may set you apart, feel free to include this information as well.

*How much should you write for each category?* Ideally, you should write 2-3 paragraphs per heading. Again, be careful to find the balance between too short and too long when describing these

areas of your life. It's also a good idea to use conversational, casual language instead of trying to use fancy, academic-type language. You want to come across as friendly and approachable rather than stuffy and arrogant.



# SELECTION & QUALITY OF PHOTOS

## WHY PHOTOS ARE SO IMPORTANT

**A picture is worth a thousand words.** Your profile will be the single most important piece of your adoption outreach and it's your photos that will be the most important tool you have for sharing your story and style with expecting parents. Be thoughtful about the process of selecting and taking photos so space isn't wasted in your profile.

When an expecting parent looks at a profile, the photos will be the first thing that captures their eye. Before a word is read, they will scan the photos and gather an impression of your family. An expecting parent will most likely sit down with a large stack of profiles, pick up the first one and flip through it without reading the text. If it doesn't "click" s/he will put it down and move onto the next.

## GETTING STARTED WITH YOUR PHOTOS

Most of us don't have a lot of "profile quality" photos lying around, especially casual portrait style photos for the cover and closing pages. A friend that enjoys photography can probably do a good job of taking photos for you so you don't have to call in a professional.

**A piece of advice is to start taking "candid" photos from the start of your adoption process.** Most of your current photos are likely vacation photos, and while those are great, we don't live on vacation. A profile needs to share a bit of your daily life. Head out to social events with a camera and ask people to take a few shots of you alone and with others. As you participate in hobbies do the same. It's important for an expecting parent to see who you are, what you enjoy doing and the "village" that surrounds you. Do this for a few weeks and you will eventually have a group of pictures to use for your profile. While photos showing your family and friends are great make sure at least 50% of the photos are of **you** as a couple and individuals.

### HELPFUL Hints

» PUT THE CAMERA ON THE HIGHEST QUALITY SETTING BEFORE TAKING PHOTOS.

» IF DOING A PHOTO SHOOT, TRY TO CHANGE TOPS MIDWAY FOR VARIETY.

» WATCH FOR "NO-NOS" THAT DISTRACT FROM YOUR PHOTOS LIKE ALCOHOL, SUNGLASSES, CIGARETTES, REVEALING CLOTHING OR SWIM SUITS.

## HOW TO CHOOSE THE RIGHT PHOTOS

To think about photo selection, break the process down into **WHEN** and **WHY**. What are the photos of, when was it taken and why should we include it?

**WHEN** » Photos that are old, grainy or have a brown tint to them should not be included, no matter what wonderful memory the photograph represents. Old photos make you look old. The same goes for wedding photos. As emotionally attached as we are to our own wedding photos they just do not have the same importance to a potential expecting parent and tend to date you as well.

**WHY** » This is the most important question to ask. Remember, your photos should evoke emotion, and looking at the group of them together should give a certain feeling about who you are. Capture fun, happy moments and your photos will dance off the page. Too many staged photos with family members shoulder to shoulder and the reader will begin to skim. Do your photos share something relevant about who you are and how you live your lives? It's not enough to say "I look good in this photo," you need to be able to say "this photo shows me in the garden and since we grow our own veggies this is important." See the difference?

## QUALITY & RESOLUTION OF PHOTOS

### IMPORTANT NOTES REGARDING CELL PHONE PHOTOS:

It is critical to get the photos off your phone in their original, high resolution size. Do not email or text photos to yourself to get them off your phones, this will destroy the quality. **Use a cloud service like Dropbox to upload your photos directly from your phone to the cloud. Do not use photos downloaded from Facebook or Instagram as those will have been downsized.**

**Cell phones don't do well in low-light situations or indoors.** Skip those photos entirely—they will be dark, grainy and dull and I'm not able to correct them or enhance them

**Checking Quality:** You can check the resolution of a photo by hovering your cursor over a photo and reviewing the information that pops up. You can also right click on a photo and look at the file properties. *Anything sized 640x480 or less, or a file size less than 150kb, should not be used. Use a good quality camera to take your photos and you will be rewarded with a great looking profile!*

» **THE LIGHT IN EARLY MORNING OR EVENING IS UNIVERSALLY FLATTERING, AND WILL PREVENT YOU FROM SQUINTING OR NEEDING SUNGLASSES. BE AWARE OF WHERE THE SUN IS AND TRY TO AVOID HARSH SHADOWS ON YOUR FACES.**

» **KEEP THE BACKGROUND AS NEUTRAL AS POSSIBLE—FOLIAGE, BEACH, PARK, ETC. ARE ALL GREAT; FLORAL COUCHES AND DATED WALLPAPER ARE NOT.**

## THINK ABOUT A GREAT LAYOUT

### EVERYONE LOVES A STORY

Nobody wants to feel like they are reading a book report when looking at your profile. **Instead, try to tell the story of your life.** Think about the flow of pictures and text from page to page to make it interesting. Also remember to leave some blank space so everything isn't cluttered on the page. Sometimes less can be more!



### USING COLORS & FONTS

There is nothing that speaks about your style like color. When thinking about colors for your profile, pick a few of your favorites that seem to work well together and use those same colors throughout the profile for consistency. Having new colors on every page breaks up the flow and can be distracting. If you are having some trouble picking colors that go well together, look to resources online such as [pinterest.com](http://pinterest.com) or paint samples at the local hardware store.

When it comes to selecting a font, use something that is easy to read (for instance, avoid decorative or fancy script fonts.) If text is too difficult to read, an expecting parent will just skip over it. The font should not distract from the photos on the page.

### DON'T FORGET CAPTIONS

It might seem like an insignificant detail but make sure to write interesting photo captions and include them in your profile. It's a great way to add little interesting tidbits about you, your friends/family, interests or traditions.

Try to get creative with your captions and describe what is really going on in the photo. Something like "a picture of our backyard" isn't going to grab a reader's attention but "we love making s'mores during campfires" is much more fun and informative. Photo captions can be great little elements on the page to add to the overall design of your profile.



NEED MORE  
HELP?

**WE ARE HERE FOR  
YOU!**

If you would like to have a professionally designed adoption profile, outreach website or other adoption outreach materials, please feel free to get in touch with Joanna and **Our Chosen Child**. All of the work created for you will use your preferred colors, style and will meet your agency guidelines. The end result will be a profile that is as unique and special as you!

## OUR SERVICES

### Full PROFILES

#### BOOKLET STYLE PROFILES

Our flat fee covers everything you need to create an 8 page booklet style profile. Our process includes help with text, photo selection and of course creating your unique profile!

### Adoption VIDEOS

#### OPTIONAL ADOPTION PROFILE VIDEOS

A video is a fun and easy way to share your personalities with expecting parents.

### Adoption OUTREACH BOOK

#### THE ESSENTIAL GUIDE TO ADOPTION OUTREACH

Our groundbreaking book that shares the roadmap for using social media and personal networking in your adoption outreach is available now on Amazon!



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