



PhotoHeadz

# What To Expect At Your Photoshoot

## BEFORE THE SHOOT

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1. **What to wear:** Your headshot will only show your shoulders and up but what you wear still matters. Generally, for professional headshots, you should strive to wear solid colored tops vs. bold patterns so that your clothing doesn't distract from the star of the headshot which is always your FACE. Women should not wear elaborate necklaces or earrings and men should not wear bold patterned ties and should be clean shaven or have well manicured facial hair. A light colored shirt with a dark jacket is a classic look for both sexes but a less formal and simple look works just as well.

2. **Posing Prep:** You will be seated the entire time on a stool so you can be more relaxed and don't have to think about what to do with your feet. I will direct your movements for the most part so you can relax and just listen to my voice. If you are naturally photogenic I will direct you less and let you shine. You can get a head-start on what I will be asking you to do during the shoot with your jaw and eyes by watching the YouTube videos below that give a great explanation.

**Video 1: What to do with your eyes** - <https://www.youtube.com/watch?v=ff7nltdBCHs>

**Video 2: What to do with your jaw** - [https://www.youtube.com/watch?v=Qe3oJnFtA\\_k](https://www.youtube.com/watch?v=Qe3oJnFtA_k)

3. **Scheduling:** You can choose an open slot on my schedule using the link I sent you. If I didn't already do so you can go here. <https://photoheadz.as.me/> If you need to reschedule please do so with me at least 24 hours ahead of time. If you reschedule within 24 hours or are a no-show for your appointment time you will not qualify for a free headshot session but we could still schedule a paid session at some point.

4. **Release form:** Please print, complete and sign the release form linked below and bring it with you to save time on the day of your shoot. Release form link:

<https://drive.google.com/open?id=1hxGYLJ4Ux3OB7r2zf43Ulw9CuJTr3eMk>



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## **6 Reasons Why You NEED a Professional Headshot**

**1**

A professional headshot translates to your professionalism. If you look professional, potential clients, investors, collaborators, etc. that don't know you personally are going to be more likely to agree to that first meeting.

**2**

A well posed headshot gives people an idea of your personality before they meet you. A smile portrays approachability. A serious look portrays determination. Make your expression match your personality. I choose to smile in mine!

**3**

An authentic headshot reminds business contacts who you are if they met you in passing at a conference or business function. This little cue makes it more likely they will accept your "friend" or "follow" request.

**4**

A current headshot gives people an idea of what you look like now. I recently went to a CEO breakfast and two of the presenters' headshots were taken years ago. There was an immediate disconnect. It's not good to surprise people in this way. It sends a message of inauthenticity.

**5**

An engaging headshot supports and enhances the skills and experience on your LinkedIn profile, making you stand out from the rest. One hint specific to LinkedIn is to look to the left so you are literally looking at your profile.

**6**

A high quality headshot makes you feel good to look your best. Having a quality image of yourself to share with your professional peers boosts your self confidence, and it can even inspire you to share more of yourself with others, take a few risks, and overcome work-related challenges.