



PhotoHeadz

What To Expect At Your Photoshoot

BEFORE THE SHOOT

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 on my resources page that give a great explanation. <http://photoheadz.com/resources>

3. **Scheduling:** You can choose an open time slot using my online schedule at <http://photoheadz.com/schedule> If you need to reschedule please do so with me at least 24 hours before your scheduled shoot.

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: <http://photoheadz.com/release>



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AT THE SHOOT

1. Upon arriving at my studio location, just ring the doorbell and after I invite you inside we will sit and chat for 2-3 minutes about your headshot needs. It always helps to build rapport when a stranger is pointing a camera at your face. :) I will collect your signed release form at that time as well so all we have to do afterwards is focus on the actual shoot.

2. Next, we will take a short trip down the hall to my in-home studio(spare room) which is small and intimate but perfect for taking great looking headshots. While I fine tune the camera and lighting you may relax on the stool or use the full length mirror on the wall for any last minute face touch ups. Shots will be taken with my camera on a tripod with a white background behind you. This is a classic look and can be used with any color scheme and also allows for easy changing of the background at some point if you choose to do so. I use CFL/LED lighting so no worries about hot lights causing the sweats or ruining makeup. For women, I generally use light directly in front ("Beauty Lighting") because it's the most flattering. For men, I like to use light on one side ("Rembrandt Lighting") to create contrast with their masculine features. This can change based on the look you are going for and/or the shape of your face so some experimentation may be in order. I will trigger all shots remotely from my tablet for the convenience of reviewing shots together.

3. The shoot itself will last about 20 minutes...give or take a few minutes. First, I will take shots of your left, front, and right sides and we will review those to determine your "good side(s)". You may already know your good side(s) but I always want to do due diligence. Once your good side(s) are determined, we will focus the rest of the time on just that side(s). I like to mix in casual conversation while directing and shooting to both relax my clients and bring out their natural look so just be yourself. :) I will review pics with you from time to time for feedback on progress. Once I have 15-20 acceptable shots we will then review them together. I will give you my feedback on my favorites but the ultimate choice is always yours. Once you have made your selection(s) I will then note them on your release form so there are no mix-ups and we will conclude the shoot.



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AFTER THE SHOOT

1. I will perform retouching & cropping on your chosen headshot file(s) and will email a standard 8x10 high resolution image to you within 24 hours of the day of your shoot. I always adjust the color tones and brightness and only perform natural retouching so will only remove/address blemishes, blood shot eyes, unnatural swelling, harsh eye bags/circles, overtly stray hairs, etc. I don't remove scars, moles or other natural or permanent facial features as that would not be an authentic representation of you. I do focus quite a bit of time on the eyes because that is where people always look first in a headshot. When cropping I usually crop the crown of the head as this removes the focus on what's behind your head and/or the head/hair shape and puts the focus squarely on your face which is the star of any headshot. I always position your eyes in the top third of the image (known as "rule of thirds") as that is proven to be aesthetically pleasing to the human eye. If there is a delay in getting your retouched file(s) to you for some unforeseen reason I will always let you know ahead of time.

2. Lastly, all customers (even free headshot customers) get a 50% discount off current posted prices for all future photoshoots so I hope we can continue to work together in the future.

Feel free to contact me before your photoshoot at anytime with questions or concerns.

Thanks again and I look forward to us working together!

Regards,

Photographer/Owner



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6 Reasons Why You NEED Professional Headshots

1.	A professional headshot translates to your professionalism. If you look professional, potential clients, investors, collaborators, etc, that don't know you yet will be more likely to agree to that first engagement.
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 and confidence. Make your expression match your personality.
3.	An authentic headshot reminds business contacts of who you are if they met you in passing or at a conference or business function. This small but helpful visual cue makes it more likely they will accept your "friend" or "follow" request on social media.
4.	A current headshot gives people an idea of what you look like now. If people see a headshot of you that is 10 years old and then meet you in person there will be an immediate disconnect in their mind regarding your authenticity.
5.	An engaging headshot supports and enhancing the skills highlighted on your resume, advertisement or social media profile and makes you stand out. One pro-tip specifically to LinkedIn is to look to the left so that you are literally looking at your written profile.
6.	A quality headshot makes you feel good when sharing with others because you look your best. Having a professional headshot 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 more risks and overcome work related challenges.