

New Year, New You

Tips to help you make the most of your headshot experience

1. Your attire should reflect your "professional brand" – What image/brand do you want to convey? What is the impression you want to make?
2. Wear light colored clothing so it is visible against a dark colored backdrop. Stick with solid colors and avoid large prints, patterns and stripes, etc
3. Less is more! Keep it covered...be careful of showing too much. Stay away from sleeveless attire and low cut blouses.
4. Create a look that will stand "the test of time" – stay away from wearing clothes, jewelry or hairstyles that are "trendy" now – the "classic" look is the way to go!
5. Keep it "balanced" – while you want to complete your attire with jewelry/accessories, you'll want to keep them to a minimum so your accessories are not a distraction or take away from the "essence of your brand"
6. Your hair should complement your "look" and not detract. Stay away from clips and other hair accessories that might "get in the way". Hair should be styled in a way that is neat and doesn't obstruct your face, fall in your eyes, mouth, etc.
7. For those who wear makeup...go for the natural look! Remember this is a professional headshot, so more of your "day to day" business look. Stay away from the evening or bold looks. You want to be sure it's a good professional representation of yourself.
8. Be on the lookout for the shine! Some of us may fall victim to the "shiny skin" look. Don't fret, arm yourself with concealer, foundation, or powder. Remember, do one last "touch up" before going in front of the camera!
9. Smile! While this may feel uncomfortable or unnatural, you want to show a positive, welcoming version of you!
10. Last but not least, as you sit in front of the camera think of the BEST version of YOU...how are you standing? What is your facial expression? Let that be your guide for how you show up in front of the camera! Relax...you are fabulous