

# So, You Need a Headshot

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If you are required to promote yourself, a great headshot is invaluable. Your advertising tools need to include more than just a flattering photograph; a great headshot is a major tool designed to help people to remember your face.

Creating an image that helps you appear your best is the goal of a great headshot, and there are a number of ideas that help make that possible.

**A Professional look** - The image needs to have a professional look, which is a combination of proper lighting, posing, and capturing your personality. The relationship between you and the photographer is a key component toward creating a relaxed and comfortable setting that allows you to be the star.

**It looks Natural** - The result needs to look natural. The goal is to have people drawn in to your image and not think that the pose is awkward or the lighting does not flatter you. The photographer needs to have expertise at managing the lighting and camera and making adjustments after the shoot. The human eye and the camera do not see the same detail, being able to make post-processing adjustments is a practiced art to make your image look natural.

**What is the intent of the headshot?** Are you going after sophisticated look, a humorous effect, creating a trustworthy appeal, a sense of style, warmth or sensuality? The lighting and composition will be different to capture that emotion and a professional photographer will manage lighting and composition for the desired effect.

## How to Prepare for your Headshot

**Talk with your photographer.** This is the time to discuss what image your headshot will create. The consultation is an opportunity to discuss who you are and what type of work you do, and how you want people to see you. Bring examples of headshots that you like, and poses that you want to play with. A

## Youneek Photography – Headshot Guidelines

great headshot photographer will work with their client to create unique images, not a series of the same poses and lighting setups. Show up to this meeting prepared to ask for what you want. This time provides an opportunity for you and your photographer to know each other, to experience your personality and the uniqueness that is you.

**Look Your Best.** Nothing creates more stress than a bad haircut the day of the shoot. Get your hair and beauty treatments done a few days in advance to allow for settling time. For the men, having your facial hair and neckline trimmed will compliment the image.

**Remember to drink water.** Stay away from the bloat factor associated with salty foods and alcohol. Do not plan a tanning session that turns into a sunburn disaster. Drink water during the days leading to your photo shoot to keep your skin looking healthy.

**Makeup and Clothing.** Women, consider getting your makeup done professionally for the photo shoot. If you are not experienced applying makeup for studio lights and photo sessions, this could be a valuable and fun time. Men, the typical suggestion is to skip the makeup, which allows your maleness to shine. If you shine a bit too much, a dab of powder can tone it down.

Be sure to keep your clothes clean and as wrinkle free as possible. Make plans for changing if you desire multiple outfits during your shoot.

**Mirror Time.** Practice those poses that you like, and the facial expressions that you want to have during your shoot. Yes, this can cause one to feel silly but the practice will pay off during your photo shoot. We are going to play around during the shoot, being prepared will go a long way toward being happy with the results.

### General Tips and Advice

Wear clothes that you like and feel comfortable in, it is hard to relax and look natural when fighting with your clothing.

## YounEEK Photography – Headshot Guidelines

Solid colors work best, crazy patterns or multiple colors can be distracting. Depending upon how much of you will be in the photograph; jeans or dark pants could be helpful. For women, if you typically wear pants and a blouse, maybe bring a dress or a skirt and coordinating blouse. The men can bring shirts with varying collars or sleeve length.

Solid white shirts do not work well if you are Caucasian or light skinned. Bright red is one of those no-no colors for the camera.

Got Blue Eyes and fair skin, go for the grey, pink or blue colors.

Those with medium or dark skin and brown eyes are the lucky ones; most colors are available to you. Remember that contrast is the key, so stay away from colors too close to your skin tone.

If you have green eyes, go for orange, brown and even green. Those colors will enhance your eyes.

### **After the Shoot**

**Retouching.** I include retouching in the price of the photo shoot. I will cover up that nasty pimple that showed up the night before the shoot, or remove the mystery fuzz on the dark clothing. I will also clean up that wild strand of hair and even remove some wrinkles. My goal is to keep you looking natural, but if you want to look twenty years younger and many pounds lighter, I can do that as well. Just remember that if someone looks at you and that heavily retouched photo that there may be some questions.

I can also change backgrounds to match company color schemes or add textures to enhance your headshot.

**Delivery to you.** My preferred method of getting the images to you is through Dropbox. I will send you a link to your images and you can see and download them from your computer. This method allows me to share high quality print ready images and images ready for use on your web applications.

## **Youneek Photography – Headshot Guidelines**

**Printing.** If you choose to have prints made of the headshot, get a single proof done from the lab you use. Oftentimes, a print may not look the same as it does on the computer. If the colors are different, ask the printer to make the change before ordering many copies.

**If you are happy and you know it, tell a friend.** A lot of my business is through referral, so please let your friends know how to reach me if they need photo services.