

Headshot Experience Guide



HELLO *and* WELCOME

I’m honored to create an unforgettable experience that celebrates you, your story, and the meaningful moments that matter most. My goal is to capture your essence with stunning, timeless portraits you’ll treasure for years to come. Whether you're marking a milestone, honoring your legacy, or simply taking a moment to be seen - this is your time, and I’m here to preserve it beautifully.



THE SESSION

01

Session Planning

After booking, we'll shape your photoshoot through a detailed call, covering your vision and expectations, complemented by a comprehensive planning guide for every detail.

02

Photoshoot Day

I greet you at the door, we organize your outfits in order and we review how the session works and everything else between posing, backdrops, lighting, etc.

03

Viewing & Ordering

We'll review your images together, allowing you to pick favorites and decide which ones you would like to purchase. I'll assist in selecting the best images, then edit your choices to perfection.

04

Delivering your final products

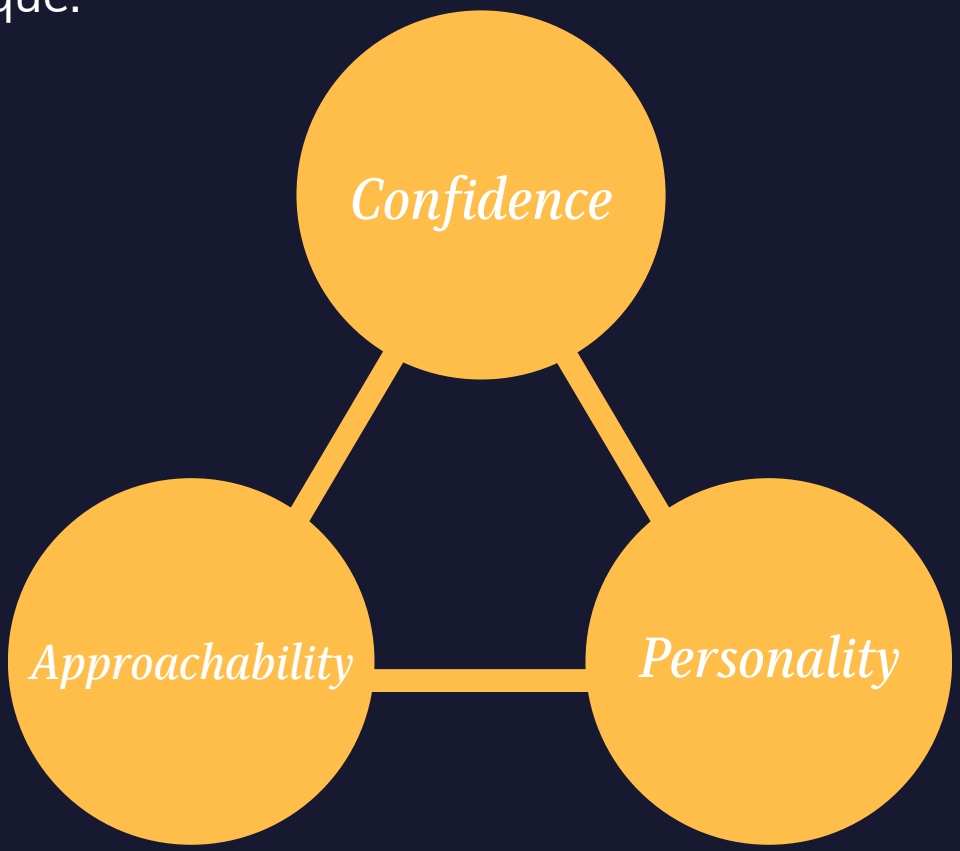
Enjoy your beautifully retouched images via a private gallery to download and share.

3 Key elements to a headshot

Confidence - comes from the eyes, it tells people you know what you are doing.

Approachability - comes from the mouth, it lets people know you aren't gonna fire them if they ask you a question.

Personality - comes from the eyebrows, it separates you from the crowd and conveys emotions or intentions that are unique.



What should you wear?

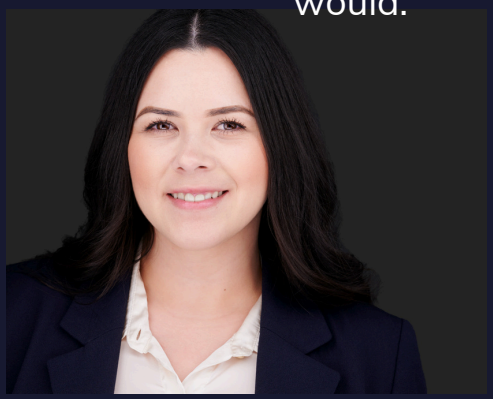
The most important thing is to bring clothes you love wearing. If you wear something that you don't feel good in, your discomfort will show in your expression. If you don't love it, don't bring it.



I personally love blues, grays, and dark reds. I think they pop off the background nicely.



It's better to bring a few options just in case something doesn't photograph the way you thought it would.



Sometimes it's the shirt or tie you weren't planning on bringing that ends up being your favorite look from the shoot!

Beware

- Avoid clothing with distracting patterns, and overly bright colors.
- Be careful with thin fabrics. Studio lights are bright, and might make them slightly see-through.
- Most jewelry, hats, and scarves can be left at home. You don't want anything to distract from YOU.

4 Reactions to a camera

Peter Hurley and Anna Rowley discovered that there are only four things you can do when a camera is pointed at you: run, diminish, pose, or own it. Most people usually start the session diminishing or posing. A small handful want to run, but the boss said get it done. And that leaves us with--the only way to look amazing in photos is to own it.

RUN

When you absolutely can't handle having your picture taken.

DIMINISH

When you become a lesser version of yourself. You might look blank, miserable, or even freaked out.

POSE

When you plaster on a fake smile, or force your body and face in a way that you THINK looks good.

OWN IT

This is the point where you aren't thinking about what you look like, and it is when you look most like your best self.

Truth is ...

The shoot is a bit of a juggling match; directly posing you in a way that is flattering for you, and then giving you some stimulus to react to that creates a natural expression that isn't consciously controlled. Boom! You are at your best right there!

It doesn't matter what your level of apprehension is when you come in, I will help you relax, have fun, and teach you the skills you need to own it in front of the camera for the rest of your life!



Do I need a makeup artist?

Everyone can benefit from a little bit of pampering, and some minor appearance enhancements from a professional. Not only will you look and feel great, but it will also boost your confidence before you even step in front of the camera..

Most of the people I shoot do not hire a makeup artist. But if you have the budget for it, ladies, definitely go for it! Otherwise, don't stress it.

Men

Men should typically avoid makeup in their headshots. However, it is usually beneficial to have some professional grooming done before the shoot. My artists will help sort out unruly nose hairs, wonky eyebrows, droopy eyelashes, basic skin cleansing, minor hair adjustments, deal with shine, and basic wardrobe-styling help.

Do I need a makeup artist?



Women

Women should come in with their hair as they would wear it for a normal day. No one knows your hair better than you do. My makeup artists can do minor adjustments during the shoot to make sure the hair stays under control. We will be moving your hair a lot during the session, so it's nice to have an extra set of eyes on set to take care of any issues and keep it at its glorious best.

It's important to keep in mind that headshot makeup is different from everyday makeup. The makeup artists I work with are well-experienced in applying makeup for my specific lighting. My lighting and cameras are powerful, and makeup application can easily go over the top very quickly if you aren't careful.

Beware

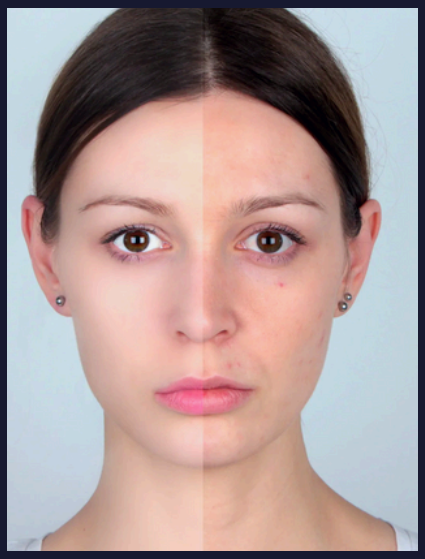
Too heavy, or poorly-applied makeup will change the way you look. If you can't match what your own makeup artist does, then it's too much. At the end of the day, your headshot needs to look like you, and makeup isn't right for everyone.

If you are unsure about whether or not you should use one of our makeup/ grooming artists, let me know and we can discuss it before your shoot. No problem!

Makeup/Grooming Artist - $250

Every headshot needs a little retouching

Don’t worry about that blemish that popped up the night before your session; it can be removed with the click of a mouse. Wrinkles can be softened, teeth can be whitened, and slight redness in the skin can be toned down. Makeup can be slightly adjusted as well.



Any minor imperfections can be taken care of including stray hairs, and glasses glare. The key to good retouching is for it to remain natural. My professional retoucher will make you look like yourself on your best day.



We will discuss any specific concerns you may have during the session.

All images you select to keep at the end of your session include professional retouching. It can take up to 3-5 business days for the final images to be delivered.

Additional Retouched Images - $100/each

Does the camera add 10 pounds?

Yes, certain lenses can exaggerate features, but generally speaking, a camera is going to capture what it sees. I believe that the 10 lbs everyone is talking about come by way of your neck, that infamous 'double chin'. If you lessen the excess skin in this area, you will automatically look 3x better.

The maneuver I teach every person when they step in front of my camera is what I call 'Turtling.' Imagine a turtle pushing its head out of its shell. By jamming the face towards the camera, you tighten the skin around the jawbone, which reduces the amount of excess skin and creates a more defined jawline. Poof! 10 lbs gone.

Furthermore, when people laugh, they tend to laugh backward. They pull their head back, and that accentuates the double chin. You have to train yourself to laugh forward. Chances are if you've ever seen a model in an advertisement smiling or laughing, they are leaned forward.

Truth is ...

We don't actually know what we look like, what our expression really is without the aid of a mirror, but don't worry. You can rely on me as your photographer to make sure you look your very best.

Take a look a this video by Peter Hurley for a great example of this technique in action.

Which side is my good side?

One of the easiest ways to look better in your headshot is to be photographed on your good side.

Scientists have said that what makes a person's face most attractive is when it looks most symmetrical. Certain angles negatively accentuate features, and so do not make the face look symmetrical.

One possible indicator of your good side is the one your hair is parted on, with the hair framing the face better on this side. If your hair doesn't part on a specific side, the majority of people look better on the left side of their face. There are always exceptions to these rules, and having an expert photographer who knows how to figure this out will go a long way.

Another posing tip for headshots is to drop your chin a little. When people stand normally, their chin is slightly tilted up. In body language terms, this is considered a bit stand-offish. And it also provides a view straight up the nostrils, which isn't flattering for anyone!

In order to create the best visual impact, you want your eyes to be the first thing to connect with the camera. Having the chin down is a more inviting and approachable body language cue. Don't forget that when you put your chin down, you have to turtle your face forward, or else you will get that dreaded double chin.



MEET THE ARTIST

I take pride in providing a unique client experience tailored just for you.

As a Headshot & Portrait Specialist, I empower people to overcome insecurity and truly see the best version of themselves.

Anyone can look great in front of the camera, and so can you!

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