

Preparing for your headshot

Most professionals understand that the headshot is a staple of marketing your image. This is the face you are showing to the world. And, for many of us, the idea of getting a headshot is akin to the idea of a visit to the dentist. But it doesn't have to be that way. Your experience should be fun and relaxing. Preparing in advance will help to ease your worries before stepping in front of the camera. So here are a few that will help you prepare for the shoot.

Be yourself

- ◆ Come as yourself... just polished up. You want people to recognize you from your headshot.

What to wear

- ◆ Be comfortable. Wear your favorite go to piece for meeting a client. Something that you feel confident in. If you don't feel like yourself in the outfit that will show in the photos.
- ◆ Keep it simple. Avoid patterns, stripes and too much colour. The camera doesn't love pattern and you want the focus to be on your eyes and smile. Not the plaid jacket.
- ◆ Avoid light colours, white, light grey, beige for your jacket or main top piece.
- ◆ Vibrant colours can reflect on your skin with unflattering results so steer clear of Bright Red and Neon tones.
- ◆ Bring a back-up. If you are unsure of what will work best, bring your number 2 choice. You can always quickly change and won't be left wondering 'what if' after the session.
- ◆ Nice socks! If you are booking a full session (more than just the headshot) bring two pairs of shoes to choose from.
- ◆ Choose jewelry that is solid yet understated. Thin chains disappear in the image, choose something that will frame your face but not distract from it.

Hair and Make-up

- ◆ Let your hair down! For ladies, avoid French twists and buns that won't be appreciated from the view of the lens. If you wear your hair straight most days don't curl it and vice-versa. Avoid washing the day off the shoot to minimize frizz. For shorter hair and men who love product, keep the glossy jell on the shelf today.
- ◆ Make-up should be a step more dramatic than your every-day wear. Avoid powder foundation as many of those products catch the flash and appear like dust on your skin. A Matt liquid foundation works best. No glitter.
- ◆ removed.

Cont...

Glasses

If you are never recognized without your glasses on then keep them. However, be prepared to take out the lens if they glare back at the camera or bring a back-up pair with the lens already

How to get in the zone...

- ◆ Be well rested. Get a good sleep the night before and don't plan any big events for the day of the shoot.
- ◆ Talk to your photographer. If you had a bad experience before or have questions about what to expect call me anytime for details on what my approach will be.

How to love your headshot

- ◆ Enjoy the session. A genuine smile during the photo shoot will shine in the final result. Look at the lens like it's an old friend, not a villain from a horror movie.
- ◆ Don't look! Avoid the temptation of looking at the photos before the photographer has a

And Have Fun!

