

Headshot Photography

PREPARING FOR YOUR SHOOT



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P H O T O G R A P H Y

CONSIDER WHERE THE IMAGES WILL BE USED

Think about where you will be using your headshot images. Will they be used for your website and social media? Do you need them for physical brochures or press releases? Have a clear idea of where the images will be seen and who will be viewing them and share this information with your photographer.

THINK ABOUT THE TONE YOU NEED TO SET

A headshot for someone doing business-to-business networking may need to be different in tone than one designed to attract new customers and clients. Your brand will also determine how you wish to come across in your headshot and where we shoot. Are you looking to appear friendly and approachable or do you need a more formal pose and composition?

DRESS HOW CLIENTS WOULD EXPECT TO SEE YOU

A headshot is often the first impression potential clients, customers and audiences will have of you. Make sure you dress in a way that creates the first impression you want to make and that your headshot reflects how you will dress in real life when meeting in person.

ADD A POP OF COLOUR

If you are someone that wears lots of bright colours, then embrace this on your shoot. If you wear more muted tones, consider wearing something with a hint of colour - a scarf, a tie or accessory. This can really help your image to be more memorable and stand out online when people are endlessly scrolling profile images.

AVOID LOGOS AND BUSY PATTERNS

These can be distracting and date your images really quickly. Your business logo is an exception to this of course.

THINK ABOUT THE BACKGROUND

The location and background of your shoot should never be distracting and take attention away from your face, but sometimes a background can add context or enhance the colours and tones of your outfit. I deliberately shoot on location to make shots more personal and interesting than studio-based shots.

ALLOW PLENTY OF TIME

Book your headshot shoot for a day when you are not rushing from one appointment to the next. Allow yourself plenty of time to get ready and travel to the shoot. Try to avoid scheduling something immediately after the shoot so you aren't spending the whole time clock-watching and conscious of time.

PRACTICE IN FRONT OF THE MIRROR

If you aren't used to being photographed, spend a bit of time in the mirror practising different expressions and poses. It might help you discover what you do and don't want from the shoot, and enable you to see if you have a 'preferred side' of your face.

SHARE YOUR INSECURITIES

Don't be shy about any part of your face or body that you feel less confident about. Share your insecurities with your photographer so they can work with you to enhance your best features and minimise any perceived flaws.

BE OPEN TO NEW IDEAS

Your comfort is always a priority on our shoots, but be prepared to try things that are new or feel a bit strange. Sometimes thinking outside of the box can result in fantastic images that will help you stand out from the crowd.

GET A GOOD NIGHT'S SLEEP

A good night's sleep will have a huge impact on how you look - far more than heavy make-up or hours of post-production.