

## TIPS FOR A SUCCESSFUL HEADSHOT!

### **What to wear - Everyone:**

- Wear clothes that are comfortable and that make you look great
- Make sure your jacket and shirt fit you well. A poor fitting jacket or shirt will be obvious in the photos (especially around the neck) • Don't overdress
- Turtlenecks are almost always a bad idea (since they crowd the face) • Clothes should be neatly pressed and should look new or like new
- Avoid busy patterns and large lines/stripes
- Blue/green/turquoise shirts/blouses or accents can help emphasize blue/green/hazel eyes

### **What to wear - Men:**

- The standard business look is a suit jacket, dress shirt and tie
- A casual business look is often a jacket and open dress shirt, shirt and tie (no jacket), or dress shirt on it's own
- Polo shirts are a good look for some businesses. Be sure the shirt is in good condition and fits well
- For a no-jacket casual look, bring colored shirts - ideally darker than your skin tone
- A white dress shirt by itself is a bad idea - unless you plan to wear it underneath something (jacket or sweater)
- Bring a few different jackets, shirt colors and ties so we have choices for the photo

### **What to wear - Women:**

- Avoid big prints and busy patterns
- Different necklines will change the apparent shape of your face. Bring a variety different shirts/blouses to see what works best
- For a no-jacket casual look, bring various colored blouses - ideally darker than your skin tone
- Be stylish and fashionable, but remember the picture is about your face and not your clothes

Remember: Select and wear clothes that make you feel comfortable. Select something that makes you look and feel good.

### **Jewelry:**

- Keep jewelry extremely simple - small is better
- Avoid jewelry that would distract from your face or that looks dated • The picture is about your face, not your jewelry
- Be prepared to remove facial piercings or multiple ear piercings

### **What to bring:**

- Your previous headshots (so we can improve)
- Sample headshots to help communicate the look you want
- Favorite Music (iPod/MP3 player, phone, thumb-drive)
- Various changes of clothing (see above)
- A good attitude
- Lip balm
- Hair brush/comb
- Makeup and hair products you prefer (especially if you have allergies)

### **Hair and Makeup Tips:**

- Make-up should be clean and natural
- Wear a heavy layer of translucent powder - your face will appear flawless in photos. Shine disappears, pores seem smaller, skin looks even, and blush is smoother
- Line lips before applying matte lipstick, then reline. Don't overdo it. Dip a

cotton bud in powder and run along lip line to prevent color from bleeding

- Avoid shimmers or products with lots of sparkle or shine
- Avoid frosts or overly-bright colors
- Don't get a new hair cut just before the shoot (you may want to let it grow-in a bit or get used to styling a new cut)
- Do not try/use any new product on your hair, face or body the day before or few days before your shoot. In case you have a bad reaction to the product

### **General Tips**

- Drink lots of water and be well rested (so your eyes will not have dark circles)
- Your skin might not look it's best after drug/alcohol use. Try to abstain from these before your shoot

Arrive on time. Please do not arrive more than 10 minutes early (we may have other clients scheduled before you)

- Please call if you are running late or arrive early