
Preparing for your headshot

CLOTHING

- Make sure your clothing reflects your brand as well as your personal style. Is it you?
- How do you want to present yourself and where will you use your images? Should they be formal, business casual or casual? Should they convey creativity, command, strength, accessibility?
- Bring several options with you.
- Make sure your clothing is clean and pressed. Wrinkles and creases happen in transit, so plan accordingly by bringing a travel steamer or iron, even a travel sewing kit for last minute repairs.

HAIR

- Consider having your hair professionally styled, especially if you're going to be having formal shots. The camera sees and magnifies every detail, so going the extra mile could really pay off.
- Resist getting a haircut within 72 hours of your appointment. Most people need a few days for a cut to settle, so we recommend having it done three to five days in advance. Exceptions are cropped, military-style cuts or a clean shaven head.
- Resist making an extreme change to your hair right before your headshot session. Radically altering the style or color of your hair and then getting photos before you've even gotten used to your new look can be a shock, and can skew the way you view yourself and your new headshots.
- If you have longer hair, choose your look in advance. Will you put it behind one ear or both, pull it back or up, smooth it out or feature your curls? This will help you avoid having to fuss with it during your session.
- Bring your hair tools with you. Take into account the weather forecast, humidity or dry conditions that could alter your look. If you might need a straightener, hair dryer or products, toss them in a bag and bring them along.

MAKEUP

- Consider having your makeup professionally done, especially if you're going to be having formal shots. The camera sees and magnifies every detail, so precision and artistry are more essential than ever.
- Stay away from any makeup containing an SPF, which is designed to reflect certain kinds of light and can cause skin to appear more shiny on camera.
- Use a light hand when applying blush. This is the one area that stands out the most in photos and can be very difficult to correct in post-processing.
- Bring makeup to your session for touch ups.

LIFESTYLE

- Get plenty of sleep the week before your headshot. Professional cameras pick up and magnify every detail of your eyes and skin. You want them to be clear and bright, and rest is that way to make that happen.
- Avoid alcohol, fried foods, excessive amounts of carbs and sugar in the four or five days leading up to your event. All of these things can cause blotchy, oily skin and a puffy complexion.
- Drink plenty of water to help flush out toxins and make your skin look clear, healthy, glowing and well hydrated.

LAST THOUGHTS

- Use a mirror or your phone's camera to check your hair and makeup prior to stepping in for your headshot.
- If you have contact lenses or naturally dry eyes, make sure to bring your eye drops.
- If you're wearing glasses, use a microfiber lens cloth to clean any smudges/debris from the lenses.
- Speak up if you have concerns. Your images should portray yourself in the best possible light. If you have concerns about how you've appeared in previous photos, let the photographer know so that they can get it correct the first time.



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