



Great Headshots

Your headshots and branding images should follow these guidelines.

YES

1. proper proportion

You should be the main focus of the image

2 a clear background

The background shouldn't compete with you

3. have good lighting

Indoors or outside - adequate, nice light

4. showcase your personality

It's ok to be you, smile, wear that statement piece

5. eyes are in focus

The eyes are the window, they need to be sharp

6. proper fitting clothes

Looser is not better, no matter your body type

7. uncomplicated clothes

Solid colors - maybe one pattern

NO

1. Who's the subject? Too many people or too many things in the image.

2. Cluttered or complicated background.

3. Are too dark or are lit poorly.

4. Are stiff and "too professional" especially if you're not.

5. The eyes are out of focus or "soft" and are not looking at the camera.

6. Baggy clothing doesn't photograph well.

7. Too many distractions pull the eye away from your eyes and face.

For a complimentary consultation to analyze your current headshots or to brainstorm for your next ones, contact me!

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