

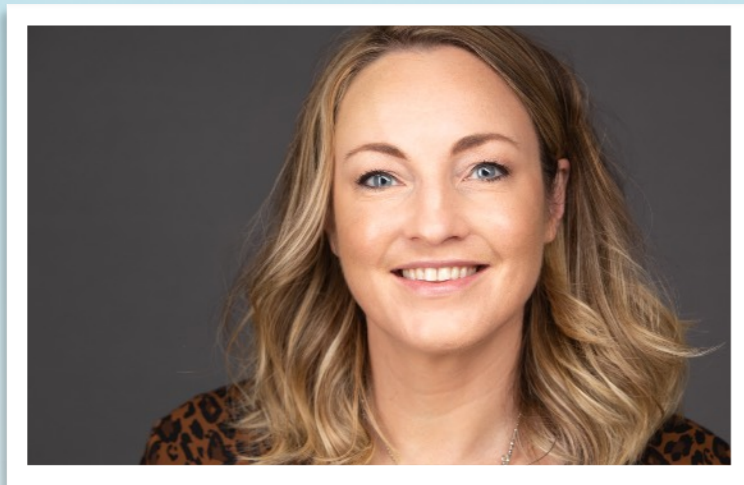


Headshot Session

Client Guide

What to Expect

A high quality headshot is an important tool in the business and online world, so whether you enjoy the process of having your photograph taken or loathe the prospect, this is your chance to shine. My goal as a headshot photographer is to make the process as fun and relaxing as possible, so don't worry, you're not in this by yourself.



1. COACHING

As your photographer I will do all that I can to help you feel at ease throughout the process. There is no time limit to your session so the pressure is off, and I will guide you on good position and expression to ensure that you end up with beautiful images that look great and show something of your personality.

2. THE STUDIO

Your images will be taken using professional studio lighting and backgrounds. This may feel slightly unusual at first, but will ensure the highest quality images can be produced.

What to Wear

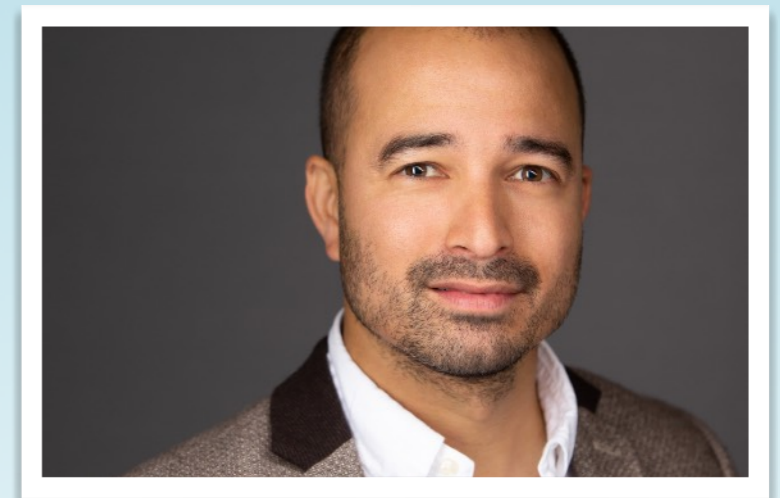
Choosing appropriate attire for your headshots will help you to stand out and show your personality in a unique way. I would encourage you to bring along at least 3 or 4 outfits to get the fullest range of images for your collection. You need to choose clothing that fits you well. Not too big, not too tight.

If you wear makeup less is more. Keep in mind that while you can undoubtedly wear some makeup to boost confidence, I can retouch an image to magically erase any flaws such as blemishes and uneven skin tones. Also, please ensure that any powder based makeup products have a matt finish..

Below are a few simple guidelines to help you get images that you'll be proud to see displayed.

1. WORK UNIFORMS

If you normally wear a specific uniform for your working day, then I would recommend including this as one of your outfit choices to present yourself in your standard corporate image. Please ensure that the uniform is clean and presentable. Even if a uniform is your standard work outfit, I would still advise to bring other outfits to make the most of your session.



2. SOLIDS vs LARGE PATTERNS

Solid colours tend to always produce the best headshots. Large patterns, textures or stripes can be really distracting, although can work well as an accent to complement your outfit. If you are wanting to achieve a dramatic look, choose colours that are bright and bold, however pastel colours can look great too. Be creative.

3. AVOID SMALL, TIGHT PRINTS

Small prints and stripes do not photograph well. The camera reads them and creates its own unique pattern called “moire” and it isn’t desirable. Staying away from small, tight stripes and prints will save your photos!

4. MINIMISE ACCESSORIES

We want you to be the focus of your photos, therefore it’s important to keep accessories to a minimum. Too many will take away the spotlight from you and your outfit. If you have an accessory that makes a statement, minimising your other accessories, as well as keeping your clothing patterns simple, will allow it to stand out. If you regularly wear eye glasses, I would encourage you to bring all your pairs with you ensure we achieve some great looks.

5. BUILD YOUR OUTFIT

For a professional feel, I recommend choosing clothing that has a tailored look to it. A plain coloured top with a smart jacket can look amazing, however tops with lots of texture, layers, and ruffles can also work well. The secret is to find a selection of looks that expresses your personality whilst maintaining a good level of

professionalism. At the end of the day you will always photograph best in something that you feel comfortable and confident in!



6. OPTIONAL EXTRAS

With so many social media platforms, is it unlikely that a single headshot image will be suitable for all of your needs. It’s important that we capture a series of images that capture your unique personality and style, so I would encourage you, if you have any hobbies, interests or equipment specific to your business, to bring along any items that could enhance your headshot images.

7. LINKEDIN COVER STORY

The social media platform LinkedIn have recently introduced “Cover Stories”, enabling users to embed a short 30 second video into their headshot image.

During your session we are able to help you record your cover story video using the same consistent lighting and professional video & audio equipment. We’ll even coach you to make it look and sound amazing. This service (including editing) carries an additional charge of £100. If you would like to take advantage of our Cover Story service, please let us know before the day of your session.

Enjoy the Shoot

Good portraiture is about more than you looking your best, it’s about capturing who you are. It’s really important to me that you have a great time and that your final images reflect this.

The real skill of a photographer is to set you completely at ease so that you can enjoy this memorable experience.

At the end of the shoot we will sit down and look through your images to select the best images from your shoot for you to purchase*.

Images are not included in your session fee and cost £40 per image, including full retouching.

We’re looking forward to seeing you for your shoot