

# Professional Headshots

## Everybody need one!

Headshot is basically a 8x10 publicity photo. It is your calling card; it is you – for business, Facebook, LinkedIn or for acting. **Your headshot must look like you on your very best day.** At Concord Photography we offer two types of headshots: Commercial and Theatrical.

**Commercial:** Bosses usually like warm, friendly, confident and trustworthy and dressed well people to sell their product or service. Your headshot should make you look like one of these people, which (of course!) you are. A typical commercial headshot features a nice smile, conservative dress/suite and soft colors. The lighting is usually bright, not overly shadowed.

**Theatrical:** A legit headshot is your chance to show off your type – who you really are. You are expected to be casually dressed, relaxed and comfortable with who you are. These are usually more layered and nuanced than a commercial headshot. Although you can smile, it's normally not the driving image in the shot.

### Commercial Headshot | \$250.00

Up to 1-hour session (Recommended for LinkedIn, Branding, Web site, Blog) Up to two changes of clothes  
You will get 2 retouched high-resolution photographs  
You will get 2 8x10 photographs on deep matte paper  
You will get 2 retouched web-optimized photographs

### Theatrical/Acting | \$390.00

Up to 2-hours session  
Up to three changes of clothes  
You will get 4 retouched high-resolution photographs You will get 4 8x10 photographs on deep matte paper You will get 4 retouched web-optimized images of these photos

### Deluxe Combo | \$490.00

Up to 2.5-hours session  
Up to four changes of clothes  
You will get 5 retouched high-resolution photographs  
You will get 5 8x10 photographs on deep matte paper  
You will get 5 retouched web-optimized images of these photographs

You are welcome to bring along a make-up Artist.

BFFs: book on the same day as your best friend, and you each save \$25.00.

Meet with your photographer ahead of time – there are no cost for pre-session consultation. Discuss your needs and outfits is person with whom you would feel comfortable. If you aren't comfortable while having a cup of coffee with a prospective photographer, keep looking.

When meeting with your photographer, be sure to let him or her know what your "type" is so the photographer can be prepared to shoot you the right way.



# HEADSHOT FYI

## Important to consider well in advance:

Guys, if you want pictures with and without facial hair, start growing your beard with enough time for it to grow in. While one can shave it during the session, it's tough to grow it the day before.

**One week before:** Take care of all your beauty treatments (haircut, color, eyebrows, tanning, etc.) so the treatments are fresh but look natural.

**72 hours before:** Drink lots of water; avoid caffeine, alcohol, cigarettes and salty foods; stay out of the sun. Don't forget to moisturize.

The night before: Sleep. Lots and lots of sleep.

That day: Make sure the clothes you want to wear are clean and pressed. If you're using a makeup artist, come to the shoot with your face clean and product-free except for moisturizer.

**Makeup:** Don't underestimate the importance of makeup for your headshots. The makeup you wear in daily life or on stage is not the same as the makeup you'll wear for a shoot. It is generally a good idea to get your makeup done professionally. A professional makeup artist knows what makeup looks good on camera and will make you look your best.

**Hair:** Unlike makeup, there's no magic to doing hair for photos. A hairstylist can make your hair look its best for the shoot.

## Practice Makes Perfect

Finally, give a lot of thought to what image you want your picture(s) to convey. Then practice posing in front of a mirror. You might feel silly, but it helps. Trust me.

## REMEMBER!

- A Great Headshot Looks Like You
- A Great Headshot Shows Your "Type"
- A Great Headshot Shows Your Personality
- A Great Headshot Is All About You



# General Rules & Advice

1. You should feel comfortable in the clothes you wear in a headshot session.
2. Bring shirts in a variety of collars/necklines. The picture may be cropped pretty tight, and some collars and sleeves look funky when cut off. Women, don't forget to bring bras that match your tops' colors and necklines.
3. Solid colors are usually better. Patterns and busy prints distract from your face. The same goes for clothes with big buttons or other features that might take away attention from that beautiful face of yours. Fine textures and weaves often look nice in pictures.
4. Wear jeans or dark pants. In addition, you might want to bring a dress, suit, skirt, or something else different from a typical pants & top combo.
5. Make sure your clothes are pressed and clean.
6. Choose clothes that complement your skin tone and eye color. No solid white shirts if you're Caucasian or light-skinned. And bright red or yellow usually doesn't work for anybody. It's just too strong a color.  
Fair skin and blue eyes? Try blues, pinks and grays.  
Green eyes? Try browns, greens and oranges.  
Medium or dark skin and brown eyes? You can probably wear most colors, but avoid those that closely match your skin tone (contrast is key).
7. Clothing for Commercial vs. Theatrical Headshots  
For theatrical headshots, bring dressier, upscale clothes with darker colors.  
For women: stretchy tops, sweaters, velvet, satin, scoop necks, spaghetti strap, tank tops and v-necks. Also business suits and other professional clothing.  
For men: Dress shirts, crew necks, textured sweaters, v-neck, and turtle necks. Also suits and blazers.  
You can create contrast by layering a t-shirt, collared shirt, and/or leather jacket.
8. For commercial headshots, bring casual clothes and lighter/brighter colors. Think sporty and fun; consider layering light and dark clothes for contrast.  
For women: t-shirts, tank tops, sweater sets, denim/leather jackets, textured sweaters.
9. For men: t-shirts, hoodies/sweatshirts, work shirts, polo shirts, denim/leather jackets, textured sweaters.