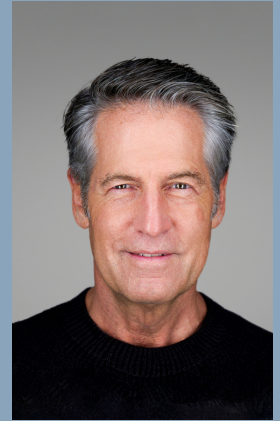


Headshots: WHAT TO WEAR



What should you wear for your headshot?

Headshots are an essential element in creating a professional image and showcasing your personality to potential employers or clients. When it comes to selecting the right outfit for your headshot, it's essential to consider the industry and your personal style. Generally, it's best to opt for simple and classic clothing choices that flatter your body type. Solid colors work well, as they don't distract from your face. Unless your brand requires that you stay within certain colors, choose your outfit based on colors that complement your skin tone and personality - jewel tones tend to look good on everybody. And unless it's part of your brand, it's usually best to avoid neon colors and clothes that sparkle.

Avoid patterns or logos that might date the photo or divert attention away from you. It's also important to wear clothes that make you feel comfortable and confident. Remember, your headshot is a representation of you and your brand, so it's crucial to dress in a way that reflects that.

If we will be using a black background, try to avoid wearing an all-black shirt or making black your outer layer. Black as an inner layer or with a pattern works great, though. For example, a black shirt under a grey blazer will look nice on a black background.

Here are few other tips for preparing for your headshot:

- A higher neckline is recommended for headshots since the shot is cropped much higher on the body.
- Avoid baggy clothing. A close fit looks clean and professional. Most headshots are taken above the waste, so no need to worry if that blazer is a little snug in the midsection. Long sleeves are preferred.

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- Better to be overdressed than underdressed. Wear something that you would wear when visiting your VIP client.
- The best way to get inspiration on what to wear? Simply do a Google Image Search (images.google.com) and type "your_ industry headshot" For example: Financial Advisor Headshot. Or search Pinterest.
- Glasses: We recommend looking how you would while you work. So if you wear glasses all the time, then wear them in the photo. If you only wear glasses some of the time, we recommend taking some business portraits with them, and some without. Make sure you take off your glasses 15 minutes before you start taking photos so that the red mark on your nose has time to disappear.
- Accessories: Keep it simple. Watches and jewelry can be worn as long as they are not distracting.
- Don't forget to iron. If your shirt is wrinkled in real life, it may appear wrinkled in the photo.
- Drink plenty of water in the days leading to your business portrait session.
- Get lots of sleep the night before your shoot to avoid dark bags under your eyes.
- Moisturize twice a day in the days leading up to your shoot will help.
- A fresh haircut always looks good. And this doesn't just apply to the hair on your head. Check those eyebrows and nose hairs to make sure everything is in check :)
- If you typically have a clean shaven face, then you will want that for your headshot. We can't edit out any facial growth.

Getting multiple looks from one outfit:

Here's a great tip to getting two looks from one outfit:

Layer up: Add a cardigan, jacket, or blazer over a shirt or blouse or sweater. Then it's an easy and fast switch if you want to get different looks in your session!

If you have any questions whatsoever, please don't hesitate to call or email me!



SEE YOU SOON,

Jackie

631-672-6027

info@jackiemihaley.com

www.jackiemihaley.com