



LOOK LIKE A PRO

Professional headshots can earn your client's trust.

When done right they'll reflect your commitment to quality and other important attributes of your brand.

Four things to consider before your Professional Headshot session:

How do you wish to appear?

- Professional
- Credible
- Authentic
- What other attributes describe your brand?
- Confident
- Approachable
- Trustworthy

Who is your audience?

- Business Contacts
- Recruiters
- Clients

Where will the image(s) be used?

- Website
- Resume
- Bio
- Social Media
- Advertisements

What to wear?

- Dress according to your profession and brand
- Stick with solid colors that complement your complexion (stay away from busy or distracting patterns)
- Proper fit is critical
- Select jewelry and accessories that reflect your style



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Express Your Brand