


## Preparing for Your Headshot

You should be proud of your professional headshot. Use the following tips and guidelines to help you prepare.

### General

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- If you always wear glasses, wear them in your headshot.
  - If you wear jewelry, keep it simple. Avoid any pieces that distract from your face.
  - Avoid solid black or white (unless it's layered under a jacket or sweater). Mid-tones in solid, neutral colors work best. Choose colors near your skin tone or those that accentuate your eye or hair color.
  - Be cautious of bright colors (like neon green or bright red) and distracting patterns (such as herringbone or small grids/checks). Thin stripes are okay.
  - If you have light skin, avoid pastel colors. These generally make lighter skin tones look washed out and pale. The converse is true for dark skin: don't wear darker colors; lighter shades will bring out the lighter tones in your skin and even the contrast of the photo.

### Men

- If you have facial hair, ensure it is evenly trimmed and nicely groomed to avoid stray hairs. If you're going clean-shaven, be sure to get a good shave that morning, unless you're going for a rugged look.
- Pick a favorite suit or outfit that fits well. Classic colors, like navy blue, work best. Avoid a jacket that bunches up when you button it or sit down in it.
- Ties look best when their tone lands between the suit and the shirt (e.g. a light shirt, a dark suit and a tie in a shade somewhere between). Stay away from reflective, shiny silk ties.

### Women

- V-necks accentuate the neckline and generally look best – just don't go too low. No turtlenecks (they tend to make people look like they have no neck at all in photos). Avoid short sleeves or tank tops.
- Do not wear heavy makeup. Stick with your normal beauty routine – and know that the photographer may request a bit of foundation to avoid shine. It's best to forego shiny eye shadows or lip gloss.

### During the session

- Listen to the direction from your photographer. They want you to look your best too!
- Pretend to be confident, even if you're naturally shy. It will carry across in the photo.
- Think about the things you love when you smile – your children, your pets, a favorite activity. Do something goofy and laugh at yourself to create a more natural, authentic smile and gestures.
- Relax/stretch your face periodically.
- Sit or stand up with good posture – shoulders down and elongate your neck (avoid pulling your chin back into your neck).
- When it's time to select the final image, be gentle on yourself. We are usually our own worst critics, and you probably look great!

**Remember to try to relax and have fun!**