



*You have 3 seconds to make a great first impression. What is your headshot saying about you?*

## **YOUR HEADSHOT - WHAT TO WEAR GUIDE**

### **Top 6 What to Wear Tips**

- Darker solid colors like dark blues, grays and black or dark colors that contrast well, photograph best.
- Pay attention to necklines, sleeve length and texture. Layering works best (think dress shirt and blazer).
- Wearing darker colors will help bring the focus and attention to your face.
- Wear clothes that flatter your body type - not too baggy!
- Gents: Ties aren't required but photograph great.
- Ladies: Wear a neckline that isn't too high or too low. Too high of a neckline, like a turtle neck communicates that you aren't open or approachable. Scoop or V-necks work great.

### **Top 7 What to Avoid Tips**

- Avoid baggy or loose clothing. The baggy and loose clothing will make you look wider in photos and hide your figure.
- Avoid tanning right before your photograph to avoid looking orange in the photos.
- Avoid competing or small patterns, they do not photograph well.
- Avoid sleeveless shirts.
- Avoid logos, bold patterns and writing.
- Avoid wearing all white or pale colors to keep from looking washed out.
- Please do not get a new hair style or color before your photograph! (In case you don't like the results!)

### **Accessories, Grooming & Hair**

- Try to choose accessories that won't be distracting or take away the focus from your face and become the point of focus, rather you want to compliment your wardrobe. Simple is always best for a headshot.
- Be sure to pay attention to facial hair with enough time for any redness or swelling to go away (eyebrows, face, lip, etc).
- Ladies: Wear your hair and makeup the way you feel most confident. Avoid over applying makeup.

### **Body Language**

- Body language and expression are key to communicating that you are trustworthy, competent and professional. I will help coach you to have positive body language and an engaging expression.

### **MOST IMPORTANT TIP**

Ultimately, make sure are feel comfortable in your outfit, or it will show in your expression.