

W E L C O M E   G U I D E



# Headshots

# Content

2	Let's Talk
3	Self-Reflect
4	Grooming Tips
5	Outfit Tips
6	Makeup Tips
7	Hair Tips
8	What to Expect/ Contact Info

# LET'S TALK



IT'S OFFICIAL YOU'RE  
GETTING A NEW HEADSHOT

To make this the best experience possible (and to make sure you are on your best game), I've assembled this guide to walk you through some of my tips.

Let's jump in!

SO, POUR A GLASS OF WINE OR GRAB YOUR FAVORITE COFFEE MUG AND GIVE IT A READ.

# SELF - REFLECT



It's important to put some thought into how you want to project your professional image. After all, your headshot is often the first impression potential clients or employers will have of you. Consider your outfit and your expression carefully, as they both play a role in the overall impression you make.



# GROOMING TIPS

It's important to take the time to groom yourself before your headshot session! This means making sure your hair is in the best condition possible and focus on your facial hair.

## BEARD

Now it's time to trim that facial hair; Trim your beard, your nose hairs and your eyebrows.

## LIPS

If you can, bring a lip balm. A lip treatment with a hint of color is a good option for men with fair complexions.

This keeps lips from looking too pale in photographs. If you have olive or darker skin, a lip balm that has SPF is a great option for you.

## SKIN

It's best to begin moisturizing a few days in advance of your session that will give you a natural, healthy glow.

Remember to come with clean skin at the day of the shoot. Shiny skin is very noticeable in photographs.



# HAIR TIPS

The best hairstyle is the one you can repeat yourself every day.

Do your hair in a way that you are comfortable with so you will look the same in your headshot as you do when you meet people in real life.

Here are some tips for hair in headshots:

--For longer hair, a gentle blowout with some soft volume can often look best.

-If you have short hair, take the time to comb and style it, using products as needed to keep it in place.

-For curly hair, you can use a curly-defining hair or a diffuser to give structure to the hair.

-Be careful with hair gel or other products that can create a glossy look that may appear wet or slick in studio lighting.



# OUTFIT TIPS

LET'S TALK ABOUT THE OUTFIT.

In your photos, your outfit helps tell your story.

From nailing down the right colors, to choosing how much jewelry you'll wear, it's important (and exciting) to take some time ahead of the shoot to prepare.

Here are couple of my suggestions:

-Avoid tiny busy patterns and bright colors.

-Choose form-fitting clothes. This one is crucial, it has a big impact (specially if you are wearing a suit).

-Consider tailoring your outfit, if you think doesn't fit you properly.

-Make sure your clothing is wrinkle-free.



# MAKE UP TIPS

The saying is "Look like you're on your best day".

Your makeup should be similar to your everyday makeup with the exception of a few things worth mentioning below.

It's always best to apply makeup to a clean and well-moisturized skin. So if possible, use moisturizer regularly in the days leading up to your photoshoot to achieve healthy and hydrated skin.

Avoid foundations with a dewy or glowy finish, contours, highlights, and foundations with sunscreen.

They can slightly change the color of your face under camera lights and make you look sweaty/shiny.

Also be mindful of how much sun you're getting the week before your headshot.

# what to expect

## **The Day Before:**

### REST

Get lots of sleep the night before and drink lots of water. Tired eyes and hydrated skin are best avoided.

## **During your Shoot:**

### TAKE YOUR TIME

It's best to leave some free time in your schedule around the time of your photo so you're not feeling rushed.

Ask questions, be amazed, look for every detail in your photos. This is where you choose the photos you love most.

## **After your Shoot:**

### RETOUCHING

I'll retouch your photos to look natural, but if there's anything specific you want me to do, just let me know.

When will your photo will be ready: Up to 10 days from your session.

## **Any Questions?**

Questions are good! Reach out with any questions you may have. I'm here to help!

## Contact Info

Email: [Rafaella@trydigitalstudio.com](mailto:Rafaella@trydigitalstudio.com)

Good luck prepping & I can't wait to photograph you.