

Five Ways to Ruin a Headshot

- 1- **CLOTHING?** Wear a blouse/shirt with intricate designs and colors that catch the viewer's eye.
- 2- **SELFIE?** Take your own selfie. It's the best way to say, "I'm an amateur" even at what I do professionally. It tells those who might otherwise become one of your top 20% best clients to avoid you because they don't waste time with amateurs!
- 3- **LOWEST COST?** Go to a cheap, high volume studio... help a college kid click a camera to earn his way through school, it's at least a humanitarian good deed even if otherwise a waste time & money.
- 4- **SAVE TIME?** Go where it takes only 10-15 minutes. Mediocrity doesn't take long at all.
- 5- **SAY CHEESY ?** Smile when the photographer commands you, darn it, or else!

For the flip side of the story, read on for...

6 Ways To Headshot Success

- 1- **CLOTHING:** OK, admittedly many know better. The three most important clothing guidelines for a business headshot are solids, solids, solids! Busy patterns and a multitude of colors or shapes distract viewers away from your confident, warm expression! Unless you're in the clothing catalog business, busy patterns can prove to be visual "noise" and viewers miss your message.

Choose solid outfits in the same color family that flatters your complexion. You know... that color you wear and people often say, "Boy do you look great in that!"

The best color is one that resonates with the undertones of your skin tone. All skin tones are in one of four distinct color palates. Colors within that palate resonate better with your facial undertones than colors from other palates. You look healthy, vibrant and alive! Regardless of the science behind it, if you're uncertain, just wear your best guess outfit to your appointment and bring along a second or third choice. We'll do a quickie diagnostic to see for ourselves which is best.

- 2- **SELFIE:** Everyone takes selfies and they serve a purpose. Web viewers of selfies wonder if you know your stuff because frankly, a selfie screams, "AMATEUR"! A selfie does not put your best face forward. **You only have one chance to make a (great) first impression, get our help... and do it right!**
- 3- **LOWEST COST:** Unfortunately, many photography studios unwittingly make mediocre people images. Even photographers with a grasp of technical intricacies using impressive cameras, lenses and lighting, can still fall short. Equipment may make for a sharp, well exposed image. But technical competence alone, does not go far enough.

Why? Because technology doesn't directly help anxious, clients set aside their anxiety and feeling intimidated. Even studios with improved people skills may not utilize lighting to flatter our facial form. Often he's just in love with his motor drive! That machine-gun photographer knows a genuine smiles are rare so he's playing a numbers game, taking several exposures with you facing this way or that and positioning the lighting over here or over there. He can literally wear - you - out, not help you out!

After seeing a bunch of weak expressions, a mediocre one look good by comparison and you might settle for it. But good is not great! The US Navy seals have a saying, "One shot, one kill not luck, just skill." In our camera room, where your reputation is facing a life or death moment, we don't depend on luck.

- 4- **SAVE TIME ?** Why save a few minutes and settle for a disappointing outcome? Our headshot sessions take only 35-45 minutes. I remember my own photo anxieties, and know how insecure and intimidating it feels to have that lens staring at me, so I've intentionally honed my skills so you don't have to go through those anxious moments for your headshot. I help you successfully navigate the publicity portrait trail.
- 5- Rather than just blazing away with a motor drive, we start with a 5 minute diagnostic. Together, we discern the two foundational ingredients of a great head shot, your BEST side (why even bother featuring your worst side) and the best lighting style (one flattering to your best side even more).

We only use lighting which flatters, not that which is neutral or negative in painting your facial contour. You could say, **best side + best lighting = better than you look!** That's an encouraging outcome. Especially with a natural, confident, award winning expression befitting a confident, approachable person like you! Regarding your expression, read on...

- 6- **SAY CHEESE?** We will never use curse words in the camera room, especially THE word that curses THE outcome, namely, "SMILE." Why? Because to smile on command is a muscular response, not a genuine one. Muscle can be cramped i.e. look phony or cheesy, not flattering! So how do we get natural smiles? What's our "secret sauce" ? Simple. We just have fun... and how do people look when having fun... they look GREAT! With friendly, humorous banter, we harvest natural smiles!

Best side, best lighting, best expression... makes for a "Personal-Best-Ever Headshot."

We enable our clients to avoid anxiety producing land mines.

- 7- We do NOT have a "satisfaction Guarantee". Why? Because to do things right, we go further than others... we don't settle for a "mediocre guarantee" - that's too low a standard.

WE HAVE A "YOU MUST BE THRILLED" GUARANTEE...

if not *thrilled*, WE WILL ALL WE POSSIBLY CAN TO *THRILL* YOU.

It's just not right for us to take payment from you if you're anything less than thrilled.

So then, if for some unlikely reason your image does not thrill you,

YOU DON'T PAY A PENNY!

WE take ALL the risk... not you! You have everything to gain, no cash to lose (only to invest wisely)! We succeed, only if our headshot helps you succeed. But "warning" ☺, in 30 years of business we've only had two portrait clients that weren't thrilled, so statistically, the odds are in your favor!

No matter what the hour...

Call 302-731-9241

we'll either chat and explore possibilities,
or if it's after hours
or we're out on assignment,
**just leave your name and number and I'll call
you back soon!**



Bob Horton, "THE Headshot Guide"