



**JON BRADLEY** |

Business Photography

HOW TO PREPARE FOR YOUR

# HEADSHOT PHOTOGRAPHY

SESSION

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# IT'S TIME TO SHINE

About 99% of the people we photograph dislike having their photographs taken. We totally understand that, it's not a very natural thing to do. But it's our job to put you at ease. We want your headshot experience to be fun and we want you to relax and enjoy your session.

So we've put together some things to think about in the run-up to your headshot session.

In this guide, we hope to answer your questions and alleviate any anxiety you may be feeling. As much as it would be great for you to just turn up and smile, a little more thought and consideration will elevate your photographs to really give them the WOW factor. We want you to feel confident; we want you to shine!

# A few things to think about before your session

## **Clothes. Wear your style**

What to wear? The million-dollar question! You need to wear your clothes rather than your clothes wearing you. What you want is for people to focus on your face, not the sequin jumper or jazzy tie you've opted to wear.

That said, it's important that your choice of clothes reflect your personality and also your brand. If your brand is cool and funky perhaps sequins are fine after all!

If you're trying to portray a more serious, professional image make sure your clothing mirrors that.

Ultimately, you want to be comfortable and confident. Think about your brand colours. You don't want to clash with your marketing material so opt for a colour that compliments your branding. If you and your team are being photographed together, discuss your clothing choices with each other as you want the styles to flatter, not fight against, each other.



# What is an outfit?

Your choice of outfit is up to you. Have a try on a few days before your session to check your clothes fit well, are clean and photo-ready. Think about accessories – jewellery, scarves, ties - but again, you don't want to draw too much attention away from your face. It's all about getting the balance right.

## Pay attention to detail

Our philosophy is to get the images as perfect as we can 'in camera'. The aim is to create images that are a true reflection of you. Your personality needs to shine through and it's important to pay attention to the little details. If clothes have marks on them, get them cleaned and ironed before the shoot. (Creases become really obvious when you're looking at yourself in close-up). And even if you think you've got your outfits sorted, feel free to bring along a few extra options. If something isn't working we can play around with something else.

For your headshot, we are only photographing your 'top half' so the focus is mainly on shirts, blouses, jackets, etc. But feel free to get your bottom half sorted too! Wearing the whole outfit, even down to the right shoes (which won't be seen) can make such a difference to the way you feel, the way you stand, and the way you pose.

Any questions, just ask.





# Colour & Style

When it comes to colour, think about your branding and your logo. You need to work with it, not against it. And if you're really not sure, do get in touch. We can offer some advice over the phone or we can put you in touch with some great stylists who can help before your shoot. Knowing that you look great makes such a difference so wear your style with confidence - it will really come across in your headshot photos.

Black can look stunning but not on everyone. If you do want to wear black, perhaps bring some other options to the shoot as well. Generally, we shoot on a white background so be slightly cautious of white as it can cause you to blend into the background. That said it can look sharp so we're not ruling it out - consider texture, contrasting colours and accessories, and perhaps bring some other colour options too.

Prints can pack a punch but bigger patterns work better than smaller ones. Remember you don't want to take attention away from your face.

And one last word on trends. Don't be dictated to by what's in fashion. You want a look that is going to stand the test of time and not date too quickly.



# Hair Skin & Make-up

Our general advice is that if you are going to have a hair cut/colour do it 2-3 days before the shoot. Not everyone wants that freshly cut look in their headshot photos. And remember, hair really is the hardest thing to play around with in post-production so please put some thought into it before shoot day.

If you wear make-up, apply this just before the shoot. It's a good idea to bring make-up and moisturiser to the shoot for touch-ups.

If you shave, do this just before the shoot.

As part of our fees, every client receives one fully retouched image from the shoot, so we reduce shine, fine lines and dark circles in the post-production of your selected images. But in advance of the shoot, make sure you are well-rested and drink plenty of water - this will make a big difference to your skin on camera.

# Booked a session in The Headshot Studio or a Personal Branding shoot?

Once a month, we host The Headshot Studio (at our space in Berkshire) so get in touch in you're an individual looking for a headshot session. Or it may be that you're looking for a personal branding shoot. Either way, these sessions are exclusively for you.

In the Studio, clients have 45 minutes in front of the camera and for personal branding shoots, we recommend at least an hour. You will have more much more time to change outfits and branding will be at the forefront of your mind. So the same advice applies when it comes to clothes, hair, skin, and make-up. If you would like more expert advice, we work with a great team of professional stylists, hair and make-up artists. If you'd like a professional on hand for your shoot, please get in touch and we can book one for you.



# PREPARING FOR YOUR HEADSHOT

## CHECKLIST

### **CLOTHES**

- Think about your outfit choices.
- Be aware of brand colours, you don't want to clash.
- For The Headshot Studio, bring 2-3 outfits for your session.
- Make sure all clothing is clean, in good condition, and ironed.
- If needed, book a shopping trip (keep tags on for easy returns).

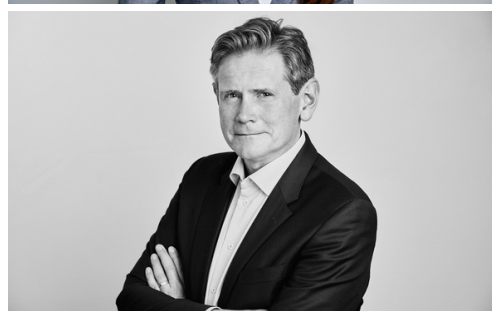
### **HAIR, SKIN & MAKE-UP**

- If you need a cut/colour, book 2-3 days before the shoot.
- For a clean-shaven look, shave just before the shoot.
- If you wear make-up, apply just before your session and bring your kit with you for touch-ups.
- Drink plenty of water in the run-up to your session and, if you can, get some rest.

### **ON THE DAY**

- Come in your first outfit.
- If you're not sure, bring some extra outfits with you.
- Make sure hair, skin and make-up are as you want them.





# GET IN TOUCH

Please get in touch to discuss your corporate portrait and personal branding photography requirements. We're happy to work with you to capture the images that suit your corporate style. We can set up a studio-style background in your office space, or use your corporate setting as the backdrop. We'd also love to chat with you about your personal branding images or come and visit us at The Headshot Studio in Berkshire.

## DROP US A LINE OR CONNECT ON SOCIAL

Please get in touch with Rachel on 07956 505 336 or email [rachel@jonbradley.co.uk](mailto:rachel@jonbradley.co.uk) for more information.

You can find us on Instagram at [@jonbradleyphoto](https://www.instagram.com/jonbradleyphoto)

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