



# HEADSHOTS

Jeff Halverson Photography, LLC







# GETTING READY FOR YOUR HEADSHOT SESSION

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Before heading in to the studio think about all of the things that make up your personal brand and what you want others to take away from a glance at your profile page. Jot down some key words and phrases and bring them to your shoot. Think about what exemplifies your personal brand to you. Are you a chef? An educator? A writer? Are there props that could help tell your story? Bring them along!

We can take a couple different shots—in different outfits—so you'll have a series to choose from. You may want to tailor your profile picture based on the social media platform you're using. Remember to have fun! A relaxed, comfortable subject naturally exudes confidence.



# WHAT TO WEAR

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It's important that your look matches the image you're trying to convey. What you wear on a daily basis is a great place to start. Solid colors are always a good choice, as are tops with strong collars and necklines. Even though you'll only be shot from the shoulders up, it's important you're pulled together from head to toe—you may want a shot or two that are pulled back a bit. Aim for clothes that complement your skin and eye tones and, overall, steer clear of very bold colors.







# PUT YOUR BEST FACE FORWARD: PROFESSIONAL HEADSHOTS & YOUR BUSINESS

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Dubbed “the new handshake,” professional headshots are now the first introduction to you, your business and your personal brand—shouldn’t that intro be the best it can be? With 93% of HR professionals and recruiters tapping into LinkedIn to find quality candidates—plus 2 in 3 on Facebook and more than half utilizing Twitter—that headshot has countless applications in your professional life. Should your profile pic be the family vacation, the fun night out or—worse—the logo or abstract shot? Or should it be a powerful, compelling and confidence-building headshot that makes prospective clients, employers and partners want to click “Connect?”

# PRICING

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## Social Media Headshot Package:

\*One subject

\*30 minutes

\* 3 photos chosen from gallery & edited

\*3 files delivered via SmugMug online

In Studio ..... \$75

On Location .....\$60

**\*\* All Photos you see in this booklet  
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