



# HEADSHOTS

by Eeez Eyes Photography







# WELCOME

A good headshot offers a glimpse into who you are, what you do, and why you do it. It is a visual connection that offers people a chance to put a face to your name, and it's incredibly important for any business or brand. There are many factors that go into a headshot portrait, from posing and lighting to angles and editing, and that's why it's important to make the investment in a professional if you want the absolute best results. Good images are important, and you and your business deserve them.

# GETTING READY FOR YOUR HEADSHOT SESSION

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Before heading into 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 and 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.







# CHARACTERISTICS OF A GREAT HEADSHOT

We want to ensure that your headshots reflect the vibe you want, are of high quality, and will help you stand out from the crowd. These are five characteristics of a great headshot. If you stick to these simple rules, you will leave your session with headshots you love.

1. Clean and simple – The goal of a headshot is to show who you are in a professional manner. The best way to do that is to keep your headshots clean and simple, with nothing to distract from you.
2. Confidence and approachability – Visibly showing off your personality in your headshot demonstrates self-confidence, which automatically leads others to feel confident in you as well.
3. Smile with your teeth and your eyes! This goes without saying, but real smiles radiate a genuine vibe that will attract your audience.
4. Personality over glamour – Make sure your headshots look like you. Do not overdo it with the makeup, hair, or clothing. Just be unapologetically you.
5. Conservative colors – By wearing conservative colors, the focus stays on you, your smile, and your personality.



# PROFESSIONAL HAIR & MAKEUP APPOINTMENT

We recommend all our headshot photography clients to book a professional hair and makeup appointment prior to your session. Why? A headshot will often be your first impression, whether for employers, clients, or coworkers. You should look like your very best self! Professional stylists can help cover blemishes, balance skin tones, tame your hair, and more so that you look and feel your absolute best.

You can put the focus on showing off your personality at your photo session! Besides helping you look your best; your professional stylists will leave you with an added level of self-confidence and belief in yourself that will radiate through your photos.

Remember, if you are using a new stylist or makeup artist, it is always a good idea to do a trial run before your headshot session. This way, you can know for sure that you are getting the look you want. If there is anything you feel uncomfortable about, you can bring that up in the trial run, rather than scrambling when it is actually show time!

We have a variety of stylist we can recommend for your convenience.







# HEADSHOT PREP CHECKLIST

Upon booking your session, we recommend you follow this simple checklist so that you are ready!

- Determine why you are getting headshots (company directory, LinkedIn profile, resume, etc.)
- Determine the setting for your headshot. Do you want to be in the photo studio, on location, or outdoors? If you are not sure, we can help you figure out the best place for your photos.
- Get your hair and makeup done. Booking a professional appointment is recommended. Besides bringing your headshots to the next level, you will radiate self-confidence that shines through the photos.
- Pick your outfit. It should be clean, wrinkle-free, professional, and reflect your personality.
- Get lots of sleep the night before your session.
- Smile!

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

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Dubbed “the new headshot” professional headshots are also the first introduction to you, your business, and your personal brand—shouldn’t that intro be the best it can be? With 93% HR professional 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 application in your professional life. Should your profile pic be that 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?”

# P R I C I N G

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## Professional Head-shot Package

One subject  
45 minutes  
2 looks/outfits  
Proof images to be selected  
2 professional retouched images  
private gallery  
delivery within 5 business days

**In Studio or on location:** ..... \$325.00  
*(Travel fees & accommodations added for 50 miles or more from the  
photographer and outside of the Washington DC area)*

### Add-Ons:

Retouching (per image)- \$25.00  
Additional images - \$25.00 each  
Make-up Artist - call for pricing

## Group Rate On-site Head-shots

We bring the studio to you. With portable lighting, backgrounds, and a laptop,  
we produce studio quality images at your location.

2 - 24 ppl: ..... \$ 150.00/pp  
25 - 99 ppl: ..... \$ 100.00 /pp  
100 or more ppl: ..... call for custom quote  
1/2 day & full day rates available:.... call for quote

On-site set-up/break down fee: ..... \$375

### What is included:

1 look/outfit  
3-5 images pp  
unedited head-shot images  
*(additional professional retouched image \$35.00 each)*  
on-line gallery access of images  
delivery within 7-10 business days

# 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 body type, skin and eye tone, and steer clear of very bold colors.







*Eeez Eyes*   
P H O T O G R A P H Y

Eeez Eyes Photography



<https://eezeeyesphotography.com>  
(202) 599.5397