
Guide to Great Headshots.

Congratulations!

You have made the right choice with Korey Howell Photography Group. We have done thousands of these shoots, and we know how to make you look your best.





Wear something you feel great in. Go shopping and leave on the tags if you need to. We won't tell.

Make sure your wardrobe fits you well and is clean and pressed. Fitted clothing looks better than blousy.

It's OK to wear glasses if you wear glasses.

Avoid: Large and small patterns (tiny stripes, checks, houndstooth), heavy fabric, turtlenecks, pastels.

What to Wear?





Women

Be stylish and fashionable, but remember the picture is about your face and not your clothes or jewelry.

Black is a safe go-to, but color really pops on camera. Sleeveless tops/dresses can draw attention to your shoulders / arms and away from your face. If you have rockin' arms, then go for it. White is no longer a no-no and can give you a clean, sophisticated look.



Get your color / roots done before your session.

Hair should be styled the way you like it. We suggest a professional blowout.

Check that your eyebrows are tweezed.

Keep jewelry simple.

Hands should be manicured.

Wear Spanx or other shapewear if shooting half or full body shots.



Men

The standard formal business look is a suit and jacket, dress shirt and tie. Standard casual business look is often a jacket and open dress shirt.

It's ok to wear a white dress shirt if paired with a dark jacket. For a no-jacket casual look, bring colored shirts - ideally darker than your skin tone.



Get a fresh haircut then let it grow to just the perfect length - most men think about a week.

Trim all facial hair before your appointment - that means beard, mustache, eyebrows and yes, check your nose and ears!



Retouch (But Not Too Much)

Just because we “can” do anything in Photoshop doesn’t mean we should!
We prefer to use retouching to make you look polished and professional but not pretend.
You still need to look like you, just the very best version of you.



Real



Ideal



Really?



Final Thoughts

Collaborate with your photographer: Talk to your photographer about your likes and dislikes in photos you have had in the past. OK to bring samples of photos you like of others. As you review the images, give the photographer feedback so you can get what you want. Don't settle.

Nobody notices your imperfections the way you do: One eye wonky? Crooked teeth? So what! Nobody notices or cares. The purpose of your headshot is to convey your energy and give people an idea of who you are in a flash. No one will be studying your photo and picking it apart except for you, so stop that! Remember, your final image will most likely be displayed the size of a postage stamp on someone's smartphone.

Relax. We got this: This is not our first rodeo. We will use all the tricks up our sleeve: lighting, posing, high-end equipment, dumb jokes, alcohol, whatever it takes to get you at your best. You will arrive nervous but you will leave happy -- or you won't leave at all! JK

Have Questions? Contact us!

