



The goal of a great headshot or modeling portfolio is to showcase you looking your very best. To this end, there are several ingredients that make great headshots and modeling shots stand out among the average ones.

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## CHOOSE A PROFESSIONAL

Your headshot or portfolio shots have to look professional and refined. It takes skill and talent to get the proper lighting, sharp focus and expert composition that a talented fashion photographer provides. Expertise in color correction and subtle retouching also serve to make a photo stand out. Achieving all this is difficult with amateur equipment and no training. It is very important to work with a photographer who has experience with models and talent.

## REDUCE, DON'T REMOVE

Use airbrushing as a last resort. A general rule of thumb when touching up a photo is reduce, don't remove. Simply stated, pores, wrinkles, birthmarks and anything else that gives your face "character" should be subtly minimized. The best touch-ups are those nobody else can tell were made.

## REFLECT YOUR PERSONALITY

Your photos must reflect your personality. Only you can bring your personality to the shoot, but a great photographer can help spot it, capture it, and be sure it comes through in the final result. A great photographer will help you to feel comfortable and look natural on film.

## PREPARING FOR YOUR HEADSHOT

Make sure your hair and skin are in good shape. If you're not experienced with hair and makeup, speak to a makeup artist in advance to get suggestions on the proper makeup. Avoid getting sunburned the week of your shoot. On the day of the shoot, matte-powder finish makeup is suggested and extra facial powder is beneficial. Lips should be moisturized as well. Practice modeling poses prior to shoot. Check out clothing websites and print advertisements for ideas. Get plenty of sleep the night before, stay hydrated, and eat healthy and light the day of the shoot to avoid feeling bloated or hungry.

## ATTIRE

Clothing with clean lines photographs best. Avoid too many busy patterns or props. Stay away from large and obvious logos. Clothes should be ironed and freshly pressed. Bring various color schemes (i.e. girls shouldn't have only pink outfits). Feel free to bring accessories including hats, instruments, sports equipment, etc. Sunglasses should not be worn. Remember essentials such as a hairbrush, hair-spray, belts, simple jewelry, appropriately undergarments, and shoes. Teeth should be white and freshly brushed. Whitening strips or a toothpaste with bicarbonate soda work well like Crest White Strips. Bring eye drops if you are prone to red eyes.

## AVOID DISTRACTIONS

Never cover your face with your hands, hair, clothing, jewelry or other accessories. You do not want to hide your face or cast shadows. More than just a flattering photograph, a great headshot or modeling shot is a powerful tool for making people remember you.

## RELAX

Remember to breathe and enjoy yourself. A smile is priceless!