

5 TIPS TO A BETTER HEADSHOT

Just look at a man's shoes, they will tell you about how much a man cares for himself. That's what my father told me. He might have a nice car and a nice suit but if his shoes are dirty, he doesn't care enough about himself to finish the job. **You never get a second chance to make a first impression**

1. It's not just about having a modern hairstyle: Being conscious of hair means examining your face, eyebrows, hairstyle and nose hair. Trim what needs to be trimmed or removed 1-2 days before your shoot allowing time for irritation to disappear. I recommend not doing anything too drastic in terms of style before any photo shoot. You want to be comfortable and for that comfort to be reflected in your photos.

2. Shine your pearly whites: If you're planning on showing your smile, be sure your teeth are ready for prime-time. Have discolored teeth cleaned or whitened. Have dental work completed or practice smiling without your teeth showing.

3. Healthy eating and drinking: Drink plenty of water and avoid fatty, greasy, and salty foods as well as heavy exposure to the sun prior to the photo shoot. It is recommended to avoid other things like alcohol that will make you look puffy or bloated or that may stain your teeth. Eat a light meal before you leave for your photo shoot; food is fuel plus I don't want you to get hangry.

4. Choose colors that look good on you and go for solids. Jewel tones look best on most people; think vibrant blues, greens, reds, purples and pinks. Dry clean and press all clothes for the photo shoot. Wrinkles in clothing are difficult to touch up and are very distracting in photos. Use a lint roller or tape to remove the fuzz off clothing. **Dress for the job you want.**

5. Don't underestimate the importance of makeup: Unless you've studied makeup for photography, get your makeup done professionally. A professional makeup artist knows what makeup looks good on camera and will make you look your best.

Believe me, I want you to have a great headshot! So if you have any other questions or there is anyway I can help you, please let me know.

- Everardo

