

## Guidelines for a Successful Portrait – for You and Your business

An investment in your business portrait is an important one: it is one of the first impressions a potential client may have. In addition to traditional print uses, headshots are increasingly appearing on Web sites and in interactive marketing media. You are going to be seen everywhere, so you want to look your best.

Follow these simple steps for a headshot that captures your confidence and professionalism:

- **Choose solid and neutral colors.** Use grey, black, navy, or tan. Bold bright patterns and colors can distract the eye, taking focus away from your face. (*Bring clothing options – a good photographer will work with you on your choices.*)
- **Accent with a bit of color.** A fun bright tie, bowtie or scarf can help bring personality to your portrait. (*Again, bring options.*)
- **Avoid sleeveless** shirts and **low cut** necklines.
- **Find a proper fit for your body type.** A tight fitting suit can make you appear heavier than you may wish, and a baggy fit can make you appear frumpy.
- **Launder and press** clothing items just prior to photo shoot. A wrinkled shirt does nothing to inspire confidence!
- **Professionally styled hair and make-up** done before the photo shoot is also helpful; just make sure you have a good idea of what the end results will look like beforehand. Avoid having a haircut or change of style too close to the day of photo shoot. If you are unsure of how a new style will look, make an appointment to try it well before the photo session. You don't want any surprises, just great photos!
- **To get the best look**, and the one you want, use a reputable make-up artist hired by the photographer. Although it increases the overall cost of the photo shoot, it is well worth it in the long run. A little extra investment now will be soon forgotten, while the impact of a great photo will last for a long, long time!
- If you choose to do your own **make-up**. Don't over do it; but don't skip it, either. A little make-up can go a long way. Even if you consider yourself the "natural type," photo lighting can make your skin appear washed out. Most photographers have some make-up on hand, but bringing yours along is a smart idea.
- **A fresh shave** is important for men, especially if your 5 o'clock shadow is noticeable.
- **Avoid overexposure to the sun.** Red, blotchy sun-burned skin is difficult to correct in Photoshop or retouching.
- **Get a goodnight's sleep and keep hydrated.** Drink plenty of water. Digital cameras can see even more detail than ever and Photoshop/retouching has its limitations.
- **Allow yourself plenty of time.** The camera doesn't lie. Arriving in a rush and being concerned about getting to your next appointment does nothing to help you feel relaxed.

This is your time to shine! (Not too shiny, of course.) Putting that little extra effort into your photo shoot will ensure that your image will convey the professionalism, personality, and true spirit of who you are.

*Courtesy of Wendy Zins, Wendy Zins Photography*

Please visit our Web site at [www.wzinsphoto.com](http://www.wzinsphoto.com) contact [info@wzinsphoto.com](mailto:info@wzinsphoto.com) or call 612-926-8865.