

HOW TO GET READY FOR CORPORATE PHOTOSHOOT

Corporate portraits are essential in portraying a good image of your company. It's important to think about the message you are trying to convey and dress to match. For example, a law firm might opt for wearing a suit and looking more serious, whereas a creative business owner might prefer something more casual and fun with their headshot. Portraits help to humanize your business, whether it's editorial or professional. Here's a guide for how to prepare for corporate photoshoots; what to wear, your posture and other elements that will help give the best impression possible.



Two types of portraits

There are two different types of corporate headshots that are distinctly different from each other; editorial portraits and professional portraits.

1. Editorial Portrait

Editorial headshots are usually taken within the place of work. This is an original and creative approach, more interesting than a plain background, but is still considered professional. For example, a chef might have their editorial portrait taken in the kitchen, wearing a chef's hat. This type of headshot is often found in magazines and online.

2. Professional Portrait

Professional headshots are usually done in the photography studio or on location with a

neutral background and special lighting so that the pure focus is on the subject. In terms of framing, the subject's shoulders and top of the bust are usually visible. Office-wear can be smart or casual depending on the company and the image it wants to portray.



Professional portraits are often used by large companies to present their employees, but it is also used on social media sites, such as LinkedIn and Twitter, and on CVs as a profile picture. Getting the right balance in a headshot is difficult, below are the main points to master in order to take a successful headshot that gets a positive response!

Important things to consider when having Corporate Headshots taken:

1. Your look



It's important to think about what your best side is. Some people are self-conscious of certain facial features. Portrait photographers are used to hearing this, so don't feel embarrassed to tell them that, for example, one of your eyes is bigger than the other. In this case, the photographer could angle you to one side so that the perspective makes both eyes look the same size.

2. Your smile

Most people know whether they smile with their teeth or not. Even for professional headshots, smiling both with and without your teeth work, so smile whichever way you feel most comfortable. A forced smile isn't good

and might even make you seem disingenuous. You should be able to recognize a 'real' smile through a person's eyes.

Top tip: think of someone or something that makes you laugh, this will both relax you and give you a great, genuine smile!

3. What to wear

Think classic.

For the men... Pick your favorite suit in a preferably dark color, such as grey or navy blue. Bold patterns and colors, as well as shiny ties, detract from the face and can look unprofessional. If you don't wear a tie, it's best to wear a sweatshirt or jacket or some other kind of layer to break it up and stop it looking like a floating head!

And for the women... Choose a professional suit or a classic office-wear outfit. Don't pick any bold or distracting patterns, however little pops of color here and there can be alright. Avoid short sleeves if possible; this can look unprofessional and also detracts from the face. For jewelry, anything subtle and classic is a yes, but anything blingy or flashy is a no. We don't want to notice your jewelry before your face!

There isn't a strict rule for 'what to wear', so long as your outfit reflects your company. In startups, for example, a much more "relaxed" style has been adapted. Jeans, t-shirts, and trainers are allowed, the idea behind it is that you come to work dressed how you would in everyday life.



4. Your posture

Body language is the key to looking confident. Keep your back straight and don't hunch your shoulders, think about the posture a ballet dancer has but don't overdo it or you'll look too rigid. Think about your company's main values or morals and tell the photographer so they can try to help you portray them through your body language.

5. Your hair

Don't dye or cut your hair right before the shoot, this rule is especially imperative for men. Some shades of freshly dyed hair can look too vibrant and usually dull down about 1-2 weeks later.



6. Make-up

Lots of people ask whether hiring a make-up artist is a good idea. It is, of course, completely up to you. You want your portrait to be easily recognizable and you don't want the make-up to overpower the portrait. Furthermore, the camera will pick up clumps of mascara or dark lipstick, so bear in mind how heavy you go on that. A good rule of thumb is to think about what sort of make-up you would wear to a nice dinner out, where the steak costs \$30 but not \$70.



Corporate Headshots give potential customers confidence when seeking information about your business. It reassures clients that there is a real person behind the services you provide. To give the right, and a positive, impression, choose an outfit and posture that reflects your company's values. Other than that, all you need is a happy and relaxed attitude to the photoshoot!



I am looking forward to working with all of you in the near future!

For LinkedIn Profile photos:

All of the above still applies, but here is some additional information you might be interested in.

Your profile picture is a key element of your LinkedIn presence. The research shows that just having a picture makes your profile 14 times more likely to be viewed by others.

To a recruiter, that means this little round image is your first chance to make a good impression on candidates — and it's a key element of your recruiter brand.

If you already have a recent headshot taken by a professional photographer or have the opportunity to get one, this is often a good bet. A photographer can ensure that the lighting is flattering and that you're putting your best foot (or rather, face) forward.



However, if you don't have the budget, the camera on your smartphone will also do the trick. Here are 10 tips to help you pick a strong photo and make a great impression.

1. Pick a photo that looks like you

It might sound obvious, but your photo should give candidates a clear idea of what you'd look like if they met you tomorrow.

You've probably met someone whose social profile photo looks nothing like how they look now — maybe it's a photo that was taken 10 years ago, before they started wearing glasses, or before they dyed their hair. It can be startling to meet them in person if you've only got that picture to go by, and it might even make you question their credibility.

Make sure your LinkedIn profile picture is up to date (within the past few years) and reflects how you look on a daily basis — your hair, glasses, makeup, and so on. If you do change your appearance drastically, consider taking a fresh pic to keep candidates in the loop. The first time they see you in person might be when they come in to interview, so giving them the ability to quickly identify you can improve their experience and help put them at ease.

Using a picture of yourself standing atop a distant mountain peak works well for some social media platforms, but it's not ideal when you want candidates to know what you look like.



Instead, aim to have your face filling about 60% of the space. Crop the picture from the top of your shoulders to just above your head so that your face fills the frame.

However, by getting someone else to take the picture for you, you'll probably find that your pose is more natural and comfortable. They might also help to direct you a bit, like telling you to tilt your head slightly or tuck your hair behind your ears.

Your profile picture is an opportunity to convey your personal brand. So if you consider your brand a little more serious, it's okay to look serious in your picture. But generally speaking, smiling can help put candidates at ease and make you look more approachable.

One study of 800 profile pictures found that people view you as more likable, competent, and influential if you smile in your pic. And smiles that show teeth

were rated twice as likable as closed-mouth smiles.

Consider practicing in front of a mirror first to see which expression you like best. You don't want to look uncomfortable, so do what feels natural to you.

Where you take your picture matters. You don't want anything to distract from your face, so a simple background can help ensure that you're the focal point.

That's not to say you have to be standing in a white, empty space. Taking the picture outside in nature or against a painted wall can keep things simple without being boring. If you want to showcase cool details of where you work, though, that might be better for your banner image.

Every workplace has a different vibe when it comes to the dress code, and your profile picture can help candidates get a feel for that vibe right away. You don't want to be over or underdressed.

If you wear jeans and a button-down most days, it's okay to wear that outfit in your pic — likewise if you wear a suit. And if

you work from home most days, try wearing clothes that match the dressiness of the company as a whole, just to help candidates gauge what might be expected of them.

Another thing to note is that solid colors tend to do best on camera. Color blocking your outfit using bold tones can help make your pic really pop.

To increase your response and referral rates, invest in your profile picture. It's your first chance to communicate that you are friendly, likable, and trustworthy — attributes that are crucial to getting prospects to engage with you.

Think of it as your first step to building your personal brand on LinkedIn and making yourself stand out from other recruiters. Now that's worth investing in.

Regards,
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