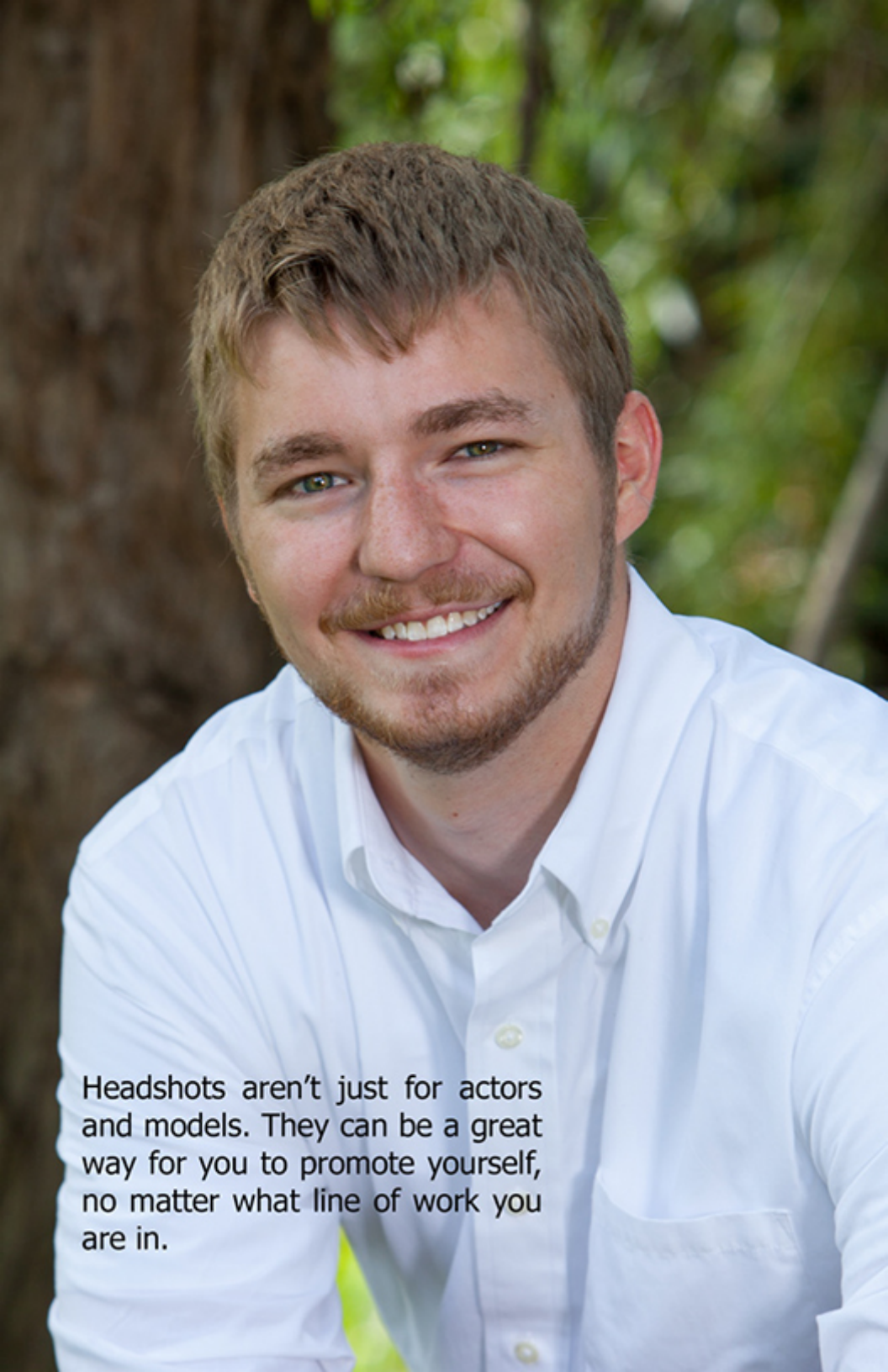




# HEADSHOTS



**RIDGEWAY**  
*Portrait Design*  
**BUSINESS &  
CORPORATE SERVICES**



Headshots aren't just for actors and models. They can be a great way for you to promote yourself, no matter what line of work you are in.

# WHO CAN BENEFIT FROM A HEADSHOT?

Headshots are a natural choice for anyone whose business involves exposure to the public. While most people know that actors, models and real estate agents can benefit from headshots, they can also be a great boon to other professionals, including:

- **Doctors** - humanize yourself and your practice.
- **Lawyers** - give new clients a face that they can relate to and feel more comfortable choosing your firm.
- **Freelance writers and journalists** - accompany your work with a headshot for a more accountable and professional look.
- **Sales professionals** - when you are selling a product, your personality is one of your assets. A high-quality headshot can give people a sense of who they are talking to and make them more interested in hearing what you have to say.



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# Qualities of a Great Professional Headshot

There's no one right way to take a headshot. Some people prefer to go for the classic seamless background. Others find that they get more mileage from an outdoor shot that showcases their location. A few tips to get your best headshot:

- Pick a professional outfit that looks great on you. Don't wear white or bold patterns. A simple shirt in a solid color that fits you perfectly is perfect.
- If you opt for an outdoor location, don't pick a background that is too busy. Your ideal background is one that makes the subject of the photo really stand out.
- Your photographer should coach you into different poses and angles to get the most flattering look from shoulders to hip, and give cues, tips, and instructions for getting different types of natural-looking smiles and facial expressions. Everyone is different and can look more like themselves from different angles and in different poses.
- Your headshot should be up to date. Prospects may be put off if the person they meet looks nothing like their photos. Anytime your appearance changes significantly, it is time to update your headshot. Get a new one taken at least every couple of years.





# Where Can You Use Your Headshot to Generate Business?

Once you have this asset, you should use it where possible to bolster your personal brand. Adding your headshot to your business card makes people more likely to remember who you are and why they have your card. A few other places where your headshot belongs:

- On your business brochure. Make sure that your literature has a small “About Me” section with some of your background and your welcoming headshot.
- On your LinkedIn profile. Profiles that have photos are far more likely to be taken seriously.
- Next to blog post or articles. If you promote your business by contributing to industry blogs, website or newsletters, ask that your headshot be included, as well. Your writing will feel more personal and authoritative when the reader can see the person behind it.
- On your website. Studies show that websites with photos of people on them are far more likely to be read. Include your photo high on the page so that visitors can get to know you.
- On your social media pages. Use the same shot on Twitter, Facebook and other venues to reinforce your personal brand.





Once you have a quality headshot in your possession, you will find a number of places where it can be used. By sticking with the same professional headshot in all of your online and offline promotional venues, you can build recognition. The effect, over time, can be a significant boost to your visibility and to your business.



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