

DO determine what you want your headshot to help you accomplish. DON'T forget to share that with the photographer. It matters.

DO vet the photographer's work before hiring. Check for well-lit photos that draw your attention to the subject's eyes. DON'T think a selfie will suffice.

DO wear natural-looking makeup that emphasizes your best features. DON'T overdo it. A professional makeup artist is worth the investment.

DON'T party the night before. DO arrive well-rested, hydrated and moisturized.



DO have the photographer retouch temporary blemishes. DON'T use retouching as a cheap form of cosmetic surgery!

DON'T feel like you have to grin in every shot. DO relax, experiment and connect with the photographer.

DON'T wear distracting clothes. DO choose strong, simple pieces that complement your coloring.

DON'T stress. You've done your homework and now you're in the photographer's hands, so DO have fun!