

**Headshot & Comp (Zed) Card
Frequently Asked Questions**

1. **What's a session like?**
2. **How should I prepare for the shoot?**
3. **What should I bring to the shoot?**
4. **What clothes should I wear/bring?**
5. **What happens after the shoot?**
6. **Why do you like to meet before the shoot?**
7. **Do you shoot indoors or outdoors?**
8. **Let's get down to brass tacks. How much do you charge?**
9. **What's included in the price of the photo shoot?**
10. **Do I need a makeup artist?**
11. **Do you have a makeup artist available?**
12. **Do you shoot model portfolios or composite (comp/zed) cards?**
13. **What is a composite (comp/zed) card?**
14. **Why is it called a zed card?**
15. **How should I pay you?**
16. **Is a deposit required?**
17. **What if I need to cancel?**
18. **But wait, what if I have to cancel because of an audition?**
19. **Do you offer a money-back guarantee?**
20. **But you said you were confident; why don't you return the entire fee?**

1. What's a session like?

Your headshot should look like you on your very best of days, one of those days when you look in the mirror and say "yeahhh."

Achieving that look requires [preparation](#) on your part (great makeup, hair & clothes) and on mine as the headshot photographer (understanding and capturing the most striking angles, providing expert lighting to emphasize your eyes and make your skin look beautiful, etc.).

But a [great headshot](#) should be more than that. It should express something unique about you; it should show off your personality; it should be engaging and interesting. That's why my sessions, whether in my studio or on location, are relaxed, casual and fun. Anyone can press a shutter button, but I give you the opportunity to let the 'real' you shine through.

Hopefully, we'll meet or chat beforehand so I'm clear about your goals and your preferences. Before I begin shooting, we'll talk about the various types of shots you want. If it's a corporate headshot, what kind of impression do you want to make? Warm and friendly? Confident and powerful? Curious and engaged? If you're an actor, [what "type" are you?](#) Nerdy hero, sensitive outcast, quirky ingenue, wacky best friend?

After that, I shoot you (much more fun than it sounds). Since I shoot digitally, there is no practical limit to the number of shots I can take. Sometimes I'll give you direction, and sometimes I'll just let you play around with whatever poses you want. We'll try different angles and different lighting. Sometimes I shoot frames in rapid fire succession. Sometimes I shoot slowly and deliberately. Maybe I'll ask you to tell me about your work or your last vacation, or sing a song or perform a monologue (hey, I get my entertainment

Frequently Asked Questions

where I can!). The end goal is to capture the perfect moment when your eyes, mouth, body language and inner self converge into an expressive, compelling picture.

And all along the way, we'll look at the images on my camera LCD screen and/or computer monitor so that we can make any necessary adjustments on the fly. That way, before you leave, we'll both know you nailed your headshot.

2. How should I prepare for the shoot?

Read my [Guide to Great Headshots](#). It's a quick read with practical advice, like:

- a. Give some thought to what image you want your headshot to convey. If you're in the business world, what are you trying to project? Intelligence? Reliability? Leadership? Warmth? If you're an actor, [know your "type"](#) and be prepared to be that type during the shoot. If you don't know your type(s), talk to your agent, manager, acting teacher, colleagues, etc.
- b. Practice posing in front of a mirror. You might feel silly, but it helps. Trust me.
- c. You know the routine to make your skin and eyes look their best, so do it.
 - for 72 hours before the shoot drink lots of water and stay out of the sun;
 - moisturize;
 - get lots of sleep the night before.
- d. If you plan on using a makeup artist, come to the shoot with your face clean and product-free (except for moisturizer).
- e. Take care of any beauty treatments (haircut & color, eyebrow shaping, tanning, etc.) well in advance of the shoot (preferably a week ahead) so the treatments are still fresh but look natural.

3. What should I bring to the shoot?

- [Clothes](#).
- Music! Something that relaxes you, revs you up, or makes you happy. And if you forget, I have a pretty huge music collection available, so chances are we'll find something to relax you, rev you up, AND make you happy.
- Hairbrush and any styling products you need.
- Men: bring shaving gear if you want to take shots with and without facial hair.
- Optional: A friend, but only if you'll be relaxed and feel comfortable posing in front of him or her. If not, please leave your friend at home.

4. What clothes should I wear/bring?

General Rules & Advice

- Bring a variety of tops to choose from, with varying colors and collars. I recommend packing a bag with at least 3-5 tops to choose from. Think about what you wear when you want to nail your presentation, make the sale, or wow the casting director at your audition. Chances are those are good choices.
- Bring clothes you like and feel comfortable in.
- Feel free to bring a dress, suit, skirt, or something else different, but please bring the basics as well.
- Solid colors are usually best, since patterns and busy prints will distract from your face. Same goes for clothes with big buttons or other features that might divert attention from that beautiful mug of yours.

Frequently Asked Questions

- Subtly textured clothes and fine weaves often look good.
- No solid white shirts if you're Caucasian or light-skinned.
- No logos (unless you have a corporate sponsor, at which point load 'em on!).
- Choose clothes that complement your skin tone and eye color. Fair skin and blue eyes? Try blues, pinks and grays. Green eyes? Try browns, greens and oranges. Medium or dark skin and brown eyes? You can probably wear most colors, but avoid those that closely match your skin tone (contrast generally is key).
- Women: bring undergarments that match the variety of your tops' colors and necklines. No dangling bra straps, please.
- Don't let your jewelry make a bigger statement than you do.
- If you wear glasses, it would be great if you can remove the lenses. If not, we'll work around it.
- Make sure your clothes are pressed and clean. I have a steamer if things get a little wrinkled in transit.

Clothes for Different Types of Looks

- **Theatrical Looks (TV/Stage/Film):** Upscale, fitted but not too tight, & darker colors.
For women: Good options are fitted tops, smooth fabrics, scoop, turtle or v-necks, spaghetti straps and tasteful tanks.
For men: Dress shirts, crew necks, textured sweaters, v-neck and turtle necks. Create contrast by layering t-shirt, collared shirt, and/or jacket.
- **Commercial Looks:** Casual clothes & lighter/brighter colors. Sporty and fun. Layer light and dark clothes for contrast
- **Business Looks:** clothes, whether suits, dresses or business casual, should be modern and fit well. Think twice about anything too flashy that might distract attention from *you*.

5. What happens after the shoot?

Before you leave, we'll go through the pictures together to make an initial selection of your favorites.

Then, I'll delete the bad ones and roughly edit the rest (I crop and color/density correct them). The results will be posted to an online gallery, usually within 72 hours. This gives you the chance to share your pictures with your friends, family, marketing department, creative director, agent, etc., and get their advice.

Once you've selected the final images, we'll talk about crops and retouching in case there is anything specific you want me to do. Then I'll retouch the images and email you the results for your approval. After you get back to me, I'll send you high resolution versions of the final images. If you're having any of the images printed, I'm happy to recommend the printers whose work I trust.

6. Why do you like to meet before the shoot?

Meeting before the shoot gives you a chance to ask all the questions this FAQ section hasn't answered, and it gives me a chance to learn what type of shots you're looking for. I'll also learn what you look like and what 'type' you are, which will help me plan the photo shoot accordingly.

But more importantly, by meeting ahead of time, we'll get to know each other. Then, during the photo session, you'll be more relaxed, and we'll have more fun.

7. Do you shoot indoors or outdoors?

Yes 😊 The choice is yours – there are advantages to both.

Frequently Asked Questions

In my studio, I have complete control over the lighting, and we can use a simple, undistracting backdrop. Plus, it's private and the weather is always good.

If you want a workplace shot--say, --let's discuss what kind of lighting is available so that I can supplement it with whatever is necessary to make you look great. Conference room lights are not always the most flattering, but I have a few tricks up my sleeve to work around that.

Outside, we have beautiful, natural light, which at the right time of day is the most flattering type of light. Many people feel more relaxed outdoors without the formality of studio lights. And, we can choose a setting that fits the look you want – urban/gritty, rural/bucolic, etc.

8. Let's get down to brass tacks. How much do you charge?

For information about prices, check out my [packages and rates](#).

9. What's included in the price of the photo shoot?

For complete details, check out my [package options](#). If you still have questions, please [contact](#) me.

10. Do I need a makeup artist?

In general, most men don't wear makeup and most women do. If you DO wear makeup at the workplace or on stage, it's probably not the same as the makeup that will make you look your best for a shoot under studio lights. So, unless you've studied makeup for photography, I recommend getting your makeup done professionally. A professional makeup artist knows which makeup looks good on camera and will make you look your very best.

11. Do you have a makeup artist available?

Yes, I've worked with several whose work I know and trust. I'm happy to make arrangements for their services. For information about the pricing, check out our [headshot pricing details](#). Please pay the makeup artist directly with cash or check.

12. Do you shoot model portfolios or composite (comp/zed) cards?

[Absolutely!](#) Here's more [information](#), and feel free to call or email me with questions.

13. What is a composite (comp/zed) card?

A composite card (also referred to as a comp or zed card) is a model's (and sometime actor's) business card & portfolio.

Typically it is a two-sided 5½ x 8½ card. On the front is a single photograph, often much like a headshot. On the back are 3 or 4 additional pictures in an assortment of poses, styles, and outfits that emphasize your range or your specialty. Also on the back are the model's basic stats – height, weight, sizes, skin/eye color, etc.

14. Why is it called a zed card?

I have no idea. If you find out, let me know.

Frequently Asked Questions

15. How should I pay you?

I accept cash, Venmo, checks and credit cards (via Paypal & Square). Please pay the makeup artist directly with cash or check.

16. Is a deposit required?

Yes. To reserve a session, I require a 25% deposit.

17. What if I need to cancel?

Life is crazy, and I understand that cancellations are sometimes unavoidable. If you cancel more than a week before the shoot and reschedule, I will apply your deposit to the new shoot. If you cancel less than one week before the shoot and reschedule, I will apply half your deposit to the new shoot. If you don't reschedule, you forfeit the deposit. However, if inclement weather forces us to cancel an outdoor shoot, I will apply the deposit to a rescheduled shoot.

18. But wait, what if I have to cancel because of an audition?

Alright, I love actors and models (and, quite frankly, a working actor is a better client). So, if you have to cancel at the last minute because you get an audition, I'll waive the one week rule. Reschedule the shoot, and I'll apply your entire deposit to the new shoot.

19. Do you offer a money-back guarantee?

Yes. I'm so confident that you'll love the results of our photo shoot together that I offer this guarantee: if you're not satisfied with the photos from our session and do not want to use any of them for your headshots or comp cards, I will keep the photos and return all but \$50 to you.

20. But you said you were confident; why don't you return the entire fee?

Good question. A successful photo shoot requires hard work by you and by me, the photographer. The nonrefundable portion of the fee helps ensure that you take the session seriously.