

Headshots & Handshakes

Every picture tells a story

In today's online world, where you may never meet your customers, collaborators, and contractors in person, your headshots have replaced the power of yesterday's handshake.

To make a good first impression on our professional associates here in the United States, we learn to look people squarely in the eye, reach out to them assertively and shake their hands with a firm grip when we first meet them. By addressing others with confidence and respect and communicating our honorable intentions, we leave a powerful, positive impression.

Every picture tells a story.

Today many of our first interactions with the decision-makers we need to influence are online, which means that your headshots play a major role in creating others' first impressions of you. Studies show that people form first impressions about us the first time they see us, whether in person or a photograph.

Scanning through LinkedIn, you'll see a host of bad photos people use in place of a headshot. You'll see a lot of bathroom selfies or snapshots with people cropped out of the frame. Sometimes the person is so tiny you can't even see them.

Photographs like these don't communicate the strength of character, drive, and commitment needed to advance your career. Instead, they display carelessness, lack of professionalism, and low self-esteem.

These days, meaningful professional relationships typically begin through online contact. That means it's more important than ever that your online photographs reflect the traits that others seek out in business professionals: successful, trustworthy, and with high self-esteem - just like your handshake. A great headshot showing you as a confident and approachable professional creates the first impression you want and need.

So, leave the bathroom selfie and vacation snapshots on Instagram. Use an exceptional headshot created by a professional who works with you to make you look your best.

“A 2006 study by researchers at Princeton titled “First Impressions: Making Up Your Mind After a 100-Ms Exposure to a Face” shows that people form first-impressions about others in as little as 1/10th of a second the first time we see someone, whether in person or a photograph.”