



8 Key Headshot Tips For Women

As a woman's career advances, her corporate headshots should project the image of a successful, empowered career woman. It's inherently unfair, but people have higher expectations for women's appearance than for men's. However, you're not alone in your efforts to look great in your headshots. Your photographer, makeup artist, and retoucher are all highly skilled, talented professionals giving all they've got to help you make it look easy to do it backward, wearing heels.

1. Don't practice your smile.

Your photographer will work with you to capture authentic expressions that showcase your confidence and approachability. Practicing your smile undermines your self-confidence more effectively than anything else you can do.

2. Groom the day before.

Just as with men, grooming is essential. Tweeze, thread, or wax the day before your session. Your makeup artist will do fine-tuning and some planning if needed, but the best thing is to show up to your shoot ready to go.

3. Makeup artist.

Hire a professional makeup artist experienced with commercial photography to do your makeup for you at the studio. For the best results, your photographer and makeup artist should combine their talents with those of the retoucher.

4. Makeup for the camera.

If you're doing your makeup, bring your supplies and do it at the studio. Makeup for an executive headshot does not translate to makeup you'd wear on the street or for a wedding shoot. You'll look more natural if you go too light with your makeup and have additional work done in retouching. Your photographer will help by offering guidance and advice.

5. Hair color.

Have your hair colored and the roots touched up a few days before the shoot. Your makeup artist should be able to style your hair for your session but not add color. You'll get the best results if your stylist does it.

6. Retouching.

Don't go too far with your retouching. Good retouching should remove imperfections but retain your skin's natural texture. Too much retouching will undermine your authority by making you look self-conscious about your appearance.

7. Jewelry.

Jewelry should be elegant and understated. You don't need to wear jewelry at all if you don't want to. Earrings should be dignified studs, nothing dangling. Necklaces should be small, a solitaire or pear-shaped pendant. Chains should be light and delicate.

8. Remember, you're a superhero!

Finally, start your day with two minutes doing the superhero pose. Do it again just before you step in front of the lights. It's a simple thing and makes an enormous difference to how you feel about yourself and your place in the world.

“If you need a new top or jacket, go shopping to find the perfect addition to your wardrobe. Keep the tags on in case you decide to return them.”