

Don't Sit For It

Projecting Strength and Confidence in Your Headshots

**PH
PA** | PROFESSIONAL
HEADSHOTS
PALO ALTO
by Dean Birinyi Photography

The purpose of your executive headshot is to showcase your strengths: confidence, approachability, and assertiveness. Being photographed while seated undermines your efforts to project an executive presence by sending nonverbal signals of weakness, low status, and anxiety. Our expressions, posture, and how we address the camera speak volumes about our emotional state and social status.

The messages we send change dramatically depending on if we're looking up at someone or looking them straight in the eye. If you're seated and looking up at the camera, you're sending messages of passivity and submission, and that's never a good look for an executive.

When we sit down, we relax our back, our shoulders slump, and all of our weight rests on our tailbone. That slumped posture sends messages of passivity and submission. You can sit up to correct your posture, but that puts you in an unnatural and uncomfortable position, which quickly wears you out and may be interpreted as anxiety.

By standing up for your headshots, you'll effortlessly hold a comfortably erect posture that communicates strength and confidence.

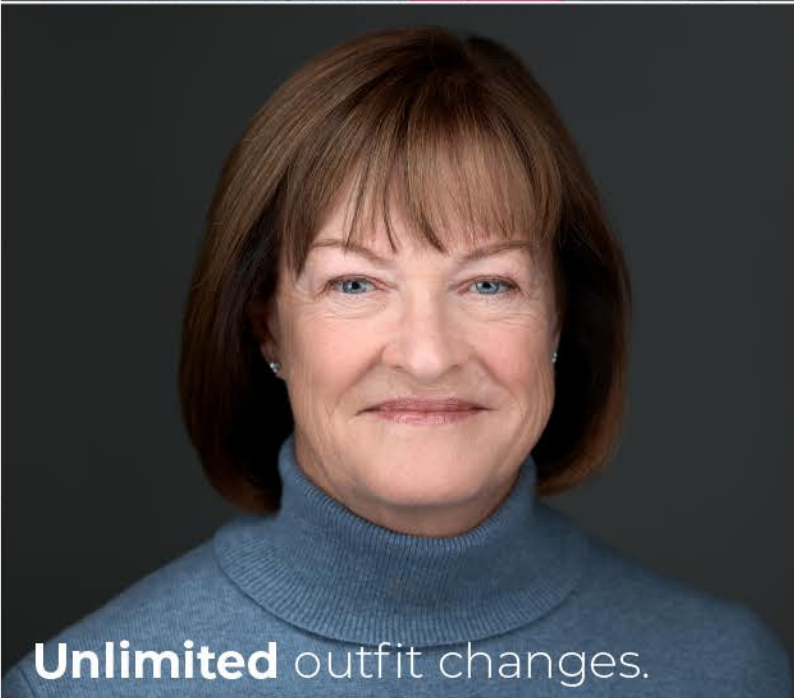
Being up on your feet also helps relieve any anxiety you might feel while being photographed by suppressing your fight or flight response because you'll be able to move freely. While this may be a subtle change, it could help add a zero to your retirement account.



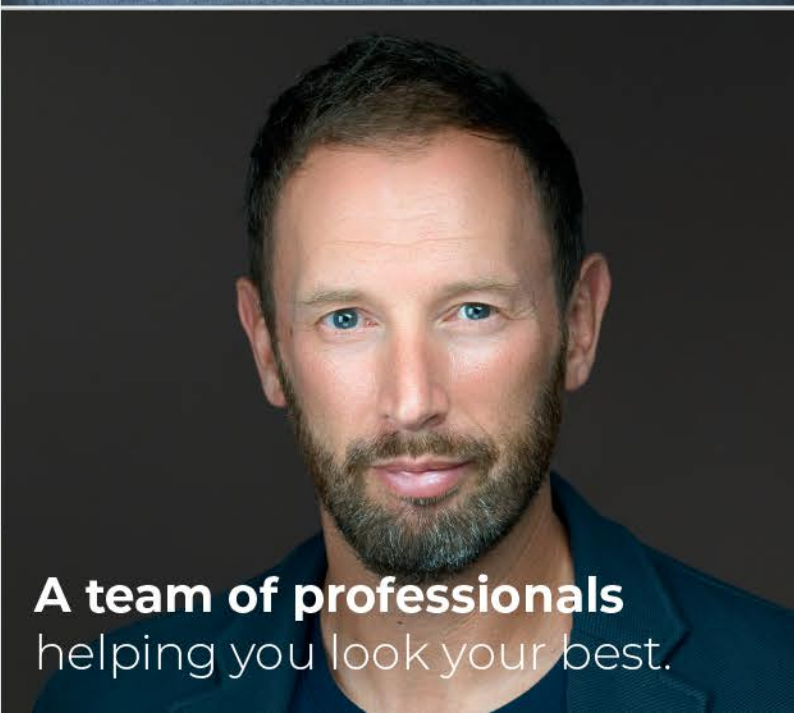
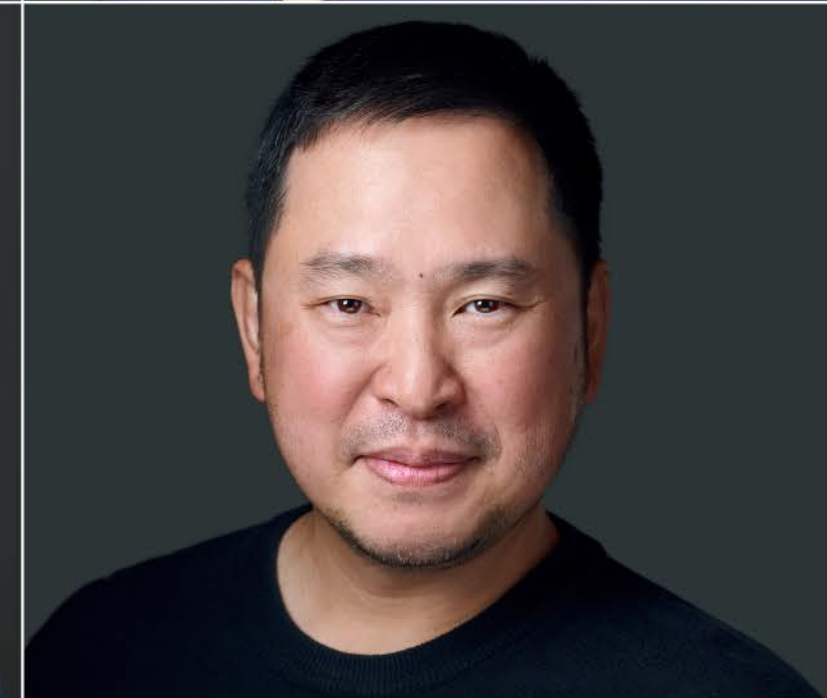
Seated posture communicates passivity and submission.
Standing erect communicates enthusiasm and assertiveness.



No time limit on your session.



Unlimited outfit changes.



A team of professionals
helping you look your best.

**PH
PA** | PROFESSIONAL
HEADSHOTS
PALO ALTO
by Dean Birinyi Photography

Click here to learn more
professionalheadshotspaloalto.com