

Why Hire a Pro Controlling Perceptions

Your executive headshots define others' perceptions of you. A professional photographer will partner with you to craft your image, giving you control of those perceptions and helping you manage their expectations.

Your headshots should help you connect with the decision-makers you must influence to achieve your goals and advance your career. A first-rate headshot conveys a sense of your executive presence in a manner that promotes engagement and builds rapport with those decision-makers by showing that you are ready to take your place at their table.

No matter how good they may be, company headshots or headshots taken at a photo booth aren't going to give people the impression you need. They will likely leave people with the impression that you're an imposter, a wannabe, or "also-ran," rather than a leader with the drive, skills, and expertise needed to help them achieve their goals.

A professional photographer takes the time to understand your goals to discover what they need to do to help you achieve them. They leverage their talent to make you look your best and their expertise to coach you in presenting yourself to the camera confidently without coming off as arrogant, foolish, or frightened.

You'll look fantastic by investing the time and effort needed to work with a professional photographer. Your headshots will have the professional polish that tells people you've got your act together and are ready to seize the next opportunity.

"We hold ourselves back in ways both big and small, by lacking self-confidence, by not raising our hands, and by pulling back when we should be leaning in."

SHERYL SANDBERG, LEAN IN:
WOMEN, WORK, AND THE WILL TO LEAD