



8 HEADSHOT MISTAKES TO AVOID

BY ERIC CATHELL PHOTOGRAPHY



WELCOME

Thank you for downloading this guide!

As a professional headshot photographer, my goal is to create images that truly reflect who you are and the message you want to convey. I love to go above and beyond for my clients to make sure your session is tailored to your specific needs and desires. I understand that getting your headshot taken can be a daunting task, but my goal is to make it a fun and relaxed experience.

In this guide, I will be sharing the most common headshot session mistakes to avoid. From wardrobe choices to facial expressions, I will provide you with tips and insights on how to prepare for your headshot session, so that you can feel confident and prepared.

At the end of the day, my goal is to help you create headshots that you will be proud to share with the world.

Eric Cathell

01 TAKING THE PHOTO YOURSELF



You could try and place your phone on a stand and take a few headshots yourself, but chances are, they won't look as professional as you're hoping. Investing in a professional headshot session is convenient and well worth the cost if you're serious about building your brand.

A professional photographer will have the knowledge, experience, and equipment to take high-quality images that accurately reflect your brand.

02 SELECTING THE WRONG OUTFIT

What you wear to your session can have an impact on the end result. It's important to choose an outfit that matches your personality and that you would wear on a day-to-day basis. This is not the time to try a completely new look unless you're rebranding.

Opt for clothing that is classic and timeless, and that represents your personal style and profession. Avoid clothing that is too tight or too loose, since this can affect the way your photo looks. Solid colors and simple, classic pieces are always a safe choice. It's also better to choose more than one outfit just in case.





03 NOT PRACTICING YOUR FACIAL EXPRESSIONS

A genuine, natural smile is best for a professional headshot. The last thing you want is to receive your headshot photos only to realize you have a forced smile that makes you look fake. It helps to practice your smile and facial expressions prior to your session to ensure the best results.

Try to relax your face and allow your expression to come naturally. Think of something that makes you happy or confident. You can practice in front of a mirror. You could also ask a friend or family member to give you feedback so you can adjust your expression as needed.



04 USING THE WRONG BACKGROUND

The background of your headshots can be anything you want, but it's better to not choose something outdated or distracting – all the focus should be on you. The background can be interesting and help tell your story, but avoid a cluttered or distracting background.

Keep it simple, neutral and clean. By choosing the right background, you can create a cohesive and professional look that will make a lasting impression on everyone who views your headshot photo.

05 FOLLOWING TRENDS

Ideally, your headshots should last at least 1-2 years, meaning, they will be relevant for at least 1-2 years. This won't be the case if you jump on board with a trend that will be irrelevant and unrelatable in 6 months. Choose a look that is timeless and represents you in the best possible way so that your headshot will be able to stand the test of time.





06 NOT HAVING CORRECT LIGHTING

Lighting is one of the most important elements of a great headshot. Bad lighting can create unflattering shadows, too much contrast or even make your photo appear washed out. This is why it's important to choose a professional photographer that has professional lighting equipment and will know how to properly position the lights in a way that will flatter their subjects.

07 NOT HAVING ENOUGH TIME FOR THE SESSION



Make sure you book enough time for your session so that you and your photographer do not feel rushed. Rushing the shoot can result in bad final image. You'll want to have enough time to get used to being in front of the camera feel relaxed.

In general, you should plan for at least an hour for your headshot session. It might take longer depending on your specific needs. Remember, it's always better to book more time than you think you need, since it's easier to shorten the session than to try to fit everything in a condensed time frame.



08 TOO MUCH POST-PROCESSING

While some minor adjustments can enhance the overall look of the photo, over-editing can make the image look unnatural and unprofessional. Use of filters or skin smoothing filters can distort the colors and details of the photo. This could be a turn-off for potential clients.

Make sure you choose a photographer that keeps post-processing to a minimum and allows your personality to shine through.

Now that you know what to avoid, you can ensure a successful headshot session that with professional images that help you highlight your best features.

// REVIEWS

I highly recommend Eric Cathell Photography! Eric is detailed, highly professional and a joy to work with! Love the photos!



Eric was great to work with. I am not someone who likes to take photos but he made it fun and easy. The end result was much more than I could have asked for. Highly recommend



Eric was professional and friendly. He made me feel at ease and comfortable. His expertise with photography and attention to detail was evident in the headshot proofs.



// BOOK A SESSION

Let's work together to create a headshot that will make a lasting impression. Contact me today to book your headshot photography session and take the first step towards establishing your professional image.

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