

THE LINKEDIN COURSE FOR FINANCIAL ADVISORS

Getting a Great Headshot Photo Tips

Getting a great headshot doesn't need to be complicated or expensive. It should take you less than one hour and less than \$200. Don't overcomplicate the process! Here's how to get a great headshot this week:

Find a Good Business Photographer in Your Area

Search Yelp.com for Headshot Photographer, Business Photographer, or Session Photography. Look for photographers with 4 or more stars. Get quotes from two or three of them and ask to see sample business headshots. Book a time for the shoot in their studio and let them know you want a plain white background.

Choose What to Wear

Pick a plain, dark, solid shirt for your headshot. Prints or stripes will distract from the photo. Avoid black or white, as they can look too severe. As a rule, most people look great in medium or dark blue.

Consider a Casual and Professional Shot

It's nice to have two options: one casual headshot and one professional in a suit and tie. If you are going to choose just one, pick the style that looks most like you when you're meeting with clients.

Relax and Look Like Yourself

The goal is to look relaxed and happy. If you wear glasses in real life, wear them in your photo. Smile as you normally would and don't take yourself too seriously. The photographer will take many shots, so don't worry about holding your smile, just act naturally and relax. Below is an example of a few perfect headshots: natural, relaxed, and approachable. Try a big smile, small smile, no smile, and a few other options to make sure you'll get one shot you like.

If You Don't Like Your Photo

Many advisors I know don't like their photo even if everyone they know agrees that it looks great. If this is you, have the photographer turn your favorite shot into a black and white photo, which typically is more forgiving, and use that version. Any photo is better than no photo, so don't overthink it.

Update Every Five Years

It's best practice to get a new headshot every five years, then update your social media profiles and website with the new you!

