

MASTER YOUR HEADSHOT



KELLI PRICE

PHOTOGRAPHY

WHAT TO WEAR: CHOOSING THE PERFECT OUTFIT



WHAT DO I WEAR??

This is the most common concern for professional portraits. Your outfit will make a huge difference to your photos so choose something that suits your personality. There is no need to spend a fortune on clothes either. Make sure your clothes suit your body type and fit well. Simpler is better but feel free to add a pop of color, bold accessory or fun prop to add personality and flair!

Keep your photo location, skin tone and hair in mind when choosing an outfit as contrasting colors make for some of the best photos. Want to see what you might look like in photos in a certain outfit? Take a few selfies to decide what works and what doesn't.

Use the following tips as a guideline, at the end of the day....wear what makes YOU feel good. If you feel uncomfortable, it will show in your photo. **Don't be afraid to show what makes you unique!**

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TIPS FOR THE LADIES

- Avoid baggy clothing. Clothing that's too big adds weight so opt for something that's slightly smaller to avoid the sloppy look
- Don't wear intense colors or busy prints
- For jewelry, everybody says "classic & simple" but I say **GO FOR IT!** Wear a bold piece or a contrasting color!
- Remove Apple/sports watches
- Opt for a hairstyle that adds body & volume to your hair. Don't wear your hair in a ponytail
- Make sure to remove hairbands from around your wrist
- Choose the right undergarments
- Wear MORE make-up than you usually wear on a daily basis. No...the chapstick won't do :)
- If you can schedule time with a professional to assist with make-up and hair, you won't regret it!
- Avoid All Black, which easily shows stray hair & lint
- Avoid sleeveless tops

Looking for more inspiration?

- Visit my [BLOG for more outfit ideas!](#) These are my favorite images where the client wasn't a rule follower!
- Liked the simple shirt I wore in my presentation? [It's super affordable and comes in all colors & sizes!](#)

WHAT TO WEAR: CHOOSING THE PERFECT OUTFIT



TIPS FOR THE MEN

- Wear a fitted shirt. Clothing that's too big adds weight so opt for something that's slightly smaller to avoid the sloppy look
- Don't wear intense colors or busy prints
- Remove Apple/sports watches
- Get your hair cut a week or two prior to your session so it isn't super short (unless you prefer it that way!)
- If you are wearing a suit, it should be tailored
- Ensure that your undershirt is not visible
- Remove phones from pockets

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5 WAYS TO USE PROPS

1. Props can be used to showcase your personality. A unique armchair, pillows on a couch or different color files, notebooks or pens are just some examples of how you can incorporate pops of color. If you're incorporating any electronics such as your phone or laptop, you could get a cover that matches your outfit or environment.

2. Props can be used to help personalize your photos. Incorporate items that help showcase what you do during the day. A funky planning board is a good example.

3. Props can also be used to create a connection with a potential client. Showcasing certain books on your desk or coffee table featuring titles that resonate with your audience is one such prop idea.

4. Add a few personal touches to your workspace to give clients an idea of what you're all about. Flowers, a camera or a passport (if you love to travel) could work really well for this.

5. Do you wear glasses? Avoid the glare and hold them in your hand, or set them on the table.



Now comes the fun part!!

THE GEAR! But do not feel like you have to have any of this equipment, get creative!

- JOBY TripTight Action Tripod - This flexible tripod is perfect for attaching to step-ladders or plant holders and allows you to easily set the right angle. [BUY HERE.](#)
- Selfie Ring Light with Tripod Stand & Cell Phone Holder - I like that this version is powered by USB, so I can easily use at my computer or use a portable power pack. [BUY HERE.](#)
- Mid Century Modern Lounge Plastic Arm Chair - I LOVE this chair I used in the presentation. I use it for professional portraits all the time! [BUY HERE.](#)



THE GEAR

EDITING: KEEP IT NATURAL!



SOOC (straight out of the camera)



With edits

Tips for editing your photos:

- Keep it simple, use the camera Photo Editor on your phone!
- Do not use filters, keep it natural looking
- Crop and have fun with changing the angle
- Eyes should be in the top 3rd of your photo (Tip: Turn on the grid feature)

My typical edits are:

Adjust exposure as needed. If you have to adjust your exposure too much, try to work on your lighting again. You don't want your image to look grainy or washed-out.

Brilliance: 13

Contrast: 22

Vibrance: 10

Saturation: 6,

Warmth: 7 OR -15 (this is how yellow your photo is)



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#KelliGivesGoodHeadshots