



# professional headshot



# Headshots:

Something you may have noticed—we are offering free professional headshots at this year’s Career Expo. This is a big deal to us, and it should be a big deal to you, too. *Why?* Consider the importance of creating your professional image. In the age of social media, it is important that you establish that image well. Whether you have a LinkedIn account, publish blogs/articles, or stick to the basics, you are creating an image, your personal brand, and people see it. These “people” include recruiters and potential employers, colleagues, mentors, etc. Having a professional headshot will differentiate you from others and portray you polished, confidence and put-together.

Here are a few tips to keep in mind before getting a professional headshot:

- **Appearance:** Make sure your hair is groomed, preferably in a neutral style. Facial hair should also be groomed in advance, giving your skin time to recover from any possible redness or irritation that shaving/tweezing can cause. If you choose to wear makeup, do not stray too far from a “natural” look, utilizing neutral colors.
- **Attire:** From the mid-abdomen up, what you are wearing will be in the photo. This means you need to put thought into what you wear for your headshot. Avoid “loud” or distracting colors and patterns. This goes for jewelry, too. We suggest wearing neutral-colored business casual/professional attire.
- **Environment:** The environment you take your headshot in will also impact the power of the photo. Whether you are in studio or outdoors, you want to utilize the environment to your advantage. This means wearing colors that will not cause you to blend with the background or cause your appearance to be distorted. If you choose to get your headshot done at our Career Expo, the backdrop will be gray, in case you wanted to prepare in advance. ;)
- **Stay calm:** Take a few deep breaths before getting your photo taken. When it comes time for pictures, you have already prepared. Now, shine! Keep a positive facial expression, sit-up tall and relax your shoulders.

If you have any questions, or would like more about how CareerSource Gulf Coast help you get career ready, comment below. You can also connect with us via email at [customerservice@careersourcegfc.com](mailto:customerservice@careersourcegfc.com) or by calling (850) 872-4340. View our full-list of offerings at [careersourcegfc.com](http://careersourcegfc.com)