



...API™ Professional HEADSHOTS GUIDE

A picture says a thousand words, and you want your headshot to reflect your level of professionalism. We have put together a few tips to help you snap the perfect headshot.

Use these headshot basics as your guide:

- If you have a photo that is more than two years old, it's time to get a new one.
- Dress like you are in a job interview. Men should wear a tie and jacket. Women should wear a jacket or professional shirt with simple jewelry and makeup. Bring wardrobe options to your photoshoot for a choice of looks.
- Solid colors are best. Avoid patterns and the color white, other than a white shirt under a dark jacket.
- Make sure you get several poses from different directions (left, right, straight, etc.)
- Simple backgrounds are best, so the focus can remain on you.

Remember that it's okay to smile; professional doesn't equal somber. We suggest you take photos with various degrees of smile and facial expression. You may surprise yourself with the outcome!

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