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# Headshot How-tos

Professional portraits for your law firm



## First impressions mean everything in your line of business.

Don't cut corners when it comes to how you're looked at online. Invest in a professional headshot to sit alongside your bio, social media accounts and other online advertising. It goes a long way in creating a credible, approachable brand people trust.

1

### KEEP IT CURRENT

You want people to see the real you, so don't use an outdated picture of yourself. Update your headshot every two years to make sure the person your prospects see online matches who they meet in real life. And if you feel like changing up your look with a haircut or facial hair, make sure you take a new picture to reflect the change.

2

### SHOW YOUR PERSONALITY

Although your picture should represent who you are professionally, consider showing a softer side. Often, people needing your help are feeling vulnerable and scared. A warm smile can make a big impact in comforting someone in a time of need.

3

### LOOK THE PART

It sounds obvious, but put some time into planning your outfit before the photo shoot. For a tailored, professional look, wear a suit or blazer and avoid distraction by leaving loose-fitting clothing and jewelry at home. And it's always a smart idea to bring an extra shirt – accidents can happen.

4

### CLEAN AND SIMPLE IS BEST

It's all about simplicity in your headshot. Stick with solid colors and avoid patterns as they can be overwhelming to the viewer, especially on a small screen. Before the session, it's a good idea to ask your photographer what color backdrop they'll be using. It can help steer you in the right direction when deciding on an outfit.

5

### SPEND SOME MONEY

Having a friend take your headshot or doing a selfie may be budget friendly, but it doesn't convey the professional vibe that's necessary for your firm's success. Leave it to the professionals when it comes to getting a headshot taken. They understand all that goes into taking a quality photo.