



*Welcome*

# HEADSHOT GUIDE

ELEVATE YOUR IMAGE. ENHANCE YOUR IMPACT.

DANIELLEWINGATE.COM



# TABLE OF CONTENTS

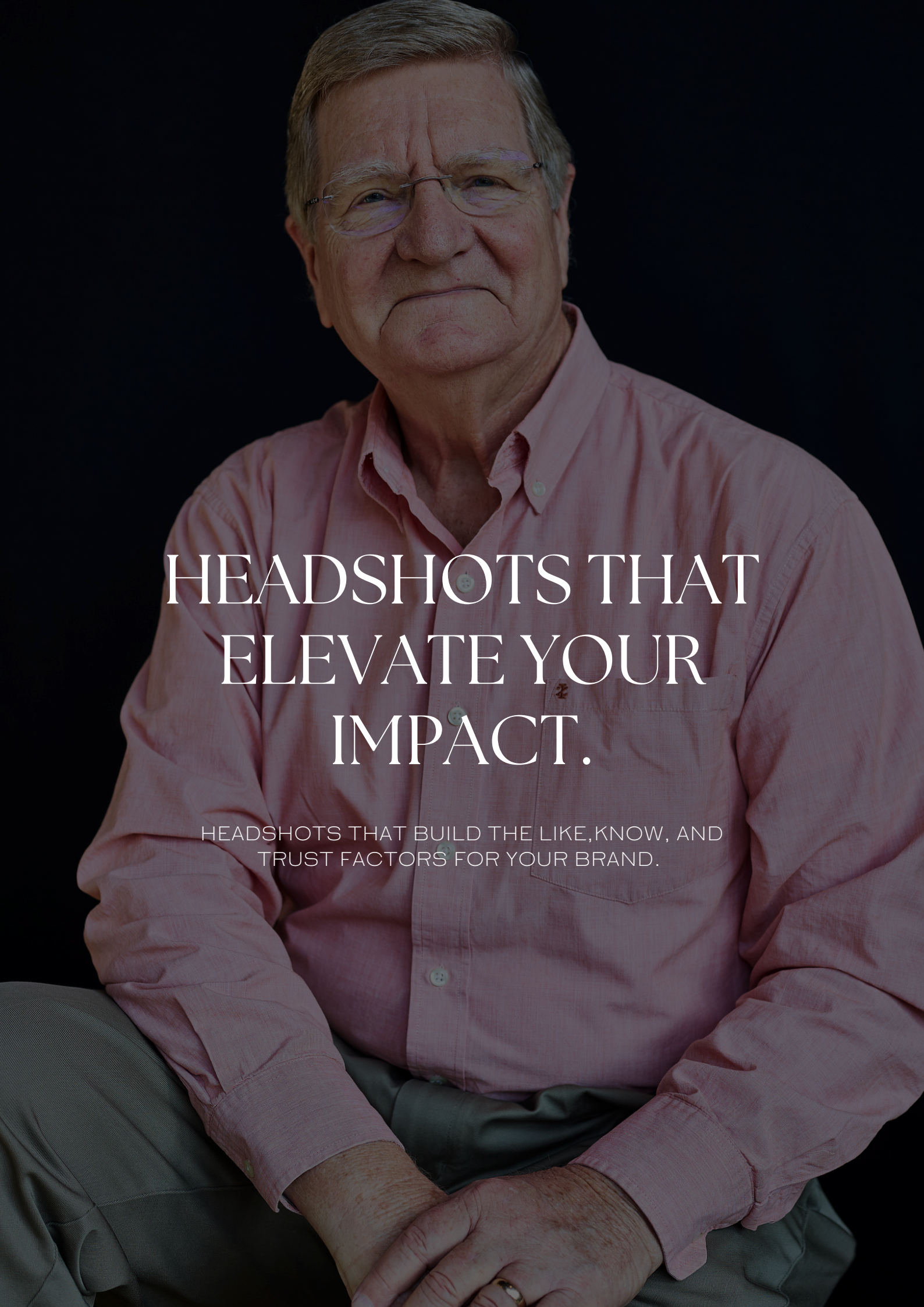
1. WELCOME
2. DEFINE YOUR GOAL + AUDIENCE
2. DEVELOP A STRATEGY
4. PREPARE FOR YOUR HEADSHOT
5. BEST PRACTICES
6. TESTIMONIALS
7. CONCLUSION

*MOST PEOPLE DON'T LIKE GETTING THEIR PHOTO TAKEN, UNTIL THEY TAKE ONE WITH ME.*

*I GUIDE CLIENTS EVERY STEP OF THE WAY TO CAPTURE THEIR MOST AUTHENTIC AND CONFIDENT SELF.*







# HEADSHOTS THAT ELEVATE YOUR IMPACT.

HEADSHOTS THAT BUILD THE LIKE, KNOW, AND  
TRUST FACTORS FOR YOUR BRAND.





# HI, I'M DANIELLE

Welcome to Your Headshot Experience Updating your headshot is an important step in elevating your professional presence. This guide will walk you through everything you need to know to prepare for your session, ensuring you get the best results.

*Danielle*

LET'S DO IT!



# 01

## DEFINE YOUR GOAL

### Where will you be using your headshot?

- Professional Networking (LinkedIn, Company Website): A clean, polished look.
- Personal Branding (Social Media, Portfolio): A mix of professional and approachable.
- Industry-Specific (Acting, Modeling, Corporate): Tailored to your field.

### Your Audience

Think about who will see your headshot. This will help determine the style, attire, and expression that best suits your goals.



# COME UP WITH A STRATEGY

To define your personality, think about how you want people who interact with your brand to feel. Do they want to feel inspired? Educated? Confident? Happy?

Answering this question will help us determine what kind of setup, attire, lighting, backdrop, and props needed.



## PREPARE FOR YOUR HEADSHOT

- Choose Solid Colors: Solid, neutral colors like navy, black, white, and gray work well. Avoid busy patterns.
- Consider your Industry: Corporate professionals may opt for a blazer or formal attire, while creatives might choose something more relaxed.
- Necklines Matter: For women, consider tops with simple, clean necklines. For men, collared shirts are a classic choice.
- Accessorize Lightly: Minimal accessories keep the focus on your face.



# CORPORATE HEADSHOTS

INCLUDES PRE-SHOOT CONSULTATION AND POST-SHOOT SELECTION

01



## INDIVIDUAL PRICING

- 30 min session
- 1 outfit + 1 backdrop
- 1 High-resolution image in Color + B/W
- Additional images for purchase

*\*Hair + Makeup additional investment*

**\$275**

02



## DAY RATE

- On-site to include setup + tear down
- 1 outfit and 1 backdrop
- Online gallery viewing + high resolution download
- Includes 2 images/ client

*\*Hair + Makeup additional investment*

*-5 people minimum*

**\$200/ HR +\$50/PER PERSON**

03



## ADD-ONS

- Branding guide in line with your website + marketing needs
- Additional backdrops
- Multiple Outfits
- Branding photos (podcast, education content, apparel, etc)

# NEXT STEPS

1.

SET UP A PRE-CONSULTATION CALL

2.

FINALIZE DATE, LOCATION, + TIME

3.

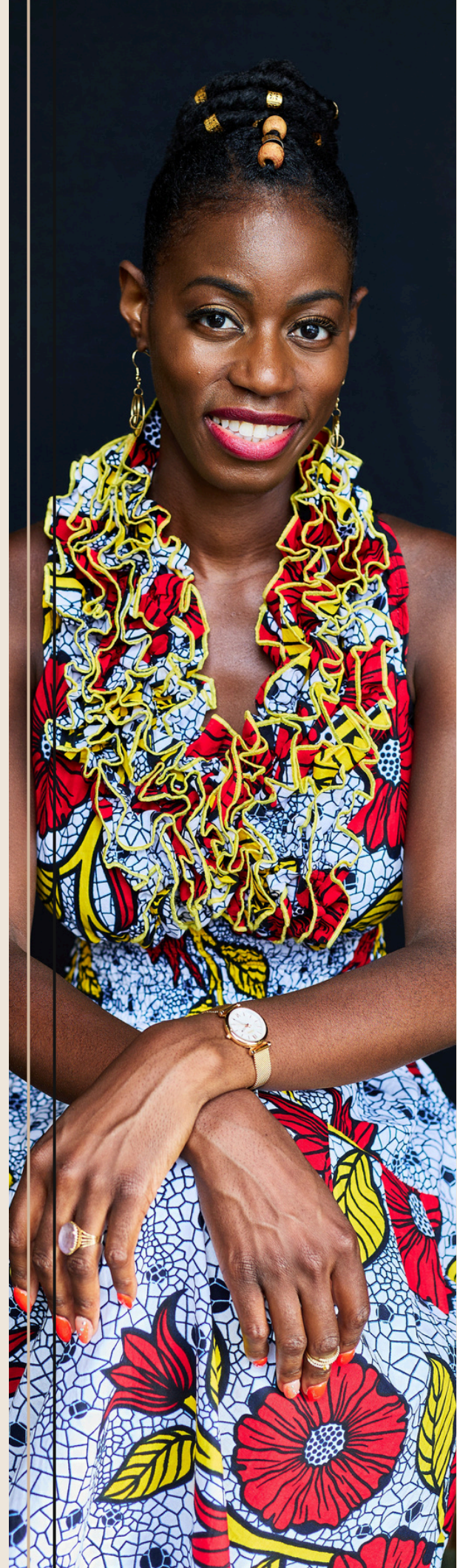
PREPARE FOR GREAT PHOTOS

4.

RELAX AS YOU ARE GUIDED +  
DIRECTED FOR YOUR BEST PHOTOS

5..

ENJOY YOUR ONLINE GALLERY!





# TESTIMONIALS



UNTIL NOW I HAVE ALWAYS HATED  
HAVING MY PICTURE TAKEN AND  
DISLIKED EVERY HEADSHOT.  
I ACTUALLY LOVED MY IMAGES AND FELT  
LIKE DANIELLE CAPTURED THE ESSENCE  
OF WHO I AM IN MINUTES.  
-GRACE

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DANIELLE CUSTOMIZES EACH POSE AND  
ANGLE PER CLIENT. I APPRECIATED HER  
GUIDANCE AND ENCOURAGEMENT TO  
HELP ME TAKE A GREAT HEADSHOT.  
-MARK

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AS A PRIOR MODEL I HAVE HAD MY  
EXPERIENCES WITH PHOTOGRAPHERS.  
WORKING WITH DANIELLE THERE WAS AN  
IMMEDIATE PEACE, EASE, AND JOY TO THE  
SESSION. SHE GUIDED ME EVERY STEP OF  
THE WAY. I ABSOLUTELY LOVE MY  
PHOTOS!  
-CALEIGH

# I LOOK FORWARD TO WORKING WITH YOU!



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