

AGENT HEADSHOT DO'S & DON'TS

Make Your Photo Work for You

DO'S

- ☐ Hire a professional photographer who specializes in portraits
- ☐ Define your brand message before the shoot
- ☐ Wear solid colors and professional attire that fits your market
- ☐ Choose clean backgrounds - neutral tones, parks, or office settings
- ☐ Take test shots to nail angles and lighting first
- ☐ Shoot during golden hour or in open shade for best light
- ☐ Practice natural smiles and relaxed poses in the mirror
- ☐ Invest in professional hair and makeup for the session
- ☐ Bring multiple outfit options to the shoot
- ☐ Use your headshot consistently across all platforms
- ☐ Update your headshot every 2-3 years
- ☐ Incorporate local landmarks to connect with your community

DON'TS

- ☐ Use a selfie or smartphone snapshot as your professional photo
- ☐ Over-edit or heavily filter - clients need to recognize you
- ☐ Wear busy patterns or distracting jewelry
- ☐ Choose cluttered or distracting backgrounds
- ☐ Use trendy clothing that will look dated quickly
- ☐ Force unnatural expressions or stiff poses
- ☐ Shoot in harsh midday sun without shade
- ☐ Use the same headshot for 5+ years without updating
- ☐ Skip the grooming prep - eye drops, ironed clothes, clean nails

NOTES
