

# HEADSHOT WARDROBE PREP GUIDE CHECKLIST

A COMPANION TO THE HEADSHOT PREP GUIDE CHECKLIST

NO STRESS REQUIRED!



## MY GOALS ARE:

- Theatrical
- Commercial
- Both

## I WANT TO PREP FOR \_\_\_\_\_ "LOOKS."

3 is usually plenty, unless your reps ask for characters.

I recommend not doing more than 6-8. It's expensive to upload to casting sites & shooting eats up your energy!



## MY DREAM JOBS FOR TV ARE:

Write down 3-6 different types of roles from current, contemporary TV/Film that you are perfect for:

- |          |          |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

Which one(s) get you the most excited? Circle 2-3.



## MY BEST BRAND FITS COMMERCIALY ARE:

Write down 3-6 major brands that cast people that look and feel like you. Use iSpot.tv for extra research.

- |          |          |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

## What do those characters wear, and how is each outfit styled?

### \*PAY ATTENTION TO:

- Color [pick versions of their outfits that are in your palette]
- Pattern
- Texture/Fabric quality
- Layers
- Cut/fit



**Take screen shots of the outfits that resonate with you the most and bring them shopping.**

## SHOP:

- IN YOUR CLOSET. You might already have everything you need!
- AT STORES WITH A RETURN POLICY. Leave the tags on, keep the clothes nice, but don't let finances stand in the way of you getting shots in wardrobe that makes sense for you.
- WITH A STYLIST. Many department stores offer complimentary personal shopping stylists. If you decide to pay for styling, make sure you hire someone who knows current film/TV/commercial trends.

## TAKE TEST PHOTOS:

- On your phone. Mirror selfies or grab a friend.
- Make sure you have enough light so you can see how the colors actually look!

## SEND THE ONES YOU LIKE TO YOUR REPS:

- Approval? Great. You're all set.
- 

## REPEAT IF NECESSARY.

For a very general set of outfit suggestions, check out the "HEADSHOT WARDROBE PREP GUIDE GENERAL OUTFIT IDEAS."

# HEADSHOT WARDROBE PREP GUIDE GENERAL OUTFIT IDEAS

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## WARNING:

**THESE ARE VERY GENERAL OUTFIT IDEAS. IN ORDER TO GET SPECIFIC PIECES OF WARDROBE THAT ARE TAILORED TO YOUR SPECIFIC GOALS, FOLLOW THE STEPS OUTLINED IN THE "HEADSHOT WARDROBE PREP GUIDE CHECKLIST."**

- Bring things that make you feel good in a variety of colors.
- Shirts that bring out your eye color--shades of blue and green for those eyes, and greens, purples, golds, and oranges for hazel or brown eyes. Another option that can work well is a color that matches your cheeks when they blush: usually red, orange, or pinkish [but pay attention to undertones].
- Bring options that can layer well together to make the most of your session – many photographers will let you get a lot out of your session by peeling off layers in "looks."
- Solid colors and simple patterns are good so they aren't too distracting, and I am always a fan of tops with interesting necklines, as long as they aren't too distracting or trendy.
- Tank tops and camisoles show off girls' collar bones, which is considered delicate and feminine.
- Don't bring any shiny material, it almost always looks weird in photos.
- If you aren't absolutely 100% sure, bring options and let your photographer help you make selects.

| WOMEN   | MEN  | KIDS  |
|---|--|---|
| <p>Girl Next Door/Wife/Best friend:<br/>soft colors, cute dress, girly blouse (age-appropriate)</p> <p>Bombshell/Sexy:<br/>low-cut, darker colors, earrings</p> <p>Hipster/Cool/Trendy:<br/>scarves, beanies, graphic t's, flannel, weird patterns</p> <p>Badass/edgy/urban:<br/>leather, black &amp; white, studs, cutoff shirts</p> <p>Upscale Business:<br/>collared shirt + suit jacket, designer dress (hit up Rent the Runway), simple jewelry</p> <p>Casual Business:<br/>cute button up top and/or sweater</p> <p>Preppy/East Coast Money:<br/>polos, sweaters, blazers, pearls</p> <p>Quirky/Kooky:<br/>librarian-esque sweaters, fun weird patterns, bold colors, suspenders, bandanas etc.</p> <p>Nerdy/dorky/awkward:<br/>like above, but the less-cute version</p> <p>Athletic:<br/>sports bras, workout tanks--tight stuff. Yoga pants or shorts if you want to get some body shots.</p> <p>Athletic:<br/>keep it simple OR specific.</p> | <p>Boyfriend/Husband/Best friend:<br/>solid t-shirts, v-necks, hoodies, henleys, thermals etc (age-appropriate)</p> <p>All American/Beer guy:<br/>solid t-shirt under plaid or flannel</p> <p>Hipster/Cool/Trendy:<br/>scarves, beanies, graphic t's, deep v's, flannel, weird patterns</p> <p>Badass/edgy/urban:<br/>leather, black &amp; white, studs, cut off shirts, A-tanks (wifebeaters)</p> <p>Preppy/Bro:<br/>polos, sweaters layered over collared shirts, bro tanks, trucker hat</p> <p>Upscale Business:<br/>collared shirt, suit jacket, ties, vest</p> <p>Casual Business:<br/>collared shirt, no jacket, rolled up sleeves and/or vest</p> <p>Quirky/Kooky:<br/>weird sweaters, fun weird patterns (argyle, bad suit jackets), bold colors, suspenders, bandanas etc.</p> <p>Nerdy/dorky/awkward:<br/>like above, but the less-attractive version i.e. short-sleeve button-up, buttoned all the way up.</p> <p>Athletic:<br/>tight sports shirts (or no shirt) and workout shorts or pants (if you want full body shots)</p> | <p>Basic t-shirts<br/>V-necks<br/>Henleys<br/>Tank tops/camisoles<br/>Cute dresses (girls)<br/>Hoodies<br/>Jackets<br/>Sports jerseys/cheerleading outfit (good for a specific commercial shot, depending on how specific your child's agent likes to get with photos)</p> <p>Most important is that your child likes the outfits he or she is wearing. Have your child get involved in the selection process, to get them excited about the shoot!</p> <p><b>ANDROGYNOUS / NON-BINARY</b></p> <p>Muscle tanks/plain tees<br/>White button down<br/>Short sleeved button down w sleeves rolled<br/>Overalls<br/>Blazers</p> <p>Femmes: wear looser fits<br/>Masc: wear tighter fits</p> |

# HOW TO TAKE A PHOTO THAT LOOKS LIKE YOU

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## **Breathe.**

Keep breathing. Breathe often, and in your belly.

## **Send your energy to the camera.**

Open, relaxed posture.

Feet forward, planted, knees unlocked.

Or get on your knees (with a pillow or cushion).

Stay relaxed but solid; imagine a string coming out of the top of your head--if you've ever done yoga or martial arts (or voice class or Alexander technique), you know what I mean.

Limit the number of crossed arms / looking-over-your-shoulder poses. It's body language that distances you from the viewer. They can work in specific instances, I normally steer people away from them for headshots.

If sitting, keep your hands away from your genitals. It's a natural thing many people do, and it looks extremely awkward, and is closed-off body language.

**NEVER UNDER ANY CIRCUMSTANCES** take a picture where you're squatting and looking up at the camera. Your body will look weird, and I have heard directors / producers / casting make jokes about how it looks like an actor is urinating in public. That's not the way to stand out.

## **Connect with the lens.**

Try to make eye contact with the photographer through the lens.

Pick a spot and focus, just like you're looking at a person. Going blurry-eyed gets an unspecific, "dead-eyed" look in photos.

Peter Hurley swears by the squinch and has a youtube video on it. It works really well for some people -- but make sure to practice ahead of time or it can come out looking really awkward.

## **Know exactly who you are in each photo.**

This is where having a photographer that can recognize a specific character thought is important: you want to catch those moments as they come up, so they are as organic as possible.

This is another way to get the most versatility out of each of your looks, by "playing" several different characters in each outfit. You might not use all of them, but it will give your reps options to choose from, and will force you to get specific about what you're "selling" as an actor.

**FOR EXAMPLE:** You have a look that is a sweater layered over a collared shirt. Without changing the outfit at all, by thinking different character thoughts:

### **Type A Grad Student**

"My thesis is obviously the best."

"I know you got here on a full ride, but I'm doing research that actually matters."

### **Elementary School Teacher:**

"I love my job, I love these kids."

"Our books are 10 years old and we barely have enough for kids to share. We need this grant."

### **Office Drone:**

"Yes sir, right away sir!"

"I hate my life. I don't ever want to touch a copy machine again."

This only works if you get really specific--and you want to make sure that it's always grounded, no matter the energy level, so they don't feel like over-the-top character shots [UNLESS you do broad comedy].

Make sure you're taking pictures in outfits that make sense for you [see the Headshot Wardrobe Prep Guide Checklist], and make sure that if you have reps, they're on board with the looks you're going for [see "Headshot Prep Guide Checklist"].

## **Practice.**

The more comfortable you are in front of a camera, the more relaxed you'll be on the day of your shoot, at which point there is a high likelihood that you will have fun and look like an interesting, human version of yourself.

# HEADSHOT PREP GUIDE CHECKLIST

HOW TO TAKE GREAT PHOTOS THAT LOOK LIKE YOU  
NO STRESS REQUIRED!

- My goal for these new headshots is:
  
- Two photographers I love and can afford are:
  - 
  -
  
- Two photographers my reps recommend that I also love and can afford are:
  - 
  -
  
- RESEARCH THEM.** Do you like their vibe based on their website? Do you want a phone consult?
  
- The photographer I connected the most with is:
  
- My reps approve of the photographer I like best OR:
- My reps approve of another photographer I also really like & trust
  
- PHOTOGRAPHER BOOKED!**
  - I have at least 2-3 weeks to prepare for my shoot.
  - My shoot date & time is:
  
- PLAN** for hair and makeup:
  - HIRE** a hair & makeup artist you trust (if you love your photographer's work, you can probably trust their go-to)
  - OR
  - LEARN** how you want to do your hair & makeup ahead of time. **TEST ALL NEW PRODUCTS YOU PLAN TO USE AT LEAST 2 WEEKS BEFORE THE SHOOT.**
  
- PLAN** your wardrobe [for a more detailed approach, see the *HEADSHOT WARDROBE PREP GUIDE*].
  - 3-6 characters I can and would like to play in TV/Film/Commercials & are in line with my goals are:
    - SHOP** in your closet and/or in a store.
    - PICK** outfits that are your version of these characters and **TAKE TEST PHOTOS.**
    - SEND** the test photos you like to your reps. **ASK** if there's anything different they would like to see. If you don't have reps, send outfit photos + your goals to your photographer at least a week in advance of your shoot.
    - REPEAT** if necessary.

Now that the technical pieces are in place, do whatever is necessary to get your body & mind in shape for the shoot:

## 3 WEEKS OUT:

- avoid foods that make you puffy or break out [usu alcohol, sugar, anything you're allergic to]

## 2 WEEKS OUT:

- best time to get a haircut
- finalize wardrobe

## WEEK OF:

- EYEBROW WAX/THREAD** if that is something you normally do.
- SLEEP & HYDRATE.** Especially the two days leading up to your shoot. Coconut water is your friend.

## DAY OF:

- BREATHE! AND HAVE TONS OF FUN!!!!**