



## Headshot Evaluation

### What impression are you trying to project?

- To people you know
  
- To people you meet for the 1<sup>st</sup> time

### Answer these questions about your headshot:

- Does it reflect my professional best? Specifically?
  
- Is it appropriate for my audience? What audience?
  
- Is it congruent with the rest of my personal brand? How?
  
- Do I feel good about myself when I look at this picture? Specifically, how do I feel?
  
- Is it engaging? In what ways?
  
- Do I come across as comfortable and authentic? How do I know?