



Photo Tips

Background Options

Gradient grey: Standard executive photo.



Fade-out: Relevant, does not compete with the headshot



Head Positioning

Head should be straight front, straight up and down, and level (not tilted) with the eyes, nose, and/or mouth level as reference.

Tip to achieve head facing straight front. Most photographers position clients with full body turned to the side and then turn head back toward center. With this approach, it is physically impossible to turn the head far enough back to be straight front. Instead, sit straight forward and turn the body to the side using upper back muscles without repositioning the head.

Note: Depending on the headshot, it may be possible to “straighten” an existing one using basic Microsoft tools. Open the picture, click on “edit”, and slide along the bottom ruler. Referencing the grid that appears over the picture, adjust until headshot is level. Alternatively, a professional photographer may be able to “extract” the headshot and reposition it.

Head not fully front: Acceptable but not as engaging.

