

Shooting

May 2022

EDITION ONE

FACES

The Quick "How To"
Guide to
being Photographed

Free Download

Defining Your
Purpose !



0 123456 789012

www.THEHEADSHOTGUYS.com.au

Define your Purpose

Be really really clear about the **PURPOSE** of your photo.

Why are you being photographed ?

What is it for - Style ?

Clothing, Hair, makeup, location

Who is it for - Audience ?

Demographic

**Where is it going to be seen -
Location?**

Social Media, website, printed

How is it going to be viewed ?

horizontal, portrait, mobile, laptop,
desktop

Types of Photos

Corporate or Business Headshot

Personal Branding

Lifestyle Photo

Wedding Photo - Brides & Grooms

Actor - For Portfolio

Model - For portfolio

Portrait or personal Image