

Shooting

EDITION FOUR

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What are you trying to
say to your audience ?

Faces

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The Quick "How To"
Guide to
being Photographed



What are you trying to say to your Audience ?

- I'm the best
- I'm the cheapest
- I'm the best looking
- I'm the most expensive
- I'm good value
- I'm the most experienced
- I'm confident
- I'm the funniest
- I'm the youngest
- I'm cute
- I'm sexy

- **I'M REALLY GOOD AT MY JOB !**

Everytime someone looks at your image or images they are making decisions about you, based on what they see !

After you have decided what you want to say to your audience, you can then think about how you want to say it.

There are a number of obvious things that we do to communicate with our audience -

What do we have in our Image - props could be a car, a beach, a house, jewellery

We have to consider for example, What type of message does having an expensive car in your Image send? To some people, it might indicate that you are wealthy and succesful, to others it might indicate that you are trying too hard, and flaunting your success. These types of people might perceive your expensive car as a negative ! Consider the wealthiest men in the world at the moment, whether you like them or not is irrelevant, look at how they dress, are they trying to impress anyone with their fashion ?

What type of clothing should I wear ? What style or fashion, is fashion important to your audience ?

Having a really good understanding of your audience is so important, How old are they, what sex are they, where do they live, what are their spending habits ?

The most under utilised way to communicate with your audience is your face, more specifically your expression. Most people when they are looking at talking about or critquing their face, they are often concentrating on their features.

Your audience, unless you are a model, is not critiquing your features. They are critiquing your vibe, your atmosphere, they are critiquing your expression.

What we have to do is learn how to make expressions that can help send the right vibe or atmosphere to our audiences.

Consider a lawyer. If you have 20 images of lawyers and you are asked to identify the best lawyer from the group from just their images, what are you going to look for? Are you going to pick the best looking, the youngest, the oldest, the lawyer with the biggest smile? Are you thinking, he's got a big nose, he is not going to be a good lawyer! I think not.

Potentially, we are going to look for the one that looks the most confident, the most Professional, the warmest and most approachable. These "looks" come from their expressions, not their features!

I think having the ability to control your expression in a photo is the most important skill in relation to Personal Branding. It is absolutely no point to be the best at anything, if your promotional or branding photos make you look fake or boring, or scared, or lack confidence.

Fortunately, we can learn to control our expression and the vibe we give off and in fact, there are only 3 things on our face that we can move that will change our expression, our eyes, our mouths and our eyebrows. Once we understand how to control these three things, we can make any expression that we like! Once we combine this with our best angle or best symmetry we can start to look good in every photo that is taken of us!