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THE IMPORTANCE OF A PROFESSIONAL HEADSHOT

By Don Carrick, Studio 413 Photography

I believe that every person deserves to feel good about how they look. My favorite part of what I do is meeting new people and helping people feel good about themselves and their self-image.

How people perceive you is important. Whether we're conscious of it or not, we all make decisions about people in a nanosecond. Today, in-person meetings where you can "wow" people with your charisma and charm are harder to come by; a natural result is that your digital presence is becoming more valuable. Businesses now find each other in different ways, such as social media, online networking sites, and even the publication you are currently reading.

Let's face it, most people don't like having their picture taken. It's uncomfortable, weird, and a little stressful. But if I can help you set that aside for a few minutes, we can capture some amazing pictures together.

Let me give you some tips on how you can conquer your fear of getting a professional headshot and find a photographer that resonates with who you are and what you stand for.

Hire a professional photographer. Review their work, look for consistency and see if you can envision yourself in their style of work.

Find someone who would be easy for you to work with. Personality is especially important so they can help you relax and reveal your authentic self.

Call your top candidates and talk to them prior to booking a session! Make sure you feel like you have a comfortable connection with them.

Ask them how their process works.

If you feel like it's a good fit, then take a deep breath, smile, relax, and book it. That's your photographer.

I believe there is beauty in every person. At Studio 413 Photography, my passion is taking amazing pictures of people when they are at their best. The technical stuff is important, but at the end of the day, it's the expression that

makes the picture. If you make a connection with your photographer and you feel comfortable and confident, it will show in the final results.

I would love to be the person who takes your picture, but if I can help you in your photographic journey in any way, please don't hesitate to call me with any questions; I am always here to help.



SPECIAL OFFER

I am giving away one free session at my studio. To enter, email me at don@studio413.net and make sure to include your best joke and your phone number! I will consult with my select committee and choose the best joke and that participant will win a new headshot!



85 South Walnut Street
Boyertown, PA 19512
(610) 367-2090
www.boyertownmuseum.org



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