

**READY FOR YOUR
CLOSE-UP?**

A Gittings Global Guide on How to Prepare for Your Professional Portrait

MAKING AN IMPRESSION

The old adage that you only get one chance to make a first impression is true. There is actual science that proves that first impressions are fundamental drivers of relationships. They are an important factor in how other people make that initial split-second assessment of you.

According to a study by psychologist Tricia Prickett, a third-party observer can predict whether an interviewee will be offered the job just from watching the 15-second introduction — the handshake, the “hello” and very little else. You might not always meet a client in person first — more and more, prospective clients will vet you online before they contact you. So consider your online portrait from that perspective: it just may be that all-important first impression.

Once you have made it past the credentials test and onto on the short list, clients ultimately hire someone they like and trust, and your headshot might be the first step in gaining that vital trust.



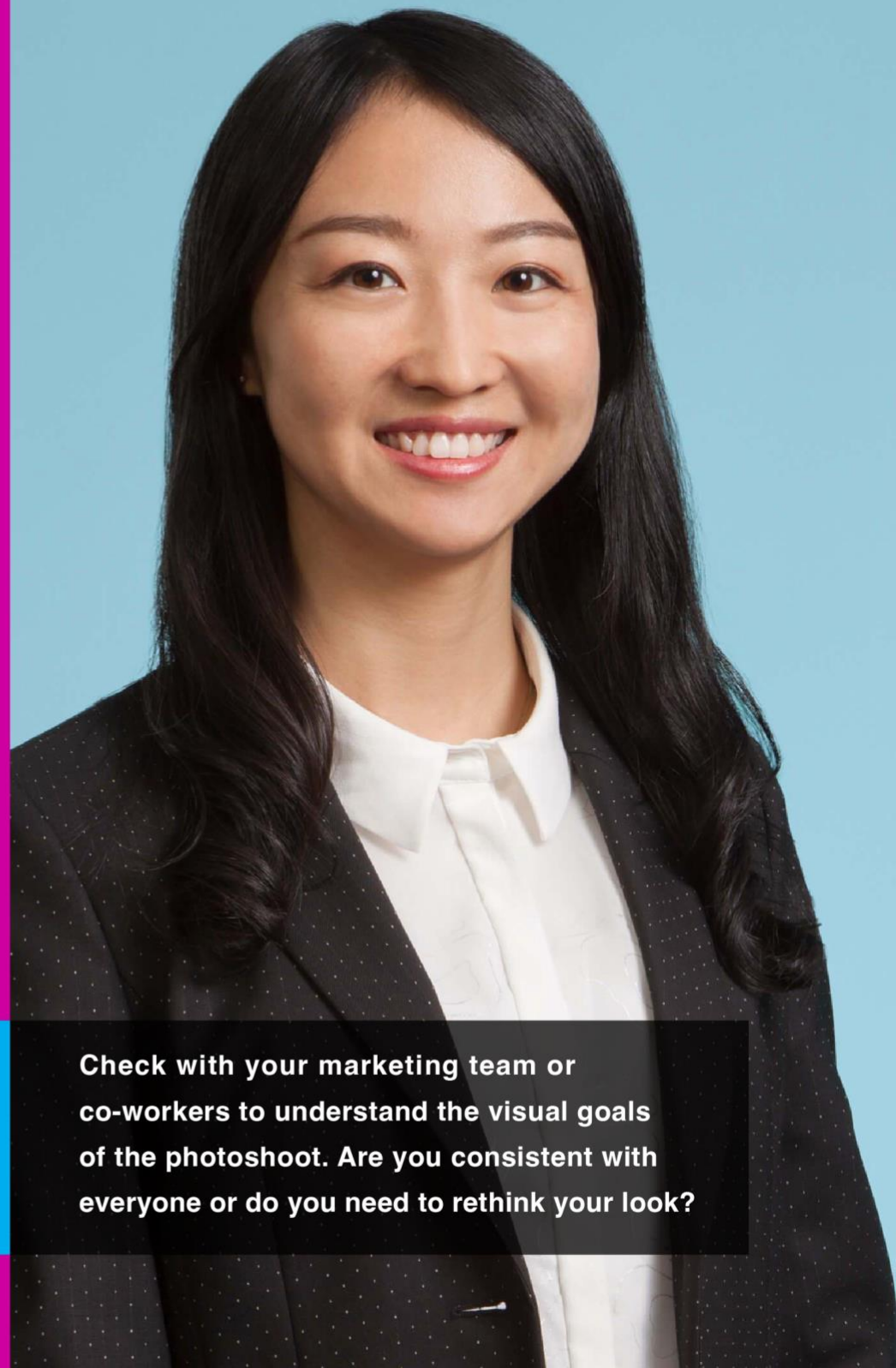
Did you know that a first impression is formed in one-tenth of a second?

DRESS TO IMPRESS

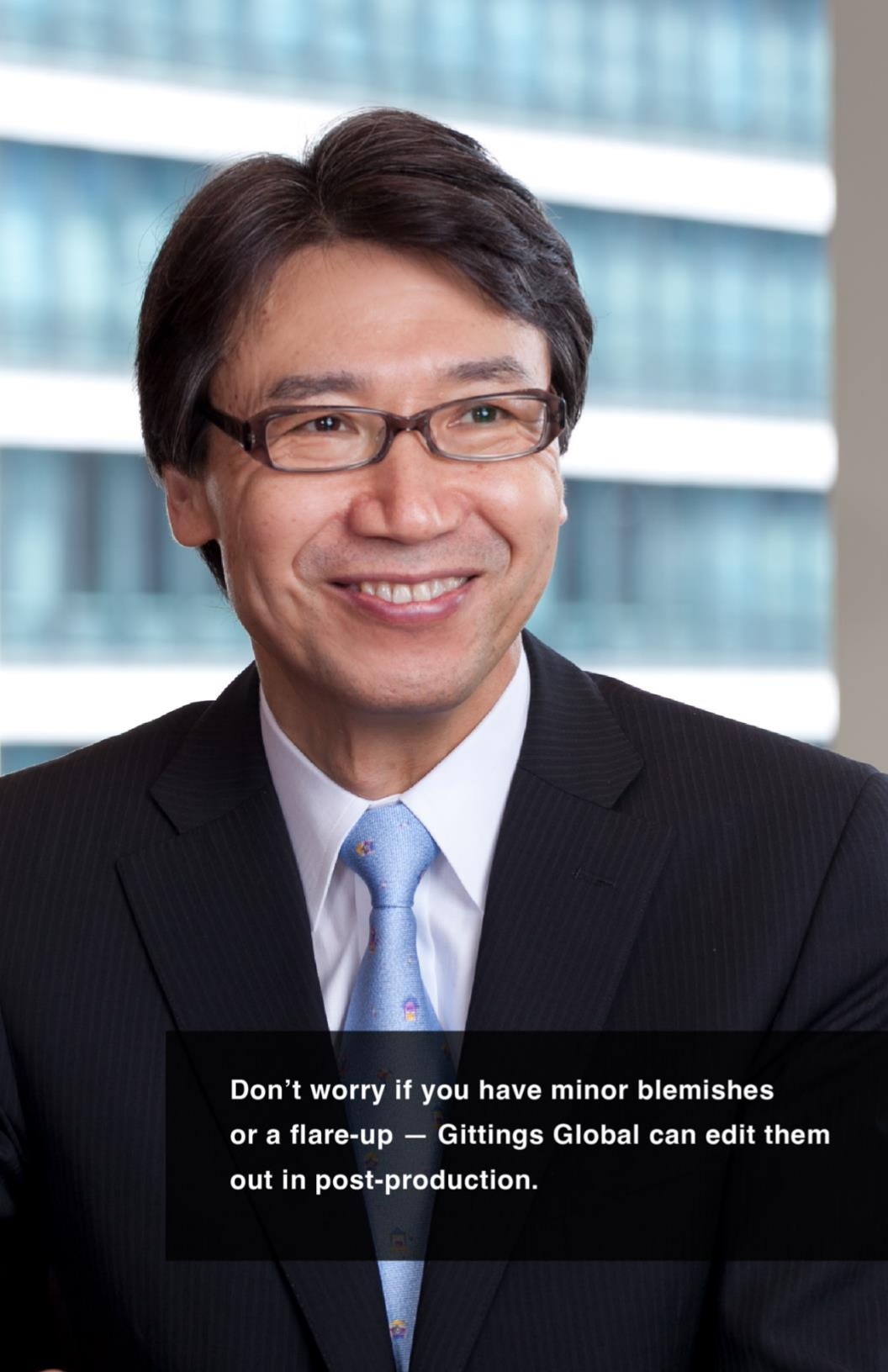
It's easy to dismiss the importance of an "outfit" if you wear the same style of clothing every day. Your portrait ensemble should reflect how you usually dress for a first meeting with a client or prospective client.

What clients wear in their headshot reflects the firm's brand. Is your clothing elevating and supporting the firm's strategy and message?

If your firm lets you pick the color of your tie, shirt or blouse, consider the subconscious messages your color of choice sends. Navy projects an image of professionalism, a strong work ethic, and can help establish credibility. Red creates a memorable impression and can convey aggression and dominance — which might be just what a litigator wants to communicate to prospective clients. For more on the psychology of color, read this [article](#).



Check with your marketing team or co-workers to understand the visual goals of the photoshoot. Are you consistent with everyone or do you need to rethink your look?



Don't worry if you have minor blemishes or a flare-up — Gittings Global can edit them out in post-production.

PUT YOUR BEST SKIN FORWARD

Hydration is one of the biggest keys to achieving youthful-looking skin. Drink more than the recommended 64 ounces of water every day the week of your photoshoot — and try to avoid excessive amounts of caffeine and alcohol (both anti-hydration troublemakers). If your firm has a Happy Hour that week or it's going to be another 80-hour-week, drink extra water to balance out the other beverages.

Want to take hydration to the next level? Use a face mask the night before. It only costs \$2-5 and 20 minutes of your time, and the reward is refreshed and glowing skin.

*Disclaimer: if you have sensitive skin, skip this suggestion! Don't risk a breakout or an allergic reaction.

If your arms and hands will be showing (and today, they often are) moisturize them, too.

PLAN AHEAD

Hair is an important part of a photo. For those with long hair, a fresh trim can liven-up long hair and knock off fried ends. For those with short hair, a fresh cut can sharpen your look. Get your haircut a few days or a week in advance so it has some time to settle. Additionally, hair color can be hard to maintain — make sure your roots look the way you want them to.

Note that a shorter haircut can reveal newly exposed skin next to a tan line — or a golfer's tan.



Make sure your nails are well-groomed or freshly manicured — your hands might appear in the photo. If you aren't certain about what jewelry and nail color best support the image your firm is working to project, speak to your marketing team for guidance.

A smile is one of the first things people notice, so if you need a whitening boost to feel more confident, go for it. Don't worry if you don't have the time to whiten your teeth. Gittings Global can handle that in post-processing.



INSIDE

CONFIDENCE IS YOUR BEST ACCESSORY

At the end of the day, what matters more than looking picture-perfect is feeling confident about what you have to offer your clients and colleagues. We promise this self-confidence will be visible through the camera lens.

Do you hate getting your picture taken? If yes, practice your smile in the mirror and give yourself a quick pep talk. For some, deep breathing exercises help. Try the 4-7-8 method. Learn more about relaxation breathing techniques [here](#). Do what helps you feel most relaxed and confident.



LIGHTS. CAMERA. CAPTURE!

Put your trust in the photographer. A talented photographer knows how to position you in a natural pose, put you at ease, adjust lighting, and fix any issues in post-production. When you choose the right photography agency, they will be your collaborator and advocate. All you have to do is show up and put your best self forward.



**OR
OUTSIDE**





Let us elevate your firm's image one portrait at a time.

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