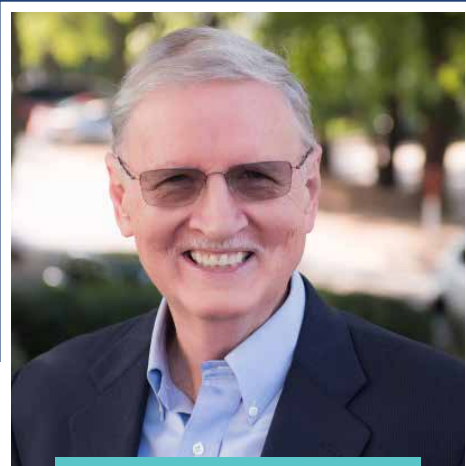


DIY Headshot Tips & Tricks

For All Legal Professionals



The attorney and staff bio is the first real impression prospects get from your firm, and a quality headshot's importance matters more than you might think! Take a look at the headshots of CEO of Consultwebs, [Dale Tincher](#), and Director of Finance, [Daryl Williams](#):



Use this checklist if you want to make your best first impression with quality headshots like these:

- Make sure the background is not overly distracting.** Find a neutral background and place the subject in front of it to start testing.
- Timing matters a lot!** Take your photos early in the morning when the sun is coming through the windows. Otherwise, check to see what time the lighting works best according to the background wall of your choice.
- Don't stand too close to the subject.** Place the camera about 10-15 feet from the background.
- Avoid using the camera's flash,** as it can create harsh shadows behind the subject.
- Make sure the camera height is at the subject's eye level.** If the camera is above them, it makes the subject look weak.
- Double-check that **nothing creates an illusion** that it's sticking out of the subject's head or body.
- Keep things light by telling each other jokes! **When someone is tense, it shows in the pictures.**
- Have the subject smile** before the picture is taken.
- Take a lot of photos!** At least 5-10 per subject.
- Pick 2-3 photos** per subject.