

HEADSHOT

photography

GET INSPIRED WITH OUR WHAT TO WEAR TIPS!

Anthony Beasley
photography

ABOUT ME



Well, hello there, new friend! My name is Anthony Beasley, "Tony" and I am a self-admitted photography junkie. I love absolutely everything that has to do with photography. Documentary on a famous photographer? Better add it to my queue. A giant, glossy coffee table book loaded with stunning pictures? Oh, my heart! A local meet-up with fellow photogs? Count me in!

Whether I'm snapping pictures, editing photographs from a session or talkin' it up with clients old and new, my life absolutely revolves around my camera (and my family, too, of course). Originally from Chattanooga, Tennessee Home of Samuel Jackson, Bessie Smith, me and other celebrity types!

It all started about fifty years ago when my father won three Brownie cameras from the Cocoa Cola Bottling Co. My father kept one, gave my oldest sister one and gave me one. I was entranced by the buttons, bells and whistles. I was hooked, and started going around the house, then all

over the neighborhood, photographing any and everything in sight. I started looking at magazines and books, looking at the pictures. That was in the eighth grade.

From that moment onward, I was 100%, hands down hooked on photography. I really started focusing on fashion and beauty. Demonstrating a strong discipline for perfection with extreme attention to details, an adeptness to direct large events and sets, and blessed with the opportunities to have worked with some of the most talented MUAs, hairstylists and wardrobe stylists in the business here in Nashville, Tennessee.

It's been several years since I "went pro" and my life has taken a major turn for the amazing. Day in and day out, I spend my hours meeting with incredible clients, heading to gorgeous on-location sessions and then editing the pictures that we took. My favorite part, though? The reactions of my clients when they get their photographs. Knowing that I helped so many business professionals achieve the perfect professional headshot -- is a feeling that will never, ever get old.

Anyway, enough about me. I'm so glad that you're here, flipping through the pages of this welcome packet. I specialize in business headshots and am absolutely willing to work with you to create the perfect professional headshot. Don't hesitate to reach out with questions when you're finished. Let's do this!

Your Photog Friend,
Tony





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Anthony Beasley

WHAT TO WEAR

I've always believed that clothing is an extension of your personality. For those who say, "Who needs clothes to express themselves?" I reply back with, "Who doesn't?!" Fashion is fun. Your body is the canvas, the clothes are your medium and the finished product as you stand in front of the mirror is your masterpiece.

That said, figuring out what to wear to your headshot session requires some major thought. After all, those pictures are representation of who you are professionally.

Here are five tips to consider when choosing your outfits!

1. For personal professional headshots don't stray far from your personal style. Make sure the outfits you wear are something you'd wear in your everyday life.
2. For business professional headshots don't stray far from your everyday business profession style. Make sure the outfits you wear are something you'd wear at work.
3. Pick out a couple different outfits to have more than one look for your headshot photos. I always recommend picking one solid neutral color and then picking one solid brighter color or bolder color option.
4. Accessorize. For men that includes cuff links, belts,, shoes, ties and scarves. For women that means bracelets, necklaces, earrings, rings, shoes and belts.
5. Give your outfits a test run. try on all of the outfits you are considering, move around in them and make sure they're comfortable and flattering.
6. Don't be afraid to contact me if you need help. I've got a lot of experience styling my clients and would love to work with you to create the perfect outfit!



SESSION TIPS

Headshots allow you to put your best face forward — literally! Whether you've already got a headshot session booked or you're contemplating having one done, the below guidelines will help you prepare more adequately.

Wear Clothing That's Flattering, Modest, and Neutral

There's a time and a place for that leopard print top or crazy tie, but your headshots will usually require a different aesthetic. We recommend neutral, modest articles of clothing that you feel comfortable in and that are flattering to your complexion and features. Clothing should also be clean and freshly pressed.

Bring a Second Outfit

You'll likely want to have some variety in choice when choosing your favorite headshot images, so bring a second or third outfit to the session.

Keep Accessories to a Minimum

This is a headshot, so we don't want to detract from your face. Too much jewelry can lead the eye elsewhere, so it's best to stick to small and modest pieces if you choose to wear any accessories at all.



Have Your Hair/Makeup Done Professionally

If you were looking for an excuse to get a haircut, blowout, or professional makeup, this is it! Not only does handing that responsibility off to someone else reduce your burden on picture day, but it ensures that you look and feel incredible. (Just a note: light retouching is standard in all of our headshot images. Don't fret about that zit.)

Make Sure Hair is Out of Your Face

This goes along with the last point, but to ensure we get a good shot you'll want to keep hair out of your face. If you have bangs they should be trimmed, and if you have long hair that tends to get in the way, you may want to clip some of it back or tuck it behind your ears.

Determine the Ideal Backdrop

Many clients prefer to have their images taken at either their business location, home office, or against a neutral background. Together we can help determine the best place to do your headshots but do think about the general aesthetic you're going for and relay that to your photographer.

INVESTMENT

The **PROFESSIONAL** Collection

\$575

1 Hour Session
Unlimited Outfit Changes
\$75 Product Credit
25 Digital Negatives
Password Protected Online
Gallery

The **BUSINESS** Collection

\$475

1 Hours Session
Unlimited Outfit Changes
\$50 Product Credit
15 Digital Negatives
Password Protected Online
Gallery

The **SIMPLE** Collection

\$375

1 Hour Session
Unlimited Outfit Changes
\$20 Product Credit
10 Digital Negatives
Password Protected Online
Gallery

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PHOTOGRAPHY

MINI HEADSHOT SESSIONS

Our clients have been asking for it for a long time, so we finally went for it: mini headshot sessions! We'll wait for a second while the cheering subsides. Seriously though, these have been such a hit and way more popular than we ever even imagined.

So here's how it goes: typically, you'll come to the studio and schedule anywhere from fifteen to twenty mini headshot sessions over the course of the weekend. This, of course, depends on demand, but we usually end up making a weekend out of it and photograph seven to ten people each day.

Each mini session lasts for 30 minutes, which gives you enough time to warm up and get comfortable in front of the camera. Because we're shooting all of the minis at the studio, we do try to choose a couple neutral colored backgrounds. That means you'll have a little more freedom when it comes to the outfits you wear and the vibe you want to create.



MINI SESSION PRICING

Our headshot mini sessions cost **\$200** and last for 30 minutes. Each mini session includes 5 digital negatives. We require a 50% deposit to lock in your session and the remaining 50% one week prior to the shoot.

These popular mini headshot sessions do tend to sell out quickly. Keep an eye on our Facebook, Instagram and Twitter pages for updates and call or email to schedule early. You can also subscribe to our newsletter to receive important info on our minis and other stuff.

FAQ

I'M REALLY NERVOUS. IS THAT NORMAL?

It is definitely normal to be nervous for your headshot session, so don't worry. In fact, I'd wager that about 99% of our clients are nervous when they first get started. However, within five or ten minutes of the session, most people not only feel comfortable, but confident and beautiful.

HOW DO I KNOW HOW TO POSE?

We've totally got you covered there. We know all the tips and tricks to create the most flattering angles for men and women of all shapes and sizes. Don't you worry about posing.

I WANT TO USE THESE PICTURES AS MY PROFILE PICTURE ON MY SOCIAL MEDIA PAGES, IS THAT ALLOWED?

This is a common question and yes you can use your professional headshot photos as your profile pictures.

I WANT TO USE THESE PICTURES FOR MY BUSINESS, IS THAT ALLOWED?

This is a common question and yes you can use your professional headshot photos for your business. All of the photos from the headshot session will include a business license that allows you to use them for your business.

AM I ALLOWED TO BRING MORE THAN ONE OUTFIT?

Yes, we recommend you bringing at least two outfits.

WHAT SHOULD I BRING TO MY HEADSHOT SESSION?

For our normal sessions, we suggest two different outfits, three if you're feeling it, and any work related props you may want to incorporate. Work props include: work phone, work laptop, work ID badge and anything else that is work related specific to your position.

WHAT TYPES OF PICTURES WILL I RECEIVE FROM MY HEADSHOT SESSION?

We will take a handful of each, full body pictures, half body pictures and close up headshot pictures. We typically will have you smile, put your serious face on and make a more natural face for each type of pose that we do.

DO YOU DO OUTDOOR HEADSHOT SESSIONS?

Yes we can shoot your headshot session outdoor, upon your request.

HOW LONG DOES IT TAKE TO GET MY PHOTOGRAPHS BACK?

We work to have your images to you within four to six weeks of your session date.



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