



How to pose for headshots

November 16th, 2024

Before you take your headshots, make sure you have completed this checklist



Well Dressed



Well Groomed



Hair Done

The most important part of any photo is the **vibe** the camera is capturing.

Your **mindset** should be:

Confidence + Approachability

How do we do that?

1. Look cool & confident
2. Have a great jawline

1. How to look cool & confident

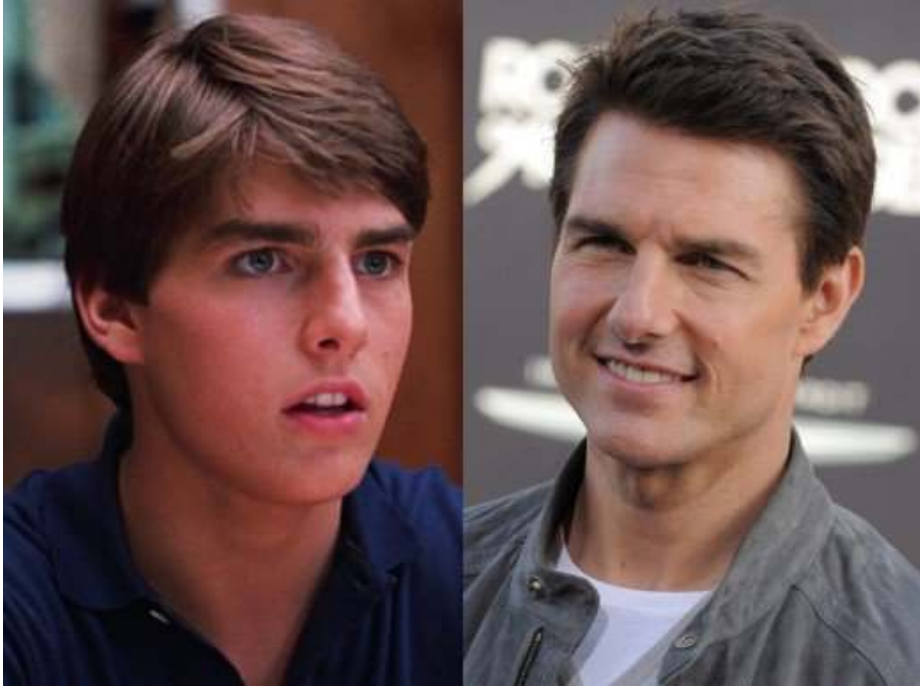
“The squinch”

This technique is a combination of “squinting” your upper eyelid and “pinching” your lower eyelids.



Notice the lower eyelids in the right picture, they are pinched.

Not
Cool



Super
Cool

Some people call this technique "smizing" (smiling with the eyes)



SMILING WITH THE MOUTH
BUT NOT THE EYES



SMILING WITH THE MOUTH
AND THE EYES



Squinting even makes dogs look cooler!



2. How to have a great jawline

“Forehead Forward”

This is the opposite of what we want.

Not only does this not portray confidence but it completely destroys your jawline and gives you that dreaded “double chin”.



It might feel strange at first to pose with your head extended forward, but I assure you the camera will reward you with flattering pictures.

We want:

1. Jaw Down

&

2. Forehead towards the camera



Jaw up
(cocky)

vs.

Jaw down
(confident)



What do all these pictures have in common?

(besides me stealing their photos from the internet)

They are all **squinting**
They all have their **foreheads forwards**



BONUS: How to look thinner

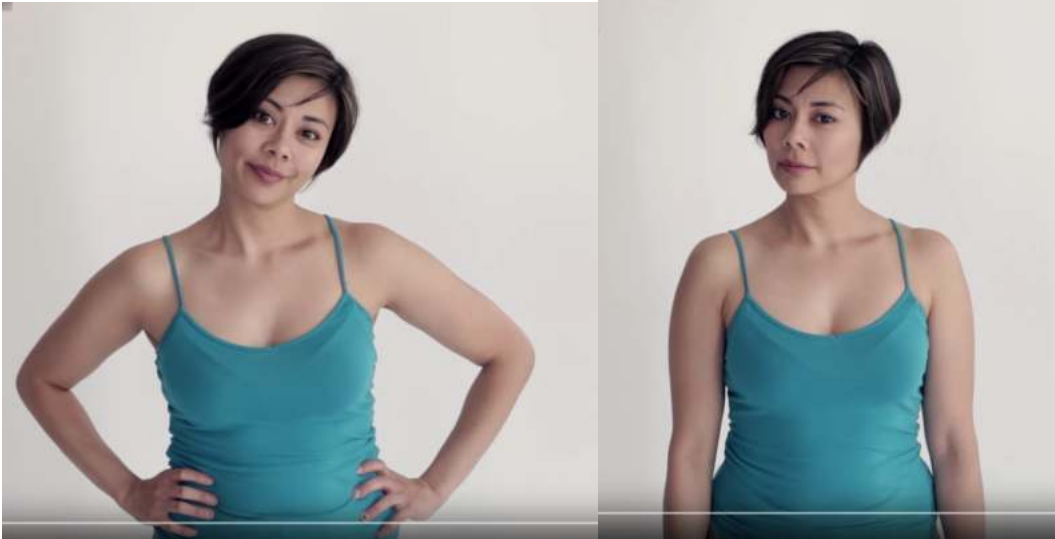
“Hold your Sub”



Taking pictures feels uncomfortable. Often, we don't know what to do with our hands and arms. Something that feels natural, like *putting your hands on your hips* might sound harmless, but **you want to avoid this** if you **want to look thinner**.

Here's what we want to **avoid**:

Hands on hips & leaving your arms straight



What you **want** to do instead:
Hold your Sub



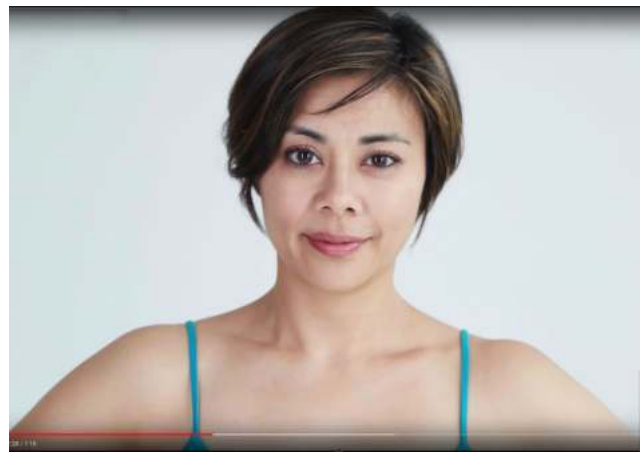
It's not a small

foot monster!

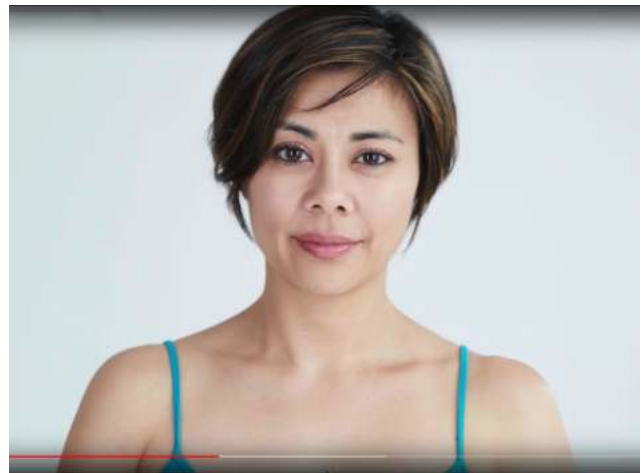
sub either, its a 5

Proof that looking silly actually works.

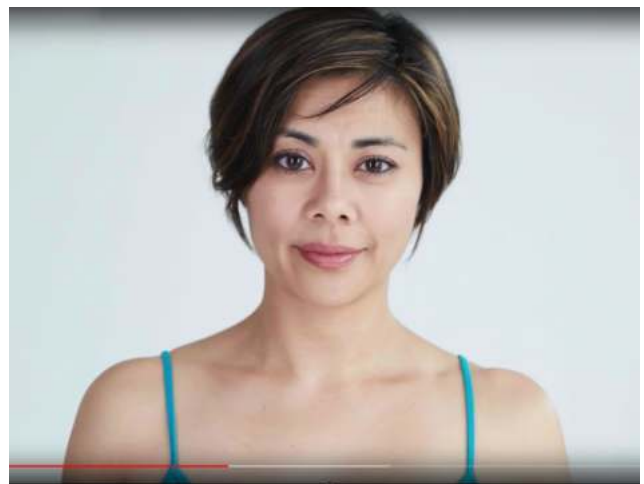
Hands on hips



Hands down straight



Holding your sub



This shaves off about an inch on each side.

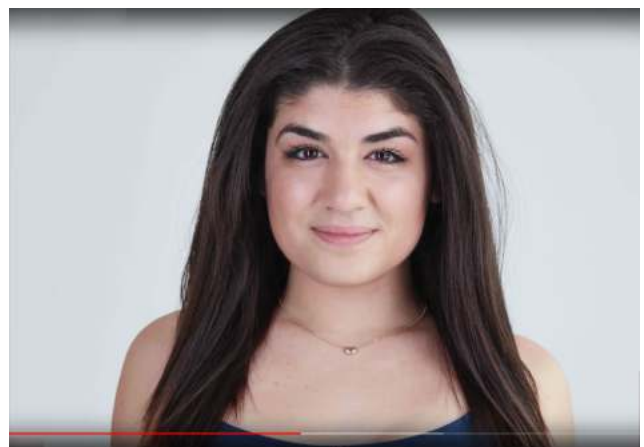
Hands on hips



Hands down straight



Holding your sub



More proof .

Hands on hips



Hands down straight



Holding your sub



Works every time.

Hands on hips



Hands down straight



Holding your sub

