

Powerful LinkedIn® Profiles for Executives and Attorneys

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(who happens to hold a degree in Fine Arts / Photography)*

Even the best photographers may not have experience shooting for the LinkedIn format, so here's some guidance to ensure that the final image projects the confidence and gravitas you wish to portray. ***That doesn't mean they can't get a great shot!***

As part of the Powerful LinkedIn Profiles course, I have prepared this checklist for you to review. If it is helpful, you can also share with your professional photographer.

You are free to print and share this checklist whether or not you are enrolled in the course.

Seven Pointers When You Are Working with a Professional Photographer

Here are my **top seven suggestions** to help make your professional photo shoot a success:

- 1) Choose a neutral background without distractions (in the form of texture, line or color).
- 2) Generally, "creative" or casual shots don't work for an executive or attorney headshot.
- 3) Dramatic or directional lighting also generally doesn't work. Soft lighting is preferred.
- 4) Beware the bare skin look – with a few possible exceptions – which can be interpreted as risqué or worse by your target audience.
- 5) Remember that the format of the LinkedIn photo (currently, at least) is a circle. Shots should be centered so they can be cropped without coming in too close.
- 6) As the subject of the photo shoot, watch your body language. Because of the small circular format, anything a bit "off" looks exaggerated in your LinkedIn headshot.
- 7) Make sure you know what you want and make it known. Professional photographers are experts on *photography* and can give you ideas and direction – so do rely on their expertise – but ultimately you are the client and the expert on *you*.

Any photographers worth their salt would prefer you speak up before or during the shoot than complain afterwards about the experience or result!