



EVALUATE YOUR HEADSHOT

Does your headshot align with your personal brand
and your professional goals?
Here's how to find out.

ASSESS YOUR HEADSHOT.

- Is your headshot professional and appropriate?
- Is it current?
- Is it a high quality photo?
- Is your face front and center?
- Are you wearing formal or appropriate informal attire (what you would wear to an interview)?
- Is the background simple and free of distractions?
- Does it put your "best face forward"? Do you feel good about yourself when you look at this picture?
- Is it engaging?
- Does your headshot come across as comfortable and authentic?
- Are you avoiding these headshot "Don'ts"?
 - Folding your arms
 - Leaning in
 - Holding your hand under your chin
 - Using a selfie, vacation photo, photos with other people or pets
 - Wearing inappropriate clothing
 - Displaying brand icons/logos



If you didn't know yourself and you saw your headshot, what kind of work would you think you do?

...what level would you think you are within a given organization?

Go through the same exercise by reviewing headshots from randomly selected LinkedIn profiles, without looking at the person's title and job.

COMPARATIVE LINKEDIN HEADSHOT ANALYSIS

Person	Function/Industry	What Kind of Work Do You Think They Do?	What Level Do You Think They Are?
#1			
#2			
#3			
#4			
#5			
#6			



What insights do you get?

What impression are you trying to project with your headshot?

To people you know...

To people you're meeting for the first time...
