

Lighting People Up!

John
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HEADSHOTS



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First impressions count...

Like it or not people searching for you online make their minds up about who you are based on your profile.

And the single most important factor in your profile is your headshot.

Studies show that people make a decision on whether or not they like you within 100 milliseconds. One tenth of a second is all it takes to assess your profile photo and decide whether to trust you and work with you.

So your personal image has a big influence on whether people want to connect with you or not.

Unfortunately most people try and get away with a 'selfie' or an old snapshot. But typically it looks rushed and unprofessional.

And if your image is not congruent with your brand, it could actually be losing you business.

Worse still, some have no photo at all. So you simply miss out on all the benefits of building a strong online brand by staying anonymous.

So what all this means is: there's a lot of value in having a professional headshot. But ...



“... I hate having my photo taken...”

A lot of clients say that they feel uncomfortable or nervous with having their photo taken.

In the past clients have been to a photographer who has taken hundreds of photos in the hope that one or two were okay. But usually they were disappointed with the results.

I suspect the photographer was more of a generalist who didn't fully understand the process of making someone look fantastic on camera.

I believe everyone has a great photo in them, no matter how unphotogenic you 'think' you are.

I have photographed everyone from HRH Queen Elizabeth II right through to David Beckham and I've developed a unique ability and a process to put anyone quickly at ease.

My process guarantees you will feel totally natural and relaxed in front of the camera so every shot is a winner. My clients consistently leave saying “WOW ... I look amazing!”



How we light you up

Before

Our process starts the moment you are welcomed into the studio. Before being whisked away for hair and make up (optional) we will have a chat about your personal brand, the messages you want to communicate and discuss where and how you intend to use your photos. We may suggest other ways that you can use them to enhance your personal brand. We also discuss any worries and concerns you may have about being photographed.

Next we assess your wardrobe and help you select the best colours and styles of clothes to suit you and your brand messages. After make up and styling we start the process of making you look fantastic on camera.

During

We begin the shoot by taking a few 'before' shots and get you used to the camera. We then give you some tips and tricks and guide you on how to pose and how to smile naturally and take some more shots. We then review the shots so you can see the difference. After we have reviewed these images we get you back in front of the camera where the real fun begins.

During the session you'll have time for a couple of clothing and background changes. This ensures you end up with a fantastic range of images to choose from.

After

After the session the proof images are uploaded onto a personal online gallery for your selection.



Here's what you might want

I am a **business professional** and I need a headshot that will make me stand out from the crowd on my online profiles such as LinkedIn, Facebook & Twitter, my company website & blog, speaker biography and my business card.

We recommend our **Headshot Intensive** package in our London or Berkshire studio.



I am a **professional speaker, trainer, author** and I need a mixture of headshots, half length and full length shots, as well as some shots of me "in action" for my showreels, book jacket, work-book, cd & dvd covers, product launch, roll up banners, speaker biography, press releases etc...

We recommend our **Headshot Intensive Plus** package in our London or Berkshire studios (or at your location subject to fee)



I am a **successful entrepreneur** and I'd love a whole portfolio of feature style portraits showing me at work with funky props and different backgrounds which I can use across all my pr and marketing including magazine articles...

We recommend our full **PR Location Lifestyle Shoot** where we come to you or mutually convenient location.



Preparing to be lit up

Our headshot sessions are about more than just turning up on the day and sitting in front of the camera and smiling. This guide will ensure you are properly prepared so that you get the most out of your professional headshot session.

What to wear

What you wear in your headshot photograph is just as important as your expression. We will give you some professional tips as to the colours and styles of clothes that will enhance your natural colouring and features ... that keep the focus and attention on your face.

We suggest you bring along a selection of up to 10 different tops so we can help choose the ones that work best for you and the camera.

Remember though, our goal is to keep the focus and attention on your face.

Your colours

I highly recommend you book an appointment with an image consultant. They can advise you on what you should be wearing so you look approachable but at the same time authoritative and credible for your industry.

I have had this done personally and it is amazing how much more confident you feel knowing you are wearing the right styles and colours to match your body shape and natural colouring. We can recommend some expert image consultants that we work with.

Our colour analysis service

As an alternative, we offer a simple colour analysis service. Send us a digital close up of your face which shows your hair and eye colour. We will send you a colour palette containing your best colours and a set of notes on how to wear your colours. Use this palette when clothes shopping. This service is £49 including VAT and the turnaround time is usually within 2 to 3 days.

Your smile

We will be getting you to smile a lot during your session because your smile is one of the most important business tools you can use.

Smiles are also highly infectious and engaging. Recent research by Reading University shows that people look at a smiling face for much longer than one that is not smiling.

We suggest you book an appointment with your dental hygienist so that your teeth get that all-important polish and brush up to make your smile look even more fantastic. You may even like to consider having your teeth whitened for the occasion.

Hair and make-up

Ladies can make an appointment with their hairdresser for the day before or even the morning of the shoot. It is a good idea to get these booked and in the diary now.

I recommend men get a haircut at least 5 to 7 days prior to the shoot so you don't have that 'just cut' look.

Grooming, hair and make-up on the day

We can provide a professional make-up artist and stylist to be on hand during your shoot to ensure you're looking your absolute best. This is included in some packages but available as an optional extra to any of our professional headshot sessions.

If you are planning to do your own make up we have a separate guide which gives you guidance on the best make-up tips for photo shots.

Glasses

We will give you very clear guidance on what to do if you normally wear glasses. If you have a strong prescription it may be advisable to visit your opticians and borrow some blank frames or even get your lenses removed for the shoot. Invariably we shoot some with and some without for your reference.

Get the most from your shoot

One week before

On the week leading up to your shoot you should make sure that the clothes you are wearing have been pressed or hung up on a coat hanger to get rid of any creases. It is also worth having a dress rehearsal to make sure the clothes you bring feel right and still fit you well with a little room for moving about.

The day before

If you are travelling to the studio, double check where you are going and how long it will take you to get there. Print off our PDF map and contact details in case you are running late or get lost and need to call us.

The evening before

Sounds funny but drink plenty of water before your session. Here's why. Hydrated skin looks much healthier than dry skin. Avoid alcohol and try to get a good nights sleep because the more rested you are, the better you'll look.

The day of your shoot

Plan to arrive at the studio least 15-20 mins before your shoot so you have time to relax. Don't panic if you get caught up in traffic or are running late. Just give us a quick call if you can. The last thing we want is for you to arrive all hot and bothered.

Avoid booking any stressful meetings prior to your session starting. We want you to be in a good space and as relaxed as possible so we can concentrate on capturing your personality.

Again keep hydrated with water. Don't drink too much coffee and avoid eating greasy, salty or fatty foods before your shoot. Trust me, this little tip really works.

Essentials - what to bring

Bring your own **comb or brush** and a light **hair-spray**. Heavy sprays and gels make your hair look unnatural and stiff, so something with a light hold is a better idea.

Bring light **face powder** to reduce any shine on your face that may build up during your shoot. Make sure the powder is a good match for your skin tone.

If you normally wear **makeup**, please bring it with you. Blush, concealer, eye-shadow, mascara, lipstick etc. Be sure to bring a few different shades of eyeshadow and lipstick, as some colors may not look as good on camera as others. Avoid anything with too much gloss or shine. In particular, don't wear high gloss lipsticks or very shiny lipgloss. Also avoid any face creams, bronzers or blushes that contain any sort of shine or sparkle. These often look too unnatural and reflect too much light in photos.

Bring your **toothbrush or dental floss**.

Bring **eyedrops**. Sitting and not doing much blinking for any period of time, can be very irritating for your eyes. Especially if you're in bright light of any kind. Red, watery or puffy eyes will ruin your photos, so having eyedrops with you is essential for your photo session. Chances are, you won't need to use them, but it's better to have them just in case you do.

Bring the **wardrobe** choices you selected for the shoot. This can be a mixture of both formal and casual clothes. Include **jewelry** and **accessories** to personalise your photographs. Please see our clothing guide for more detailed advice.

Oh yes, bring your **credit card** to pay any outstanding balance for your shoot.

Who is John Cassidy?

John has been a professional photographer all his adult life.

He started his career when he joined the Royal Air Force initially in reconnaissance photography then taking technical photographs, personnel and covering official functions. He finished off as the RAF's main public relations photographer, photographing front line operations and exercises world wide, taking high speed air to air photography of fast jets and hanging out of helicopters and hercules aircraft.

After 17 years he decided to hang up his uniform and moved to civvie street where he started working for the Times photographing celebrities such as Sean Connery and top sports stars such as David Beckham and Lance Armstrong.

Now John specialises in photographing leading entrepreneurs and professionals - who hate having their photo taken - but value the need to stand out from the crowd.



What they say “....”

“John Cassidy is one of the most gifted and creative photographers I have ever worked with. He has an eye for the shots which create maximum news value and a natural ability to put subjects at their ease”

Matthew Syed: Managing Director Open Sport Ltd



“John is a top class, totally reliable snapper for any kind of PR work; whether launches, celebrity stunts or senior management shots. He’s sociable, inventive, slick and always delivers the goods”

John Moorwood: Wonga.com

“It might seem a simple thing but its hard to beat the feeling you get when you upload your picture to a new community website knowing that it is going to reflect well on you”

Malcolm Sleath: 12 Boxes



“John provided Thomas and I with a fantastic photo shoot for us to use for our PR, Speaking slides and for our Blogs and online content. The way he worked with our whole family gave us such an insight into new content we could write and has provided us with amazing photo’s that have been used in very diverse and creative ways”

Penny Power: Founder Ecademy.com

“WOW! John is an extremely professional, personable guy...within minutes I felt at ease and the end results are Absolutely Out of this World!!! Such an amazing photographer, full of creativity, respect and competence. John delivers a high quality service that is second to none”

Suzanne Bazett: Bazaray



“OMG, What a brilliant experience I would much rather be behind a camera than in front ! and while I understood how important a good image of you is (first impressions and all that) I was reluctant. John made me feel comfortable and relaxed and the pictures are amazing. I am so grateful and will be relaunching my new image shortly - watch this space”

Vicki Wusche: The Property Mermaid

Headshot Options

HEADSHOT INTENSIVE €500 STUDIO SHOOT (APPROX 2 HOURS)

- Branding consultation & Q/A
- Wardrobe Advice
- Pre-Shoot Tips and Tricks
- Test Images and Review
- Shoot and Review
- Wardrobe changes x 2
- Online Proof Gallery
- Headshots only
- Edited Image x 1 (Col & B&W)

ADDITIONAL IMAGES

- 1 to 4 images €25 each
- 5 images €100
- 10 images €150
- 20 images €200

All images supplied in high & low resolution versions for print & web use with unlimited licence to use.

OPTIONS

- Basic Colour Analysis €49
- Make Up & Styling €150
- Location Shoot €150
- Full Image Consult €250

HEADSHOT INTENSIVE PLUS €1000 STUDIO SHOOT (UP TO 4 HOURS)

- Branding consultation & Q/A
- Basic Colour Analysis
- Wardrobe Advice
- Make Up & Styling
- Pre-Shoot Tips and Tricks
- Test Images and Review
- Shoot and Review
- Wardrobe changes x 4
- Online Proof Gallery
- Headshots,
- Full, mid & half length shots.
- Talking Head 'Action' shots
- Studio Background
- Edited Images x 10 (Col & B&W)

OPTIONS

- Location Shoot €100
- Full Image Consult €200

FULL PR/LIFESTYLE SHOOT €2000 LOCATION & STUDIO (2 x Half Day)

- Branding consultation & Q/A
- Basic Colour Analysis
- Wardrobe Advice
- Make Up & Styling
- Pre-Shoot Tips and Tricks
- Test Images and Review
- Shoot and Review
- Wardrobe changes (Unlimited)
- Online Proof Gallery
- Headshots
- Full, mid & half length shots
- Talking Head 'Action' shots
- Feature style shots with props
- Studio & natural available light
- Mixed backgrounds
- Edited Images x 20 (Col, B&W, toned & 1 x cut out)

OPTIONS

- Full Image Consult €150



Yes Please, Light Me Up

First Name _____

Last Name _____

Phone _____

Email _____

Shoot Type Headshot Intensive Headshot Intensive Plus
 Full PR Lifestyle Location Shoot

Studio Shoot London Bracknell

Location (where) _____

Preferred date _____ Preferred time _____

Options

Location Shoot Yes No £

Colour Analysis Swatch Yes No £

Full Image Consultation Yes No £

Professional Makeup Artist Yes No £

Payment Details **Total** £

Credit Debit Card Type

Name on Card _____

Card Number _____

Start Date _____

Expiry Date _____

CSC (3 security digits) _____

Signature _____

Notes

Referral Scheme

Refer a client or colleague who book and pays for an Iconic Headshot Shoot and we'll give you a 20% introduction fee; and give your referral a free additional retouched headshot.



The small print...

COPYRIGHT

Where photography has been commissioned, the client and the photographer agree that copyright is retained by John Cassidy Headshots unless otherwise agreed in writing.

Note: For more information on copyright please visit www.copyright4clients.com

LICENCE TO USE

A Licence to Use will be granted to the client and comes into effect from the date of payment of the relevant invoice. No use may be made of the Photographs before payment in full of the relevant invoice without the express permission of John Cassidy Headshots. Any permission which may be given for prior use will automatically be revoked if full payment is not made by the due date.

QUOTES AND ESTIMATES

If a fee has been quoted on the basis of completion of the commission, it is understood that the figure quoted is an estimate, and accordingly John Cassidy Headshots reserves the right to charge for all work done, including incurred expenses, if for any reason, the work commissioned takes longer than the time originally anticipated at the date of the estimate.

BOOKING CONFIRMATION

Confirmation of booking, either verbal or written, confirms the client's acceptance of these terms and conditions. Once the Client has made a booking for a specific time and date, John Cassidy Headshots will not accept any other work from other clients for those times and dates. As a result, if a booking is subsequently cancelled or postponed, John Cassidy Headshots reserves the right to charge the client a cancellation fee according to the schedule below.

CANCELLATION FEES

A booking is considered firm as from the date of confirmation and accordingly John Cassidy Headshots will, at his discretion, charge a fee for cancellation or postponement. This fee would normally be charged at the following rate: When a client cancels a booking within 7 days of any confirmed date, a fee of 50% of the booked time rate will be charged. When a client cancels photography within 2 days of any confirmed date, a fee of 100% of the booked time rate will be charged. In the event of the job being rescheduled 50% of this fee will be credited to the invoice when the assignment is completed.

Note: Any cancellation fee payable may include additional cancellation charges incurred or payable by John Cassidy Headshots in respect of model fees, stylist charges, prop searches and purchase expenditure etc.

PAYMENT OF INVOICES

Invoice payment is due on the date received. John Cassidy Headshots reserves the right to charge an administration charge of £15.00 per letter/telephone call, in pursuance of late invoice payment. If the invoice is not paid in full within 28 days John Cassidy Headshots also reserves the right to charge interest at the rate prescribed by the Late Payment of Commercial Debt (Interest) Act 1998 from the date payment was due until the date payment is made.

REJECTION

Unless a rejection fee has been agreed in advance, there is no right to reject on the basis of style or composition.

CLIENT CONFIDENTIALITY

John Cassidy Headshots will keep confidential and will not disclose to any third parties or make use of material or information communicated to him/her in confidence for the purposes of the photography, save as may be reasonably necessary to enable the Photographer to carry out his/her obligations in relation to the commission

VARIATION

These terms and conditions shall not be varied except by agreement in writing.

I have read and understood terms and conditions

Signature _____

Date _____