



How (not) to prepare for a photo session? The Photographer is no magician. You have to help out a bit!

Have you ever considered the consequences of having **dirty nails or greasy hair** (you were in a hurry or you simply forgot about such details) in your online profile¹ picture? Maybe the blouse or shirt you are wearing is a tad too tight but you failed to notice the fact? Or maybe, to make things really bad, you are **sick, tired** or have a **hangover**?

Yes, a messy look is not inviting and mostly discourages others from contacting you. And remember that in the majority of cases, how they see us is how they think of us.

It is a known fact that **93%** of human communication is non-verbal. First, we have to win them over with the way we look and move (body language), for them to actually want to listen to whatever we want to communicate verbally!



Category: "Flirtatious"

It seems that you have mistaken a networking platform for a dating site. Do you honestly consider it good for business when on Plaxo.com, LinkedIn.com or Xing.com?

We have prepared a couple of tips, so that you take a great professional picture, which will help you charm all the viewers of your profile.

¹ To find out more about writing one, visit www.InternetFit.com to read *How (not) to create your online profile*.





For the ladies

Blouse

- No see-throughs.
- Bust line - the material should not be clinging, ridged or tight (watch out for the buttons!).

Neckline

- Watch out with the cleavage (it should not be your biggest quality), it should not run more than 6cm below your collarbone.
- Do not visually shorten your neck by wearing a turtleneck .
- If you have broad shoulders, go for a low-neck blouse with low collar.

Colours and patterns

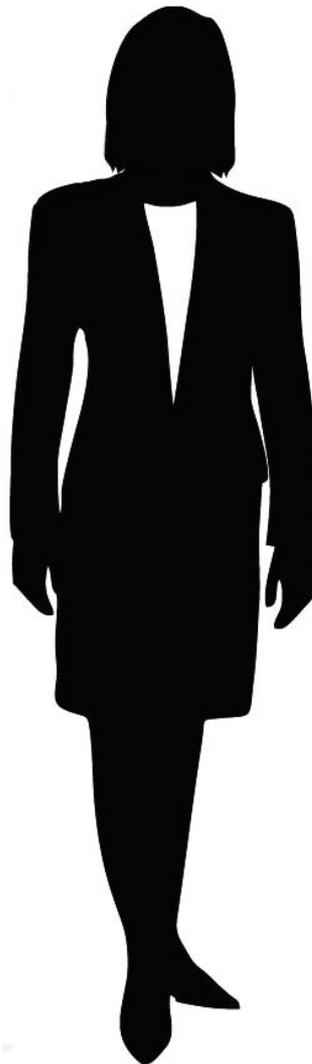
One general rule: the less is going on on your blouse, the better the picture.

A 'no' for:

- Full motives,
- Bright colours,
- Thin stripes.

A 'yes' for:

- One-colour materials,
- Soft pastel colours,
- A black, grey, navy blue or brown jacket.



- If you are planning on visiting the hairdresser, do so at least one day in advance. The new cut will look more natural.
- Your hair should not be covering your eyes or cheeks. If your hair is unruly, try to tone it down a bit. Have a hairdo that exposes and compliments your face, rather than covers or attacks it.
- If you have dry or oily complexion, treat yourself with an appropriate facial the day before the shoot. Your skin will have a nice natural glow to it.
- Take care of your nails and remember - black or colourful nail polish is not good for business. Get yourself a French manicure or leave them clean and natural looking.
- Do not overdo it with accessories . Three of those, glasses included, are more than enough.
- Your makeup should be very subtle and natural looking. After applying some face cream appropriate for your skin type, use a well chosen foundation (make sure you have no colour difference between your jaw and the neck!). Some sheer powder is a must - your face will not be shiny.

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For the gentlemen

Do not show off your belly.

- Wear a nicely fit shirt and make sure it is not too tight, especially in the button area.

The right shirt

- Cotton in pale colours: white, baby blue, pink; preferably a plain one.
- Collar - the classics: Kent or Cut-away.

The right tie

- Dark and elegant, in contrast with the pale shirt.
- Preferably silk. Go for a plain one or with a subtle pattern, such as tiny dots, drops or diagonal stripes.
- A fresh tie knot works wonders!

The right suit

- If it is too broad in the shoulders, it makes your head look small and out of proportion.
- Make sure the material lies flat on the chest.



- Visit a good barber's shop. Also, take care of too long eyebrows.
- Remember to shave.
- Wear your best suit, ideally a cotton one in black or dark grey (the camera does not like patterns!).
- Clip your nails.
- Important! Cuffs must be visible, it is best to display 1-2cm.

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To further help you prepare for your photo session, we have put together a short checklist of most important 'things to do' before meeting with your photographer.

Checklist 'To do' the day before

- Hairdresser / Nails
- Facial / Face cream
- Choosing clothes and accessories
- Tidying up the space of the photo session
- Preparing props (laptop, cell, flipchart etc.)
- Getting some proper beauty sleep!

Checklist 'To do' just before

- Subtle and natural makeup
- A tidy hairdo
- Checking up on your nails
- Last look if the clothes fit well
- Listen to your favourite song
- Smile!

