Your Travel Advisor Headshot

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A professional headshot is one of the most important tools for building your brand as a travel advisor. Whether you're connecting with clients online, submitting your profile for a professional directory, or including your photo on business cards and marketing materials, your headshot gives potential clients their first impression of you. In a service-driven industry like travel, where trust and personal relationships are key, presenting yourself professionally can set the right tone. Below are the two ways to get that on-brand headshot.

Take it Yourself… not really
You don't need a professional photographer to get a great headshot—you just need the right setup, preparation, a few insider tricks and a friend you trust. Here's how to create polished, professional-looking headshots:

Step 1: Set Up Your Space
- **Lighting:** Natural light is your best friend. Set up near a large window with indirect sunlight. Avoid harsh midday sun. If shooting indoors, you can also use a ring light.
- **Background:** Keep it simple. A plain wall, a clean bookshelf, or a soft-colored backdrop works well. Aim for minimal distractions.
- **Camera Position:** Position it at **eye level** for the most flattering angle.

Step 2: Dress the Part
- **Clothing:** Solid jewel tone colors work best. Choose something that represents your brand or industry but avoids busy patterns and logos. (Check out our brand palate for our brand colors.)
- **Grooming:** Tidy hair, neat makeup (if you wear it), and a fresh shave or trim (if applicable) go a long way.

Step 3: Framing and Composition
- **Framing:** Capture from mid-chest up, with a little room above your head. Center yourself unless you want a slightly off-center, editorial look.
- **Posture:** Stand or sit up tall with relaxed shoulders. Lean slightly toward the camera—it feels more engaging.
- **Expression:** Aim for a genuine, approachable expression. Practice soft smiles or natural looks. Think about someone you enjoy talking to while taking the photo.

Step 4: Take the Shot
- **Burst Mode:** Set your phone to burst mode or take several photos in a row, so you can choose the best one later.
- **Focus:** Tap your face on the screen to lock focus before taking the shot.

Tips and Tricks
✓ **Test Angles:** Slightly tilt your head or angle your body—straight-on shots can feel stiff. A 10-15 degree turn often looks more natural.
✓ **Mind the Lighting:** Avoid overhead lights that cause unflattering shadows under your eyes. Face the light source directly for an even, flattering glow.
✓ **Edit Lightly:** Use apps like Lightroom Mobile or Snapseed for small tweaks like brightening, straightening, or adjusting contrast. Keep it natural!
✓ **Practice Makes Perfect:** Take a few practice shots and adjust until you find the best light, angles, and expressions.
✓ **Stay Relaxed:** Play soft music or think of a happy memory to relax your face and body.

Letting the Professionals Handle it

While DIY headshots can work well for many situations, hiring a professional photographer takes your image to the next level by delivering refined lighting, expert composition, and subtle post-processing that elevate the final result. A pro knows how to bring out your best expressions, guide you into flattering poses, and create a cohesive look that aligns with your personal or business brand. The result is a polished, high-quality image that communicates confidence, credibility, and professionalism—ideal for websites, media features, and high-end marketing materials.

1. **Portfolio Review:** Look for a photographer with experience in corporate or professional headshots. Review their portfolio to see if their style matches the image you want to project. Do they capture professionalism, approachability, and confidence in their subjects?
2. **Specialization:** Photographers often specialize in different types of photography. Make sure to choose one who specializes in headshots or portraits rather than someone focused on other genres like landscapes or weddings.
3. **Communication and Comfort:** It's important to feel comfortable with your photographer, as it will show in the final images. During your initial consultation, assess how well they listen to your ideas and whether they offer helpful advice. The more relaxed and confident you feel, the better your headshot will turn out.
4. **Cost vs. Quality:** While budget is always a consideration, remember that this is an investment in your personal brand. Cheap headshots may not provide the professional polish you need. Weigh the costs against the photographer's experience and the quality of their work.

Branding Your Headshot

Maintaining branding in your professional headshots is crucial for creating a cohesive and recognizable image. Incorporating our brand colors into your clothing or background can significantly enhance this effect. For instance, wearing a tie, scarf, or blouse in our brand's primary color can subtly reinforce your brand identity. Similarly, choosing a background that complements or features our brand colors can create a visually appealing and professional look. This attention to detail not only makes your headshots stand out but also ensures that they align with our overall branding strategy, making a lasting impression on clients and colleagues alike.

Conclusion

While taking your own headshots is a practical, cost-effective option that works well for casual use and quick updates, professional photography delivers a level of polish, consistency, and expertise that truly elevates your image. A professional can guide you through lighting, posing, and editing to create a headshot that reflects your brand and conveys confidence and credibility. Whether you're updating your website, preparing for media opportunities, or building a personal brand, investing in a professional headshot can make a lasting, high-impact impression.