



Your Session Prep Guide

Thank you for booking your headshot session.

This guide will help you arrive prepared so we can make the most of our time together.

Your session starts with a conversation. We'll talk about who your ideal clients are, what they need to see in you, and what message your headshot should send. This shapes everything — wardrobe, posture, expression, editing.

Come ready to think about: Who are you trying to attract? What do they need to believe about you before they'll reach out? You don't need perfect answers. We'll figure it out together.

Your headshot isn't about you.

It's about who your ideal client needs to meet. Most people pick the photo where they look their best. But your prospects aren't asking "Do they look good?" They're asking "Can I trust this person with my business?" Different questions. Different photos. That's why we start with a conversation before we start with a camera.



"Walter understands that the story starts with who you are and what you want someone else to see in you. He guides you to create the impact you want your portrait to have. I'm so pleased with what we captured. It's still me and feels very natural."

Deb, Manchester, NH

How to Prepare

Wardrobe: Bring 3-4 options. We'll choose together based on the message you want to send. Solid colors photograph best. Patterns can date your image. When in doubt, bring more — we'll sort it out.

Hair: Men should get a haircut about a week before. Women should come in when they're happiest with their hair. Straight from your stylist works well.

Rest: Get a good night's sleep. Drink plenty of water. No reason to start with tired eyes.

Posing: You don't need to know how. That's my job. I'll coach you through it.



Color Guide

Blue — trust, competence, business

Brown/earth tones — warmth, approachability

Red — power (use sparingly)

Black — authority (can feel distant)

Solid colors photograph cleanest

Patterns can date your image — avoid if possible

Collared shirts read as professional

Clean neckline keeps focus on your face

What to Expect

Arrive a few minutes early. Our dressing area gives you space to prep your wardrobe and make any last-minute adjustments.

We'll start with a conversation about your clients and goals. Then 45 minutes on set — I'll coach you through posture, expression, and presence. We review the shots together, do retouching with your input, and you walk out with your finished headshot.

"Walter spoke of the message I wanted my image to portray, which made a difference in the final result."

Dwight, Milford, NH



"I did not feel comfortable having my photo taken. But Walter's ability to put his clients at ease, get them to relax, and craft natural-looking headshots is something you can actually look forward to."

Jim, Nashua, NH



Questions before your session? Call 603.673.8200.

See you soon,
Walter