

Headshots Bring Out Rembrandt in Clients *Take the Time to Make Timeless Images*

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When I was building my portrait portfolio, I landed a job at the largest portraiture studio in L.A. We specialized in high school photography, an area new to me at the time. I learned the most important lesson of my photography career there. It's called "7up." If you're lucky, you'll have a high school senior in front of your camera for seven minutes, during which time you must study the student's face and capture his or her essence, while ridding them of their insecurities for one of the most photographs of their life.

That experience allowed me to evaluate the process and develop a marketing strategy for professional actors' portraiture, commonly referred to as headshots. Being L.A. - based. I began working with a close friend who owned a management company that specializes in handling artist for TV, film, commercials, print, and theater. I started doing headshots, portfolios, and zed cards. The professional actor/model industry thrives on getting into favor with talent agencies, reps, and casting directors.

From there I was referred to other agencies. I am now referred by quite a few, including one that specializes in children. As my photographs began to "work" for clients, word spread. I advertised in trade publications that



actors and models read. I also started to advertise on sites like LACasting.com.

My approach to the actors' headshots was the complete opposite of "7up." Many of the actors, including those who had worked on television series, brought to my attention how comfortable they felt during their sessions. Many had been photographed previously by "flavor of the month" photographers who "cattled" them in and out, whereas I take my time with each client. My goal is to bring out

the Rembrandt in each of them.

Of course, in the entertainment industry, time is not always on your side. Recently, I had only minutes to capture celebrities at a recent awards show. No matter what the usage, a great image of a person is timeless

The session fee for professional photography for actors has to be fairly competitive in a market like Los Angeles. I offer the complete package, starting with a relaxed atmosphere and no time constraints. I won't schedule more than two or three actors on the same day. And by mixing the philosophy of "fashion photography" with classic portraiture photography, I've created a niche in the professional artist category.

As a full-service studio, we offer retouching and enhancing. We even print multiples. This one-stop shopping philosophy has helped in this market. We have special promo materials for men and women, for the young, and the mature. The fusion of digital photography with our ability to provide high-quality product has given our studio another advantage in the market.



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