

SIERRA COLLEGE REGIONAL JOB FAIR

October 31, 2014 10:00-1:00

Featuring **LinkedIn Professional Headshot Photographs for YOUR LinkedIn Profile**

Look your best for YOUR LinkedIn Professional Headshot by following these tips

- To look rested and refreshed, get at least eight hours of sleep before your LinkedIn Headshot.
- Dress for the position you are going for, not the one you may have now. Check company culture and social media sites to determine best attire for your chosen field.
- Stick with solid colors. Keep in mind that light to medium-dark colors are more flattering to the skin. Bright red, orange, green or yellow can cast unnatural reflections.
- White, beige and taupe shirts or blouses worn alone can washout skin tones.
- Busy prints, polka dots, or distracting stripes will only focus on your clothing, not YOU!
- Short sleeves are not recommended for a professional LinkedIn Headshot. The skin on your arms will distract from your face.
- If you wear glasses normally, wear them for your LinkedIn headshot.
- RELAX and SMILE!

Women

Wear your hair styled in your best look. Have your hair cut, colored and styled at least a week before your LinkedIn Headshot.

Bring a brush or comb to touch up your hair just before your LinkedIn Headshot.

Apply makeup over a moisturizer so that your skin doesn't appear dry. Wear a little more makeup than usual to add color and contrast to the skin. A subtle touch looks best.

Lipstick in a flattering tone will brighten your smile.

Choose a neckline that enhances the shape of your face and neck.

Please no low cut blouses, halter or tank tops.

Keep your jewelry simple to keep the focus on your face.

Men

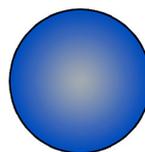
Take time to shave before your photograph. Make sure any facial hair is well groomed.

A suit jacket in dark blue or gray always looks professional.

Wear a tie that blends with your suit or jacket. Alternatively a jacket with a dress shirt without a tie looks great for a business casual look.

If wearing a dress shirt alone without a jacket, stick to blue, gray or mid tones. Checks or patterns will distract the eye away from the face.

LinkedIn Professional Headshots provided by



JAMES R MORRISON

Your Photographic Marketing Resource
james@jamesrmorrison.com 916-436-8936

