



CHARLES COTUGNO

photography

Seattle's Headshot Specialist!



2023 Headshot Guide



“I’ve worked with Charles Cotugno for over fifteen years on a variety of photography projects including still, candid, portrait and corporate. Charlie has a great eye, is a professional in every respect, meets deadlines and always strives to exceed client expectations. He takes great pride in his work. I would recommend him HIGHLY.”

Tami Vileta-Wells, President/Creative Director, Pinpoint Strategic Communications

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Does A Professional Headshot Make A Difference?

Call it intuition, first impression, or your sixth sense. The first time you see an image of someone you'll make an instantaneous judgment about them. You've decided whether to trust them, if they're competent, their level of professionalism, and even if you want to work with them. All that from a single image in less than 40 milliseconds, whether you've made the right or wrong assumptions about that person.

But you're not the only one making these snap judgments.

*The rest of the world is making these same judgments about you when they see **your** headshot!*

That includes the employers who might hire you, the possible customers who might buy your products, or the potential clients who might hire you for the services you offer. They could be the people offering a life changing career transition or the clients that propel you to record revenue.

And while you might be lucky in the fact that the candid or selfie you're using as your profile photo and on your website may not be hurting you, it certainly isn't doing you any favors when it comes to highlighting your professionalism, confidence, competence, confidence, and approachability. All those attributes must come together in a single image to work as an effective marketing tool for you.

The Best Version Of You Right Now

This is what an effective headshot needs to be – the best version of you right now. And that's exactly what I'll be creating for you. To ensure you're prepared, I'll provide you with important information about selecting the right clothing, how to wear your hair, and more. You also have the option of using one of my hair and makeup artists to make sure you look your best in front of the camera. I provide all of this to ensure you arrive for your session relaxed and ready to go, knowing exactly what to expect.

Looking forward to creating for you!

Charlie Cotugno

Charles Cotugno Photography
[425.501.9725](tel:425.501.9725) charlie@ccHeadshots.com

Who Needs A Professional Headshot?

- Business Professionals
- Business Owners
- Lawyers and Law Firms
- Corporate Executives
- Financial Advisors
- Insurance Agents
- Real Estate Professionals
- Physicians and Other Medical Professionals
- Social Media Users (Especially LinkedIn!)
- Actors
- Performance Artists
- Musicians
- Models
- Higher Education Applicants
- Medical Residency Applicants
- Anyone looking for new opportunities!

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The Four Essential Ingredients of an Effective Headshot

1. **Your Eyes:** The eyes are all about confidence and the single most important part of your headshot. Not only must they be well lit, but they must be opened just enough exude confidence. Opened too wide and you look like a "deer in the headlights."
2. **Your Mouth:** Whether opened or closed, your mouth is what communicates how approachable you are to potential employers and clients.
3. **Your Body Position/Head Angle:** Standing straight is also a key element of confident. Depending on your audience, you may want to incorporate a slight head tilt to feature a warmer personality.
4. **Camera Height/Angle:** You should *always* appear at eye level or one inch taller than the viewer. Many headshot photographers create their images with the camera looking down on their subjects which puts them in a position of weakness.



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“Charlie did a great job with my headshot pictures. He was professional and efficient. His ability to get the best from his subjects is outstanding and well worth the price. Charlie will spend as much time as you need and take as many photos as you want with as many different outfits or poses as you like at no extra charge.

My session lasted about 90 minutes after which we had over 180 shots to choose from. I was looking for both a classic professional business photo as well as a more casual headshot for casting opportunities. He nailed them both. I highly recommend.”

- Max Mayerhoffer

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Preparing for Your Headshot

Most people are nervous about sitting in front of the camera. But, like anything else, if you're prepared for your headshot session your level of anxiety will be greatly reduced.

The following pages will guide you through the preparation process. You'll learn what to avoid in terms of clothing, how much makeup to apply, the best way to wear your hair, and more. You'll be surprised how simple it is to look great in front of the camera!

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Clothing

Here are some simple guidelines to make sure you look great in front of the camera.

- 1. Know Your Target Market:** Make sure the clothing you select is industry appropriate and matches your audience's expectations. If you're freelance dog walker, don't dress like a banking professional. And, if you're a banker, don't dress like a freelance dog walker.
- 2. Make sure your clothing doesn't "steal the show."** It's *you* that's being featured, not your wardrobe. Unless it's part of your brand, avoid loud patterns and bright colors. Earth tones or muted colors work best.
- 3. Clean & Wrinkle Free:** Look sharp! Regardless of your industry, your clothing should look crisp, clean, pressed, and new. This is your chance to make the best first impression on potential clients and employers.

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Hair & Makeup

Our clients are happiest with their results when they use one of our professional artists here in the studio, and we strongly recommend you take advantage of this opportunity. However, if you choose to do your own styling or use another artist, here are some helpful guidelines you should follow.

1. Keep your foundation light and simple so we can see the texture in your skin. Don't worry about covering blemishes. It's very easy to remove temporary marks during the retouching process.
2. Keep your hair out of your face. Not only can it hide the hide your eyes, but it also causes shadows that make it difficult to create a flattering image of you.





“I’ll admit, I was DREADING this. I hate having my picture taken. So, I rescheduled approximately 17 times, and finally went in. Charlie makes it so easy. I might even go so far as to say it was pleasant! :). Highly recommend. You need a new headshot!”

- Cynthia Hennessey

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The Session

After you've received and reviewed our detailed session prep information, it's time to put it all together. Once you arrive at the studio, we'll review your goals for the images and get to work!

The sessions are collaborative, and I want to hear any ideas you may have. During your time in front of the camera, I'll be coaching you through various expressions, posing, and probably saying a few crazy things to get some natural reactions. We'll review the images as we go along to make sure you're happy with the progress. The photography ends when *you* feel confident there's plenty of great images to choose from.



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Our Lighting

Lighting is the most important element of any image and Charles Cotugno Photography uses the most modern state of the art lighting techniques to bring out the best in you. Our lighting is designed to properly illuminate the face, ensure highlights aren't "blown out", reduce the impact of lines and, most importantly, make sure your eyes are properly illuminated.



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Expression Coaching

The expression in your headshots need to reveal two things; your *confidence and approachability*. Most photographers will put you in front of the lights and just tell you to smile. You're left standing there feeling awkward and unsure of yourself. And it shows in the results.

That doesn't cut it for us. Or you.

We'll coach you through a variety of easy techniques to ensure you project yourself as a confident, approachable, and knowledgeable professional. We know that just a slight tilt of your head or how wide you open your eyes can completely change the way people think of you and your business. All that and more are taken into consideration to make sure your headshots will deliver the right message to your audience

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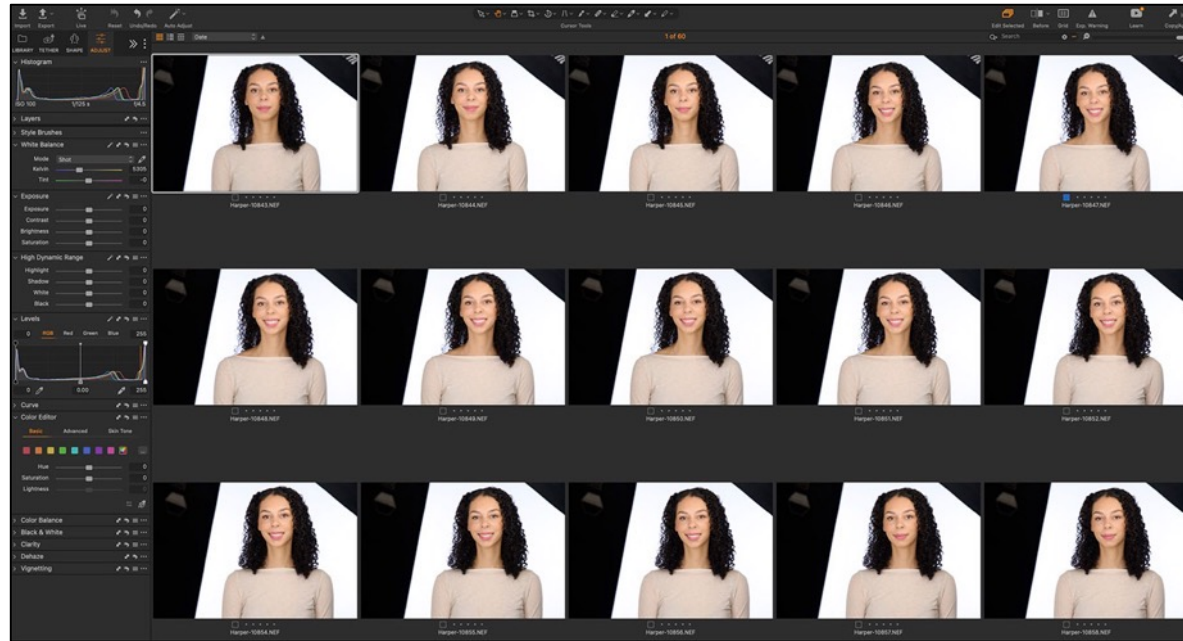
*“Charlie provided great advice, was very responsive,
and the final product exceeded expectations.”*

- Jason Jones

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Selecting Your Images

As soon as we're done with the photography, I'll guide you through the image selection process. We review them on a large screen so we can see every detail to make sure you select images that not only meet your requirements, but are technically correct in terms of lighting, with the right expressions, body positions, attitude, and much more.

Once you've selected your images, they'll begin the retouching process and be delivered to you within one week. This way, you leave the studio without the stress of having to go through the process on your own!

[Contact Charles Cotugno Photography](#)

Retouching

The purpose of retouching is to enhance each headshot, not to distort or leave someone unrecognizable. For that reason, we use a “leave no trace” approach. Blemishes and temporary marks will be removed. Lines and bags under the eyes are appropriately reduced. Excessive stray hair is removed, and minor modifications can be made to clothing.



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“Charlie is a great photographer. He makes you feel comfortable and confident during the the process. What I really liked is he doesn’t make you feel rushed and is really patient. I would highly recommend getting your headshot from him!”

- John Burfisher

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Pricing

À la Carte

Professional Headshot Session: \$250

*Unlimited time and unlimited outfit changes followed by guided image selection.
Recommended for people without a lot of experience in front of the camera or
want to try multiple outfits and looks. **Images sold separately.***

In-Studio Hair & Makeup Artist: \$250

*If you plan on wearing makeup for, it is **strongly recommended** you reserve one
of our experienced artists to apply your makeup and refresh your hairstyle.*

Retouching: \$275/Image*

*Your selected images are retouched to reflect the best version of your current self.
Includes removal of stray hairs, skin cleanup, reduction of lines/bags under eyes,
teeth whitening, etc.*

Retouched Image Packages

Package A: \$990

Four retouched images.

Package B: \$1990

Eight retouched images.

Package C: \$2990

Twelve retouched images.

**We do not release or distribute any images that have not been through our retouching process.
Pricing subject to change without notice. WA State sales tax not included.*

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“Charlie. Is. Awesome. A true professional. We did headshots for my team for a new website, and he was amazing. Those of us who wanted to be in and out in 10 minutes were, those who needed a little more time/direction got it. The results were fantastic, and we couldn't be happier. Will absolutely hire again. Thanks, Charlie!”

- Qiana Didricksen

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Headshots for Organizations

Many organizations don't feel an investment in headshots is a good use of their budget. Instead, they rely on their team members to provide them with their own headshots. What do they typically end up with? A mix of photos from business dinners, snapshots from vacations, blurry "selfies", etc. And even if they do provide professional headshots the lighting, posing, and demeanor of each subject are inconsistent. That's not a good look to your potential clients who want to know they have a team to support them.

If this sounds like your organization's headshots, you need to consider changing this. With professional and consistent looking headshots, you can present your most valuable resource – *your people* – as a cohesive and coordinated team ready to take on your clients' biggest challenges.

Want to learn more?

[Download our guide for organizational headshots!](#)

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Organizations & Groups

Contact for Estimate

Includes

Online Scheduling

~10 Minutes/Subject

On-Site Image Selection

Professional Retouching

Gray or White Background

Company Use Included

Personal Use Available

New Hire Program

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Frequently Asked Questions

Do you create headshots in your studio or on location?

Both! You can come to me, I can bring my remote studio to you, or we can create your headshots in your preferred environment.

How long is a headshot session?

While there's no time limit to your session, on average you can expect to spend anywhere from one to two and a half hours creating your new headshots and making your selections. But we'll take as much time as you need!

Do you offer hair and makeup services?

Yes! We work with some of Seattle's best makeup artists. When [booking online](#), select the option including your hair and makeup artist or let us know if book by [phone](#) or [email](#).

Is there a limit to how many images you create?

No. We'll create as many images as necessary, reviewing them as we go along, until you feel we've captured a great set of images for you to select from.

Do you create headshots for performing artists?

Yes! I spent fifteen years making my living as an actor and musician, so I have a good understanding of the types of images you need for agencies, casting directors, and promo packages.

How do I select my images?

The selection process takes place immediately after your session. We will sit down and view them on a large screen, so you're not left to select them without any professional guidance.

Will you retouch my images?

Yes! Your selected images will include skin cleanup, removal of excessive stray hairs, teeth whitening, eye enhancement, etc. Depending on complexity, other enhancements may require additional fees.

How will you deliver my images?

Within a week, each one of your retouched images will be emailed to you. Images for organizations may take longer and will be delivered via a file sharing service or uploaded to your FTP server.

Can I have the unretouched images?

We do not release any images that have not been through the retouching process.

Do you offer corporate plans?

Yes! Please contact us to learn about our on-site or in-studio services as well as our new hire program.

“I went to Charlie to have my professional headshots and acting headshots revamped. Given the differences between professional and acting headshots along with the lighting complexities those differences posed, I was well-aware it was going to be a challenging shoot. However, I was pleasantly surprised that Charlie was able to exceed my expectations. From his attention to detail to his personable demeanor, Charlie truly knows how to capture the best of you. All that to say, if you are looking for the best headshot photographer on the West Coast, congratulations. You found him!”

- Mike DiGiovanni



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About Charlie Cotugno

Charlie's background has encompassed both the art and business worlds on both coasts and abroad. Raised in Boston, Charlie has worked as a musician, performance artist, and photographer in New York City, London, Los Angeles, and is now based in Seattle. In 1999, he opened Charles Cotugno Photography focusing on creating images that bring success to both businesses and individual professionals.

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Location:

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(UrbanWORKlofts, next to the Old Rainier Beer Brewery)

Follow Charles Cotugno Photography/[@CotugnoPhoto](#)

