



CHARLES COTUGNO

*photography*

*Seattle's Headshot Specialist!*



2024 Headshot Guide

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*"I had an amazing experience working with Charlie. He has the unique gift of putting his subjects at ease in order to get "the shot." I found his services were well worth the investment. I've paid for professional headshots before, but Charlie's was hands-down the best pro headshot I've ever gotten. I highly recommend Charlie. I plan to work with him again!"*

*- Sarah J. Smith*

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## Why Do You Need A Professional Headshot?

It's a given that we all want to look great in our images. However, there's more - much more - to a headshot than just looking great.

Your headshots are, first and foremost, a set of marketing tools. In addition to looking great, they all need to represent you as a confident, approachable professional. They need to accurately represent your current position in your industry or the position you're striving for. Incorporating all those factors, and more, is what produces not only great looking images, but an exceptional set of marketing tools!

### **This Is What I Do**

About ninety percent of my clients are headshot clients. I've been creating headshots since...well, let's just say since sometime in the 1900s! My subjects have included C-Suite executives, people exploring new career opportunities, freelancers, small business owners, actors, musicians, and more. When we work together, I'll get to know a little bit about you, your career, industry, and the goals your new headshots will help you to accomplish. With all of that in mind, we'll work collaboratively to create the images that will become some of your most valuable professional assets.

In the following pages I'll be describing to you my process for creating your headshots and some tips for how to prepare for your session. There's also an FAQ, experiences from some of my clients, and links to schedule a free consultation as well as to reserve your session online.

I hope you find this information helpful. Don't hesitate to contact me with any questions you may have.

Charlie Cotugno

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*Seattle's Headshot Specialist*

[425.501.9725](tel:425.501.9725) [charlie@ccHeadshots.com](mailto: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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## Getting In Front of the Camera

Almost everyone who steps in front of my camera tells they're not photogenic and are don't like seeing themselves in pictures. If that describes how you feel about having your new images taken, congrats! You're in the perfect mindset to have an awesome set of headshots created!

The key to feeling more comfortable during your session is knowing what to expect and how to prepare for it. This guide is designed to give you lots of information about how my sessions work and to let you know how many of my other clients have felt about theirs. You'll learn what looks great in the camera, the types of clothing to avoid, tips for hair, makeup, and more. You'll be surprised how easy it is to look great in front of the camera!



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*“Charlie is a rock star in his profession and a joy to work with! He was able to capture the real me and my personality in my headshots! I highly recommend him!”*

*- Patty Fitzgerald Taylor*

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## What to Wear

Bring plenty of looks with you to the studio. Even if you're unsure of a certain article, take it along. Sometimes it turns out to look the best on camera.

Here are some simple guidelines to follow.

- 1. Know Your Target Market:** Make sure the clothing you select is industry appropriate. If you're a financial advisor, don't dress like you've got a dog walking business. And if you own a dog walking business, don't dress like a financial advisor.
- 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 logos. Solid colors always best.
- 3. Clean & Wrinkle Free:** Look sharp! Regardless of what you're wearing, 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

Did you know we work with some of Seattle's best hair and makeup artists? Over the years, 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. This way we're able to take several test shots before your session and make any necessary adjustments.

However, if you choose to do your own styling or use another artist, here are a couple of 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 your eyes, but it also causes shadows that make it difficult to create a flattering image of you.





### **Our Lighting**

Most subjects are surprised, and even intimidated by, just how close they light are to their face. So close, in fact, that two of them will actually be in your photos! (Don't worry, they'll be removed from the images you select.)

Why are the lights so close? Because the closer they are and the more precisely they're positioned, the better you look. Our lighting is the most important technical element of our style and has been carefully designed to properly illuminate the face, reduce the impact of lines and, most importantly, make sure your eyes are properly illuminated in your images.



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*“Had a great headshot session with Charlie Cotugno!  
As one of the hottest photographers in Seattle, he  
snapped high-quality images, offered tremendous  
customer service, and made the entire session enjoyable!*

*I would recommend his services to anyone looking to get  
updated headshots or new headshots!”*

*- Tyson Robinson, CEO  
Tyson Robinson Media Productions*



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## The Session

Your session is completely collaborative. I want to hear your suggestions and how you're feeling as we progress. I'll be coaching you through various expressions, your 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. Your session doesn't end until *you* feel you've got a great set of images to select from.



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## Expression Coaching

As important as the lighting, your clothing, and every other aspect of your headshot is, they don't mean anything if your expression isn't authentic.

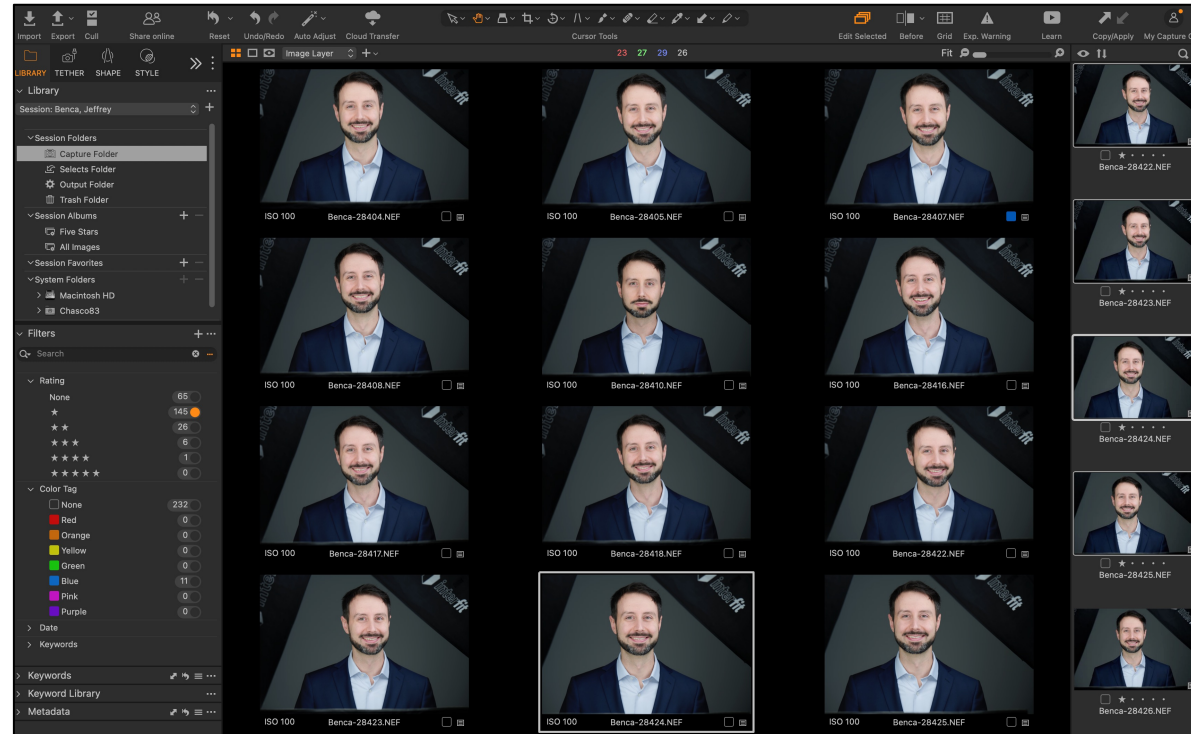
Based on the goals for your images, we'll coach you through a series of expressions, head positions, types of smiles and more. Some of the techniques will feel a bit awkward at first. But once you get the hang of it, you'll see how much they improve your images. And there's no arguing with the results; you'll have some amazing new headshots that showcase your confidence, approachability, and professionalism!



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## The Guided Image Selection Process

As soon as you feel we've created a great collection of images to select from, we'll get right into the selection process. Your images will be reviewed on a large monitor where we can get a better look at them, compare multiple photos at a time, and find the ones that will best serve your needs. We'll immediately start the retouching process and you're on your way with nothing else to worry about!

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*“Charles was so great to work with. He is so talented in his work. I love all the images. He made me look professional, confident, welcoming, and better looking. LOL! Great experience!”*

*- Kay Kim, Kim’s Catering*

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### **Retouching**

Your selected images will go through a three-part retouching process. First is color correction. Second is the main work on the image including removing blemishes and temporary marks, reducing any lines and bags under the eyes, removing stray hairs, minor physical modifications, and any necessary lighting modifications. Last is the final touches, those little details that make your images shine! Typical turnaround time is five business days. Your retouched images are typically delivered within five business days as full-frame high resolution and LinkedIn sized JPEG files.



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**Team Headshots for Organizations**  
*Look like a team of professionals!*

We work with dozens of businesses and offices in the Seattle area to establish an imaging standard and create consistent looking, professional headshots for their entire team. We even have a new hire program to guarantee new team members' headshots remain on brand with the rest of your organization.

Want to learn more?  
[Download our guide for team headshots!](#)

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*“I went to Charlie for a professional headshot and was very pleased with the process (scheduling, hair/makeup onsite, guidance during the shoot, turnaround time, etc.) and the final product! I highly recommend.”*

*- Lolo Hey, Real Estate Agent and Personal Trainer*

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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.

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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.

**Contact:**

[charlie@ccHeadshots.com](mailto:charlie@ccHeadshots.com)  
Mobile/Text: [425.501.9725](tel:425.501.9725)

**Studio Location:**

UrbanWORKlofts  
(Next to the Old Rainier Beer Brewery)  
3250 Airport Way South, Ste. 509  
Seattle, WA 98134

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