



CHARLES COTUGNO

*photography*

*Seattle's Headshot Specialist*

# 2024 Team Headshot Guide



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*“Charlie is absolutely fantastic at what he does and so professional! He has done such a wonderful job with all the headshots for our company, and they are beautiful! Each headshot is unique in capturing the person and their smile/confidence and yet uniform with the same settings for lighting and such. Charlie makes it so streamlined with his online scheduling and we absolutely loved the studio prep guidelines. Hire Charlie for your company’s headshots! You will be happy you did!”*

*– Jo Somers, Marketing Director, Premiere Periodontics*

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## **What Do Team's Headshots Say About An Organization?**

What kinds of team photos do you usually see on a business's website? To be honest, not very good ones. It's usually a collection of candid, selfies, outdated, inconsistent pictures with poor composition and bad lighting. Images like those do nothing to help a business.

### ***How can your business benefit from consistent, professionally created headshots?***

To begin with, it'll let your potential clients know that you are, in fact, a team working together for their benefit. It indicates attention to detail, that you care enough about your business to represent your staff with the same high standards of quality with which you built the rest of your website. It shows a commitment to your staff. Not only to your customers, but your staff itself, letting them know that you are investing in them and their careers.

Or, if you just want to get to down to brass tacks, consistently created, professional images will look a ton better than your competition's!

There is no downside to representing your team with professional headshots. And that's what Charles Cotugno Photography has specialized in providing to hundreds of business for the last twenty-four years. Please [contact us](#) for more information about our in-studio and on-site headshot services.

Charlie Cotugno, Owner/Principal Photographer, Charles Cotugno Photography

## We'll Take Care Of The “Dirty” Work!

We know how busy you already are and organizing your team's headshots can take away from your most important tasks. We do more than just show up to create the images; we take over the entire process, so you don't have to expend any extra resource time.

- **Preparation:** We'll provide you with all the preliminary and preparation information. All you need to do is forward it to your team's email alias. We can handle most questions directly.
- **Scheduling:** For larger organizations, we'll setup and host an online calendar for your team members to select their headshot time, including the ability to reschedule.
- **Image Selection:** Each team member will be guided through the image selection process at the end of their session. You don't have to worry about hunting people down to get their selections and forwarding them to us.
- **Image Delivery:** Within ten business days, you will be provided with a link to access and download your finished images.

[\*Schedule Your Free Consultation\*](#)



## **Preparing Your Team for Their Headshots**

Most people are both excited and nervous about having their headshot created. We go the extra mile to provide your team members with everything they need to know to get ready for their new headshot.

Some of the guidelines we provide include:

- What to wear – and not wear – to look their best.
- Makeup application
- Hairstyles
- Expression
- Any of your organization's style or other requirements

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*“Thank you, Charlie! The headshots are fantastic!!  
Upping our game, getting ready for a killer 2024!”*  
*- Stuart Butler, Founder/CEO, Butler Transportation*

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### **Add a Hair & Makeup Artist!**

Our clients are happiest with their results when they use one of our professional makeup and hair artists. Subjects arrive with their normal makeup applied and their hair styled and our stylists will spend ten to fifteen minutes with each refreshing both to make sure they look their best in front of the camera. For larger organizations we can provide multiple artists.

#### **Pricing**

\$100/hour per stylist

Minimum Charge: Three hours per stylist



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## **Our Premium 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 your subjects. 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 each subject's eyes are properly illuminated.

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## **New Hire Program**

Keeping a consistent look across all your team members is an important element in your branding. That's why Charles Cotugno Photography offers our New Hire Program.

At your initial headshot event, all facets of your setup are documented; lighting design, light levels, background color, etc. When you bring on a new team member, just contact us to schedule a time at our Seattle studio and we'll reserve a time for a discounted individual session.

For organizations consistently hiring, contact us to schedule monthly or quarterly headshot events at your location.

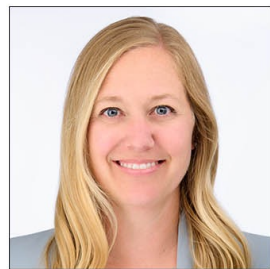


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HUDSON BAY  
INSULATION



*“I decided on Charlie to take our company's professional photos for our new site launch, and I am so glad that we did! He was extremely flexible, understanding, patient, and personable. We requested for him to be onsite, and he was punctual and very thorough with communicating his process and allowing our group to take as much or as little time as possible. Never made folks feel rushed or asking too much and provided helpful suggestions to how to make them look their best in their photo. Charlie aided everyone's discomfort with his suggestions and guidance without being overbearing on the subject.”*

*“I would highly recommend Charlie to companies of all different capacities. The photos were taken swiftly and returned to us fully retouched and sized appropriately within five days. Thanks again for making this such a low stress process for us, Charlie!”*

*- Seanelle Cabanos, Hudson Bay Insulation*

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## Expression Coaching



The expression in people's headshots need to reveal two things; their *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 your business.

We coach each of your team members through a variety of easy techniques to ensure they project themselves as confident, approachable, and knowledgeable professionals. We know that just a slight tilt of the head or how wide the eyes are opened can completely change the way people think of you and your business. All that and more are considered to make sure your team's headshots will deliver the right message to your market.

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### **Retouching**

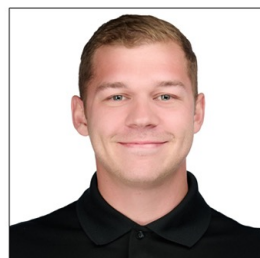
Each subject will receive one retouched image. The purpose of retouching is to enhance each headshot, not to distort or leave someone unrecognizable. For that reason, we use a “leave no trace” approach. Blemishes and temporary marks will be removed. Lines and bags under the eyes are appropriately reduced.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





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*“I've worked with photographers across three states to secure headshots for our growing team. Charlie is by far the best! He has provided consistent team headshots that give us great presence in whatever marketing channel we are working within. Charlie is professional, flexible and has a keen sense to guarantee a great shot.”*

*- Karen Starcevich, Sales Project Coordinator,  
Renewal by Andersen*

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## Frequently Asked Questions

### **Do you create the headshots in your studio or on location?**

We can do either. However, keep in mind that creating the images at your site is generally the most effective use of your resources' time, eliminating the need for travel and other stops along the way.

### **How long is each subject's session?**

Generally, ten minutes per subject works well. It gives each subject a few minutes to get used to being in front of the camera and create a more natural image. We can accommodate longer or shorter session times if necessary.

### **Is there a limit to how many images you create?**

We will capture as many images as feasible in the session time allotted for each subject.

### **How do we select our images?**

We will guide each subject through the selection process immediately after their images are created.

### **How long before we receive our retouched files?**

Turnaround time is typically within two weeks of your session. Rush service is available

### **Can we have the unretouched images?**

For quality control, we do not release images that have not gone through the retouching process.

### **What forms of payment do you accept?**

We accept wire transfers, checks payable to Charles Cotugno Photography, and all major credit cards.

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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, and Los Angeles. He also spent twenty years at Microsoft in Redmond, WA in a variety of roles including engineer, project manager, service manager, and team manager. In 1999, he opened Charles Cotugno Photography with a focus on creating images that bring increased success to both organizations and individuals.

Contact:

**Charles Cotugno Photography**

Seattle, WA

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[Charlie@ccHeadshots.com](mailto:Charlie@ccHeadshots.com)

425.501.9725

*PS: We also create images for annual reports, websites, marketing campaigns, and more. Please [contact us](#) for more details and information.*

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