



CHARLES COTUGNO

photography

Seattle's Headshot Specialist

2026 Corporate Headshot Guide





What Clients Are Saying...

“Charles was excellent to work with! We had him take headshots for our whole office and had him back again to take some office and candid shots for our website. Not only was Charles a pleasure to work with, but he is an outstanding photographer. Our headshots and other photos look absolutely beautiful, and we are excited to proudly display them. Headshots can often be something that no one looks forward to, but Charles made the experience for all our attorneys very easy, with great coaching. Everyone is thrilled with their photos, and I would highly recommend working with Charles! We certainly will continue to for any new hires!

- Elizabeth Hathaway, Hanson Baker Attorneys

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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 It's usually a collection of candid, selfies, outdated, inconsistent pictures with poor composition and bad lighting.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.

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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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What Clients Are Saying...

*“Thank you, Charlie! The headshots are fantastic!!
Upping our game, getting ready for a killer year!”*

- 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

\$125/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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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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What Clients Are Saying...

“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

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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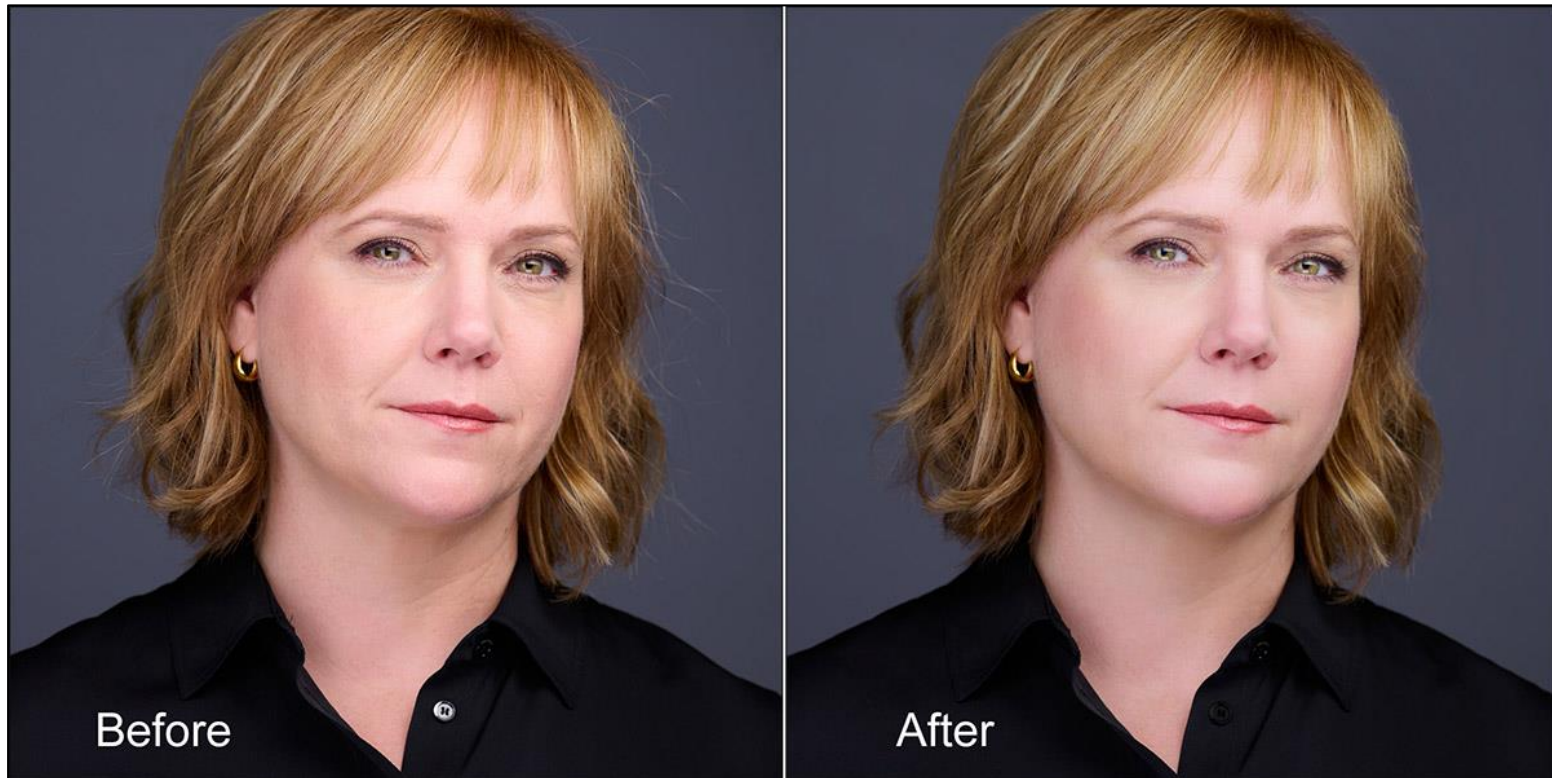




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Retouching

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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What Clients Are Saying...

“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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Pricing

The pricing below is a baseline. Your pricing will be based on the number of required images, any additional requirements, location, and other factors. [Click here for a custom estimate.](#)

Item	Basic	Premium
Photography Fee	\$500 (Basic Lighting; one light and one reflector positioned for general coverage.)	\$750 (Three lights adjusted specifically for each subject for the best results.)
Background	Gray or White	Your Choice of Solid Color
Price Per Image	\$150 Includes: <ul style="list-style-type: none">- Skin cleanup- Removal of stray hairs and eyeglass glare	\$275 Includes: <ul style="list-style-type: none">- Skin cleanup- Removal of stray hairs, removal of eyeglass glare.- Reduction of bags under the eyes, dark circles, facial wrinkles, forehead wrinkles, neck wrinkles, marionette lines, clothing wrinkles.- Unify face/body complexion- Teeth whitening- Clothing fixes

Optional Items

Hair & Makeup Artist

- \$125/hour per stylist. Minimum three hours each.
- Our artist(s) will optimize each subject's hair style and makeup to look their best in front of the camera.

Social Media Package

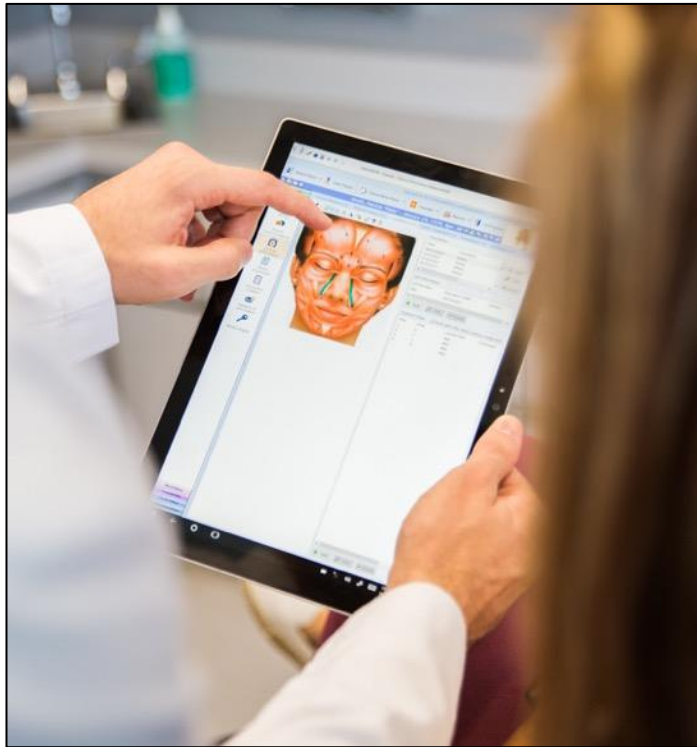
- \$350 for first 25 subjects. \$10 for each additional subject.
- Includes files sized for profile photos and for posting to all the major social media platforms.

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Photography for Branding, Marketing, & Executive Portraits

Many of our clients need more than just a headshot. Or some are just looking for images that support their businesses or career paths. In addition to headshots, we create images that support all your initiatives, whether they are created in our studio or at your selected location.

For rates and more information, click the link below to schedule your free consultation.



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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 one week of your session. (Larger teams may take longer.) Rush service is available.

Can we have the unretouched images?

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

What forms of payment do you accept?

We accept wire transfers, Zelle, 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:

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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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