

HEADSHOT GUIDE



TABLE OF CONTENTS

- 01 WHY CHOOSE ASHLEIGH COLEMAN
 - 02 WHAT TO EXPECT ON THE DAY
 - 03 BRANDING
 - 04 WHAT TO BRING
 - 05 HAIR & MAKEUP ARTISTS
 - 06 TESTIMONIALS
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A close-up, profile view of a woman with dark hair, smiling broadly. She is wearing a black leather jacket over a white ribbed shirt. The background is a solid dark brown. Overlaid on the image is the text "BE FEARLESS IN THE PURSUIT OF WHAT SETS YOUR SOUL ON FIRE" in a white, serif font. A thin white vertical line is positioned below the text, extending down to the bottom of the frame.

BE FEARLESS IN
THE PURSUIT
OF WHAT
SETS YOUR
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WHY CHOOSE ASHLEIGH COLEMAN?



Because I'm not *just* another headshot photographer taking a pretty photo - I'm here to get you in that audition room.

Hello angels,

I'm Ash (she/ her) and when I'm not working with actors and artists on their careers, I'm working on my own! I'm an experienced stage and screen actor myself, I live and breathe this industry and truly understand how vital an actors headshot is. It is your brand and the first thing casting directors see of you. It truly is the difference between you getting into that all holy casting room or not.

I've worked and studied here in Australia and abroad and understand the differences between each of the markets - yep, that's right, they're all quite different (and maybe why you're not getting those auditions). So that's where I come in, helping you to navigate and differentiate your brand to help you be the most authentically marketable you can be. Long gone are the days of making everyone look the same and 'pretty' - I am here to highlight, embrace, elevate and celebrate *you* and what makes you so very *special*.

I'll help guide you through the whole process and help you put your best foot forward. I promise to look after you and have you feeling your absolute best (did I mention I am also a professional hype queen?). This will always be a safe inclusive space for everyone to shine.

RECOMMENDED HEADSHOT PHOTOGRAPHER
IN MELBOURNE BY:

StageMilk



TAFTA
THE AUSTRALIAN FILM
& TELEVISION ACADEMY
EST. | 1994



WHAT TO EXPECT ON THE DAY



NATURAL LIGHT & STUDIO PHOTOGRAPHY AT ASHLEIGH COLEMAN CREATIVE STUDIO, FITZROY NORTH

Please arrive promptly at your allocated photoshoot time and wait outside the studio to be collected. I shoot back to back so am unable to facilitate early or late arrivals.

Once inside the studio, we'll hang up your wardrobe options and sit down for our branding discussion and what makes you so fantastically you! Feel free to bring any branding work you've done or any notes you've made that you'd like to go through with me. As a branding specialist myself I will help you completely navigate this space, so don't be worried if you're a little unsure of where to start here - I've got you!

Once we've aligned how we'd like to photograph you, we'll choose outfits that best represent this and then we'll get you in outfit one and start shooting (yay!!!).

Depending on weather conditions we will shoot across a range of naturally lit and studio lit photos

Honestly I promise that it will be such a fun hour we will spend together! I am a professional hype queen and will do my best to have you feeling your absolute best. I know my job is such a privilege and I treat our time together as such - what an honour it is meeting you and capturing your magical essence. And don't worry about direction - that's my job! You don't need to know anything about posing or what to do in front of that lens, I'll be with you and directing you throughout.

BRANDING

01 WHAT IS BRANDING?

What is branding and why is it important? Well, as actors it's easy for us to say "we can act, therefore we can do all roles". But, unless we are A-list credited actors, you will be called into audition for your archetype or your 'brand'. Simply put – you'll be called in for roles that you look like you'd suit. So we make sure that your energy and essence matches your look and presence. If you have a very soft and gentle nature and fall into those roles – we won't shoot you dark, in leather and looking like a badass sci-fi lead. We will create a headshot that represents the roles you *want* to be getting. Remember – your headshot is the very first thing a casting director sees when you are submitted for a role, so it is essential it's brand aligned.



02 WHAT IS MY BRAND?

If you have an agent – open dialogue with them. Ask them and yourself about what roles you get put forward for and which roles you want to be put forward for. Do they align? If not, ask why. Are you getting these roles you are put forward for? A great place to start if unsure is to watch a whole lot of tv shows and films and ask yourself if there are any roles you could see yourself playing. What are the similarities in these characters? Are they the quirky, funny one? Are they oozing masculinity? Are they seductive? Are they the angsty teenager or the timid shy teenager? Are they procedural – doctor, lawyer, detective? Write this all down and bring to our photoshoot to discuss further. Ask your friends and family too – do they think you look or remind them of any actors?

03 WHY IS IT IMPORTANT?

Understanding your own brand is going to optimise our time together. It's also going to benefit your career and put you ahead a step of the competition. An actor who knows themselves is an actor who has done the work. Having a professional brand builds trust too. It's also going to help you get in the audition room for roles that you are more likely to get!

I love branding and was a branding manager myself for a little while – so if in total doubt or starting out, have a little think to my questions above, write down actors you think you're similar to and we will have a deep dive during our time together.

PRICING & INCLUSIONS



1 HOUR STUDIO & NATURAL LIGHT PHOTOSHOOT

INCLUDES BRANDING ADVICE & OUTFIT
SELECTION

1 x HOUR OF SHOOTING

3-5 OUTFIT CHANGES

ONLINE PROOF GALLERY OF 150+ PHOTOS

3 X FINAL HIGH RES EDITED IMAGES (optimised
for web and print)

\$550 GST INCL.

WHAT TO BRING



YOU KNOW YOUR WHOLE WARDROBE? BRING THAT!

Do not underestimate the power of clothing in your headshots. What you wear is so important because it will help tell the story of your brand. I mean this in all seriousness but pack a suitcase of clothes to bring! The more options we have the better.

For colouring – think about which colours compliment your features, ie. if you have blue eyes, bring a blue top to make them pop. Pack clothes which have different necklines – turtle neck, scoop neck, frilled neck (hello period drama!). Bring jackets and jumpers too, layers add a great depth to a photo. Consider what textures you have. Knitted jumpers are casual, approachable, low key. Leather is great for stronger characters, detective or baddie types. Denim has a more casual street feel or can go over a floral dress for a more Southern look. Blazers and collar lend themselves to corporate looks.

When we discuss your brand, we will choose clothing together to best compliment this. Try to avoid clothes which have a very tight small pattern or clothing with logo's as they can be distracting.

And don't worry about what's on the bottom or if your top is cropped. I photograph in a tight close up frame, so we will only see your top half. I photograph closely because when you are submitted for a role on a casting website you are a tiny thumbnail amongst hundreds, maybe thousands of other lookalikes – we've got to have you popping out!

HAIR & MAKEUP

If within budget, getting your hair and makeup done professionally makes a huge difference with the final product. Light bounces off makeup much more evenly than clean skin (all genders included). Makeup should be 'photoshoot natural' with the option to build (ie lipstick or eye shadow for the final look). If possible, start with hair down and out. Also don't forget to drink lots of water the day before your shoot as water helps plump the skin. Exfoliation a day or two before will also be your friend! If you are doing your make up yourself, just keep it nice and natural: concealer over red or dark parts, t- zone powdering (to soak up shine) and lip balm would be my recommended minimum.

But what if you have some blemishes on the day of your photoshoot? Oh my goodness do not worry at all! Anything temporary on the skin that shouldn't be there I will remove in photoshop. As someone who suffers with hormonal and temperamental skin myself, please do not worry! I work all my magic in post to have you looking your best self!

For H&MUA I recommend two local artists (you are also welcome to use your own)



SARAH JOBSON

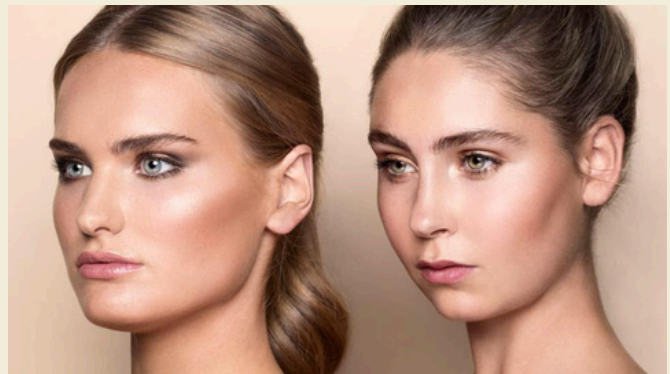
Making Pretty - Located in Brunswick

<http://www.makingpretty.com.au/>

MAKEUP HQ - SARAH

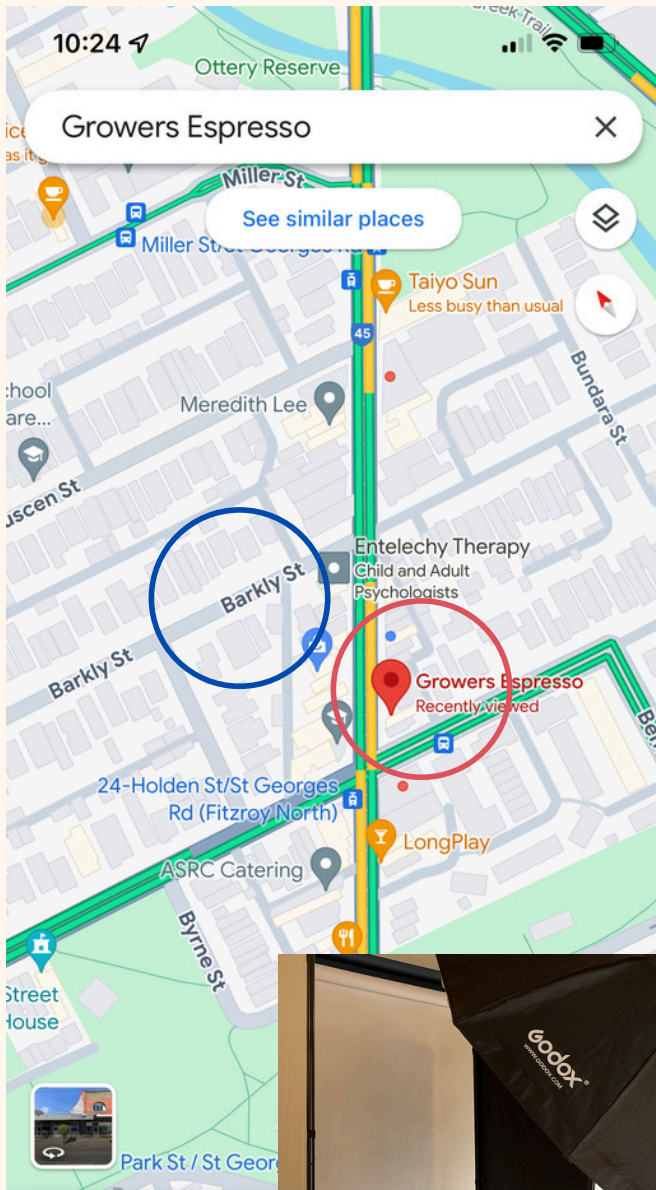
Multiple artists available

<https://www.makeuphq.com.au/>



THE STUDIO

332/334 ST GEORGES ROAD
FITZROY NORTH 3068



Ashleigh Coleman Creative Studio is situated in the heart of Fitzroy North, just above Grower's Espresso coffee shop. Entry is via the coffee shop. You are most welcome to wait downstairs if you arrive super early or head straight on through the cafe, up the stairs on the right and take a seat just outside the studio door, next to the big mirror (I'm on level 1).

As I photograph back to back I can't facilitate you arriving earlier. If for whatever reason you are running late, please let me know asap. If you are more than 10 minutes late and I have a scheduled booking straight after you, I won't have enough time to effectively shoot you and your photoshoot will be forfeited.

Parking can get busy in the area, so please allow ample time to find a park if driving. There's lots of 1P parking right outside on St Georges Road. Barkly St (circled in blue) on the Western side often has untimed parking available.

If coming by tram - the tram stop for the 86 tram stops right outside!

TESTIMONIALS

ROSE FLANAGAN

Class of '07 (Amazon)

"I had a beautiful session with Ashleigh. From start to finish ashleigh made me feel really comfortable. I have always struggled with headshots and it's really important to find someone who you connect with and who you can express what your brand is and what your agent wants etc and she is so helpful in that way. The whole experience from enquiring to shooting was 10/10"



VIVIENNE GREER

Home & Away, The Invisible man

"You don't just take photos of pretty faces but you find the person's strength and vulnerabilities, their struggles, their journey in their eyes and the dreams of which they desire. A talent that is few and far between. Thank you for making me look and feel beautiful. I had forgotten I could smile and feel this good."



FELICITY SMITH

"Thank you so much Ashleigh. I just had SO MUCH FUN! You are incredible. Anyone needing headshots done, go straight to Ashleigh. I've never felt more comfortable, confident and relaxed having my headshots done! I seriously had the BEST time. "



ASHLEIGH
COLEMAN
CREATIVE



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