

HEADSHOT GUIDE



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BE FEARLESS IN
THE PURSUIT
OF WHAT
SETS YOUR
SOUL ON FIRE

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 and I live and breathe this industry and truly understand how important, *vital* even, 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 pilot season 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*.

When you book with me you don't simply rock up on the day hoping for the best. It's a collaboration. Together we plan out your shoot to best fit you and the career that you want.

I'll help guide you through the whole process and help you put your best foot forward. All the while why we have the best time ever, have a laugh and become best mates. 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.

WHAT TO EXPECT ON THE DAY



NATURAL LIGHT PHOTOGRAPHY ON LOCATION IN BRUNSWICK EAST

As an actor myself, I noticed a pattern of preference and quality every time I shot with a photographer for my own acting headshots - I always asked if we could shoot outside the studio in natural light and they were always my favourite shots. There's just something about the way natural light cinematically bounces off skin. I also find that a studio setting can often enhance nerves - it's funny how as actors we love being on a stage in front of thousands but being stationary in front of a camera for headshots is terrifying!

On the day of your shoot, please arrive promptly at 17 Roberts Street, Brunswick East, 3057. From here we will discuss your brand in great detail (head to the branding section for more details), look through your clothes, select three options to best represent your brand and

then we'll jump outside into all that natural light goodness and start capturing you! We'll come back in for changes between each look too. All shoots last for up to one hour and you'll receive 100+ final photos to choose from in your online gallery.

Honestly 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 - I've got you xx

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.

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. Leather for stronger characters, denim for a more casual street feel, blazer for corporate.

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 (boys 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.

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

Multiple artists available

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



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"



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. "

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."



ASHLEIGH
COLEMAN
CREATIVE



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