

# PETER HURLEY THE HEADSHOT

THE SECRETS TO CREATING AMAZING HEADSHOT PORTRAITS



# Headshot, The: The Secrets to Creating Amazing Headshot Portraits

# **Table of Contents**

#### Contents

Chapter 1 The Headshot Recipe That Started It All

The Headshot Recipe That Started It All

The White Background with Flat Light

Cropping the Head

Selling My Look

Chapter 2 Hitting the Technical on the Head

**Strobes** 

Backgrounds

Window Light

Continuous Lights

Lighting the Background

The Square Window Light

Lighting Your Subject

Lens Info

Camera Settings

Chapter 3 The Art of Sherlock Holmesing

Sherlock Holmesing?

Whats Their Side?



Finding a Side Builds Confidence

Finding the Flaw

Create a Mental Checklist

Hammer Them Down to Lift Them Back Up

Concluding the Holmesing

### Chapter 4 My Lethal Combination

Injecting Confidence Into Their Personal Brand

Layering Confidence Top of Approachability

Just Cant Seem to Nail C&A

From Zero to Sha-Bang!

Goin Sneaky on Em!

### Chapter 5 Lights, Camera, Action...or Not

Whats the Action?

Camera Invisibility

Establishing a Rapport

Four Types of Subjects

Getting Life from the Lifeless

Voluntary vs. Involuntary Expressions

**Developing Your Shtick** 

Directing the Client

#### Chapter 6 Whats in Your Directors Toolbox?

Clean the Room

Positive Reinforcement

Finding a Common Thread



Speaking In Opposites

Mirror Work & Copycat

Rocking Out the Squinch Book

Tether It Up, People!

**Direct Direction** 

**Direction by Misdirection** 

#### Chapter 7 It All Starts with the Jaw

Bring the Forehead Toward the Camera

Lean Toward the Camera

Tilting Your Subject & Un-Tilting Them with the Camera

Hooking the Body

Always Elongate the Body

# Chapter 8 The Beauty of the Human Smile

Diving into the Smile Dimension

Say, Cheese

From a Miniscule to a Duchenne Smile

Residual Laughter

What About Those Pearly Whites?

Taming the Gums

The Fake, But Genuine-Looking, Smile

#### Chapter 9 Make em Squinch

The Model/Celebrity Squinch

Its a Squinch People, Not a Squint!

Showing Them the Squinch



Teaching	the	Sq	uin	ch
	••••		• • • •	•

Youd Better Believe in the Squinch

Beady Eye Syndrome

#### Chapter 10 The Hurley System

Start by Building Your Shots from the Ground Up

Step 1: Get That Body on the Move!

Step 2: Freewheeling with That Head!

Step 3: Primp That Hair and Clothing!

Step 4: Frame That Sucker Up!

Step 5: Get That Face Moving!

Step 6: Firing at Will!

Step 7: Repeat to Keep Their Juices Flowing!

## Chapter 11 Signature Moves: Firing Up a Lil Direct Direction

Suction Cup to the Face

Karate Chop to the Face

Follow the Finger with the Nose

Lets Get That Jaw Where We Need It

Lean Toward the Camera

Hook It!

Tilt/Un-Tilt Move

Still Cant Get a Jaw Line? Heres a Move

Lets Get Those Arms Where We Need Them

Have Them Hold Their Sub

Miniscule Smile



The Squinch

Pterodactyl Neck

Shoulders One Way, Face the Other

Brows, Brows & More Brows, People!

Chapter 12 My Greatest Discovery: Direction by Misdirection

The Quandary

The Start of My Discovery

**Direction by Misdirection** 

The Method to My Madness

Chapter 13 Hurleyisms

Working with a Thread

Working with a String

Working with a Rope

Working with a Chain

Hurleyisms & the Method to My Madness

Index

