

JANE HAAS PHOTOGRAPHY

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**YOUR HEADSHOT ISN'T JUST A PHOTO.
IT'S A MARKETING TOOL.**

25+ places to use your new headshots for more visibility,
credibility, and opportunity.



Thanks for trusting me with your headshots. Now comes the fun part—actually using them.

Most people get professional photos and then... don't do anything with them. That's a waste of your investment and theirs (mine). Your headshots are working tools. They should be pulling weight across your LinkedIn, your website, your email, your speaking engagements, everywhere.

This guide shows you exactly where to put them and why it matters. Use it.

HOW TO USE YOUR HEADSHOTS

**YOUR HEADSHOTS ARE WORKING TOOLS—NOT JUST SOMETHING TO ARCHIVE.
HERE'S EXACTLY WHERE TO PUT THEM AND WHY IT MATTERS.**

For Job Seekers

- LinkedIn Profile — Use the square crop. This is your first impression to recruiters. Update it immediately.
- Resume Header — Add a professional photo at the top if you're in a visual field (design, architecture, media). Optional for others, but it builds credibility.
- Cover Letter — Include a small version (maybe 1.5" x 1.5") in the header. Unusual, yes. Memorable, also yes.
- Email Signature — Tiny headshot beside your name. Shows you're professional and human.
- Networking Outreach — When you message someone cold, lead with the relationship. Your photo humanizes the ask.
- Zoom/Teams Profile — Set it before any video call. It's the first thing people see when you join.
- Google Account Profile Photo — Used across Gmail, Google Meet, and shared documents. Keeps you consistent.
- Slack Profile Photo — If you're using Slack for job search communities or networking groups.

FOR BUSINESS OWNERS & ENTREPRENEURS

- LinkedIn Profile & Banner — Square crop for profile, landscape crop for the banner section. You're the brand here.
- Your Website About Page — Large, high-quality version. This is where trust gets built.
- Email Signature — Shows you're established and consistent.
- Social Media (Instagram, TikTok) — If you're building personal brand content, use the portrait crop for consistency.
- Press Kit & Media — Every press release, podcast appearance, or speaking engagement needs a current photo. Save the B&W version—it's more print-friendly.
- Speaking Events & Directories — Conference panels, speaking engagements, business directories—all want a professional headshot.
- Calendly Profile — If you're taking 1-on-1 meetings, put your headshot there.
- Chamber of Commerce Directory — Local visibility matters. Make sure your member listing is current.
- Professional Association Memberships — Industry directories, trade organizations, member portals all use photos.
- Zoom/Teams/Google/Slack Profiles — Every platform you use professionally should have your consistent image.



FOR C-SUITE EXECUTIVES

- LinkedIn Profile — Non-negotiable. Square crop, high quality. This is where analysts and board members look you up first.
- Company Website Leadership Page — Consistency across the leadership team matters.
- Board Directories & Securities Filings — Use the B&W version for annual reports. Formal, timeless, professional.
- Industry Publications & Speaking — Article byline, conference panel, industry awards submissions.
- Speaker Bios — Conference websites, event materials, speaking engagement announcements.
- Podcast Guest Applications — High-visibility channels want a current, professional headshot.
- Email Signature — Small, professional.
- Internal Communications — Presentations, internal bios, team announcements.
- Microsoft 365 & Company Intranet Directory — Shows you as accessible and professional to your whole organization.
- Zoom/Teams/Google/Slack Profiles — Consistency builds authority.



For General Employees & Teams

- LinkedIn Profile — Square crop. Keep it current even if you're not job hunting.
- Employee Directory & ID Badge — Request your company use your new photo.
- Company Website Team Page — Use the portrait crop. Consistency with other team bios matters.
- Company Intranet Directory — Shows you're part of the team.
- Internal Bios — Department announcements, project launches, internal newsletters.
- Email Signature — Square crop, small size.
- Networking & Personal Brand — Building visibility? Use the portrait crop on your LinkedIn, Facebook, or Twitter consistently.
- Zoom/Teams/Google/Slack Profiles — Especially if you lead meetings or work across multiple departments.



Quick Crop Reference

LinkedIn Profile	Website/About Page	Email Signature	Print/Formal
Square crop	Portrait or landscape crop	Square crop, small (1" or less)	B&W version

UPDATE WHEN:

- You change jobs
- You receive a promotion
- You significantly change your hairstyle
- You lose or gain a noticeable amount of weight
- Your photo is more than 2-3 years old
- You start speaking publicly
- You're actively networking
- Don't update just because you're bored with it.
- How to Make One Headshot Work Harder
- One image. Multiple uses. Here's how:
- LinkedIn — Square crop, full color
- Email signature — Tiny version, square crop
- Website bio — Landscape or portrait, full color
- Speaking engagement — Speaker bio, B&W or color
- Press feature — B&W version for publications
- Podcast guest profile — Square crop, color
- Business card — Tiny version, B&W or color
- Zoom profile — Square crop, color

Photo File Cheat Sheet

You'd be shocked how many people don't know this. Bookmark it.

File Type	When to Use
JPG	Everyday use. LinkedIn, email, websites, social media. Most versatile.
PNG	When you need transparency. Overlaying on designs, custom headers, branded graphics.
Black & White	Print, publications, annual reports, formal directories. Timeless and professional.
High Resolution	When you're printing. Posters, large format prints, professional printing jobs.
Web Resolution	Websites and social media. Smaller file size, faster loading, optimized for screens.

What Not to Do

- **✗ Screenshot your headshot from LinkedIn** — The quality tanks. Get the original file.
- **✗ Put text over your face** — Your face is the point. Let it speak.
- **✗ Stretch the image** — It shows. Crop instead.
- **✗ Use a 10-year-old vacation photo next to your new professional headshot** — Consistency matters. Choose one and stick with it.
- **✗ Crop yourself out of a group photo and call it a headshot** — It won't look like a professional headshot. It will look like what it is.





THE CONFIDENCE TEST

ASK YOURSELF THIS:

When someone Googles my name today, does the photo they find represent the professional I am now?

If the answer is

YES, great. You're good.

NO, update it now.

BONUS: HOW TO LEAVE A GREAT LINKEDIN RECOMMENDATION

If you loved your headshot experience, here's how to leave a recommendation that actually means something.

What Makes a Strong Recommendation

- It's specific, not generic. Instead of 'Great photographer,' try 'Jane made me look confident and relaxed in under an hour.'
- It mentions something you didn't expect. 'The lighting was perfect,' or 'She guided me through posing without making it awkward.'
- It's honest. People can tell the difference between a real review and someone being nice.
- It's short. Two sentences beats a paragraph. Busy people read recommendations fast.

Example Wording

Jane took my headshot in one session and I looked exactly like myself—but better. The whole process was comfortable and fast, and I got files I can actually use across all my platforms.

I was nervous about getting professional photos done. Jane made me feel completely at ease, guided me on what to wear, and delivered images that made me confident enough to finally update my LinkedIn.

Jane's the kind of photographer who understands that a good headshot isn't just about looking good—it's about feeling like yourself. Best investment I made in my professional image.

How to Post It

- Go to Jane's LinkedIn profile
- Scroll to the Recommendations section
- Click 'Recommend'
- Paste your recommendation
- Make it public (so other people see it)
- Hit Send

That's it. Simple, honest, and way more valuable than you might think.



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