

# **HEADSHOT CAREER** STARTUP



**@peter\_hurley**

**@headshotcrew**

**#SHABANG!**

**I'D LIKE TO SEE ALL THE PORTRAIT  
PHOTOGRAPHERS IN THE ROOM  
STAND UP FOR ME**

**OF THOSE STANDING SIT DOWN IF  
YOU'VE NEVER CHARGED SOMEONE  
FOR A HEADSHOT**



SHA-BANG!



# **SHABANG** | sha-bang |

*Slang*

1. A characteristic, attribute or trait that an image possesses that produces a visceral gut reaction of approval in the artist who upon viewing it for the first time rejoices by yelling SHABANG at the top of their lungs!

**LET'S FIGURE OUT HOW TO  
MAKE A BUCK WITH HEADSHOT  
PHOTOGRAPHY SHALL WE?**

# A Game Plan



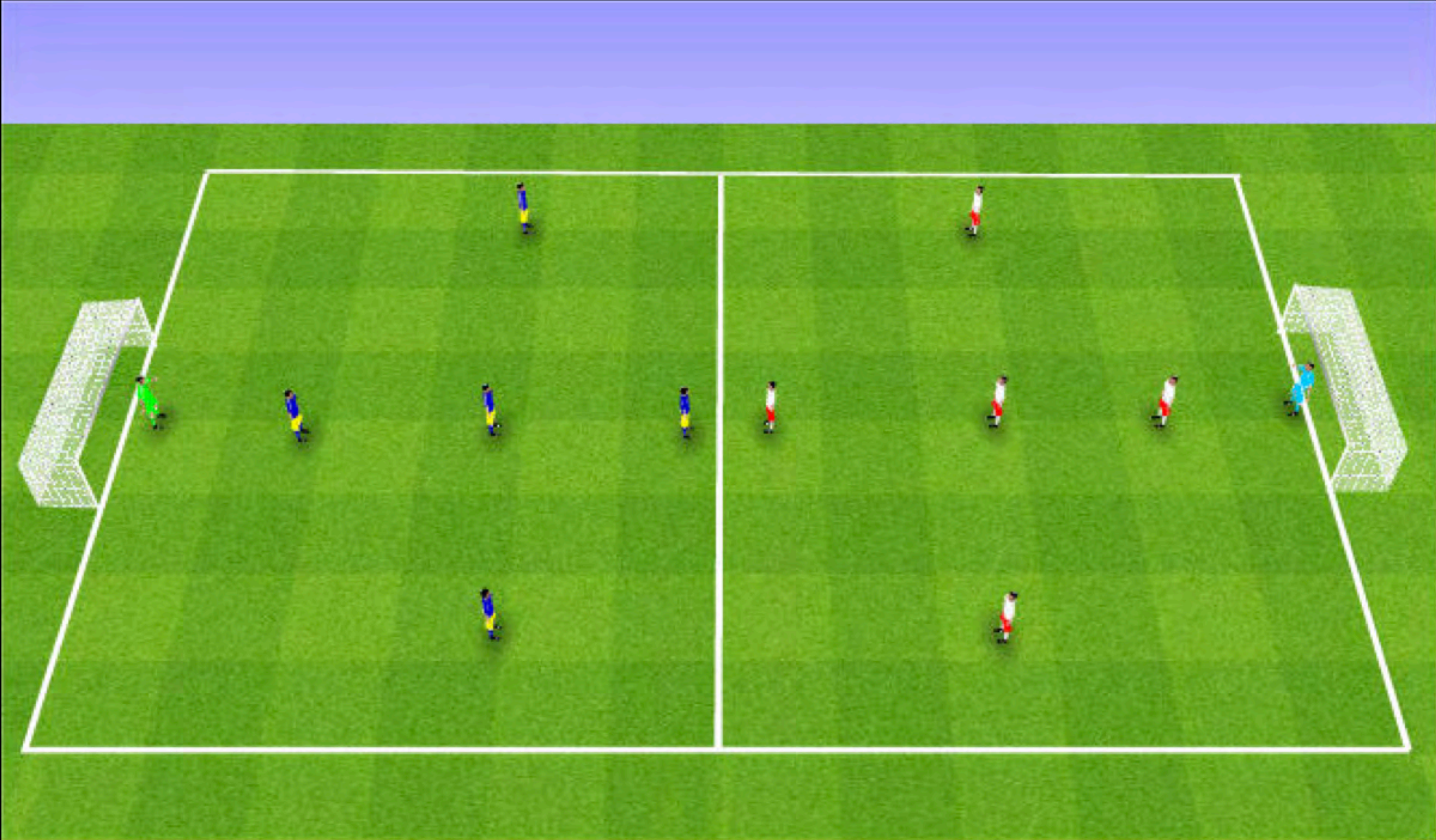
The title 'A Game Plan' is centered in a large, bold, white font. To the left of the text, there are two 'x' marks and a white arrow pointing towards the word 'Game'. To the right of the text, there are three 'o' marks and a white arrow pointing away from the word 'Plan'.

# **HOW TO GET YOUR HEADSHOT PHOTOGRAPHY CAREER STARTED**

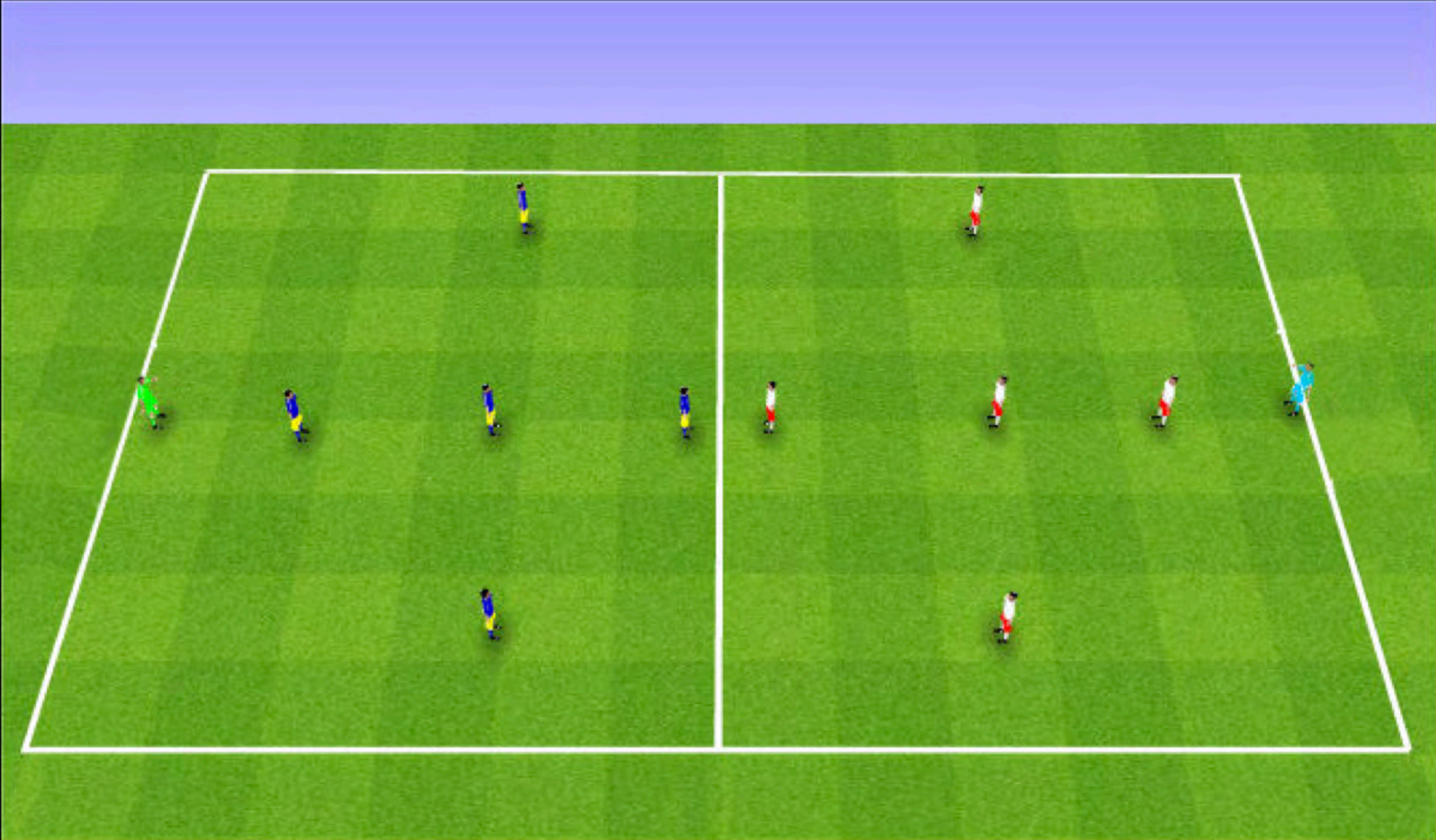
- 1. The incentive to do it: You need Goals PEOPLE!**
- 2. Gear**
- 3. Your recipe for building a consistent portfolio**
- 4. Workflow: Deliverables/Pricing**
- 5. The final ingredient: Direction of your subject**

**GOTTA  
HAVE  
GOALS!**

















THE MAN



Peter Hurley June 21, 2018

## The Winners' Image



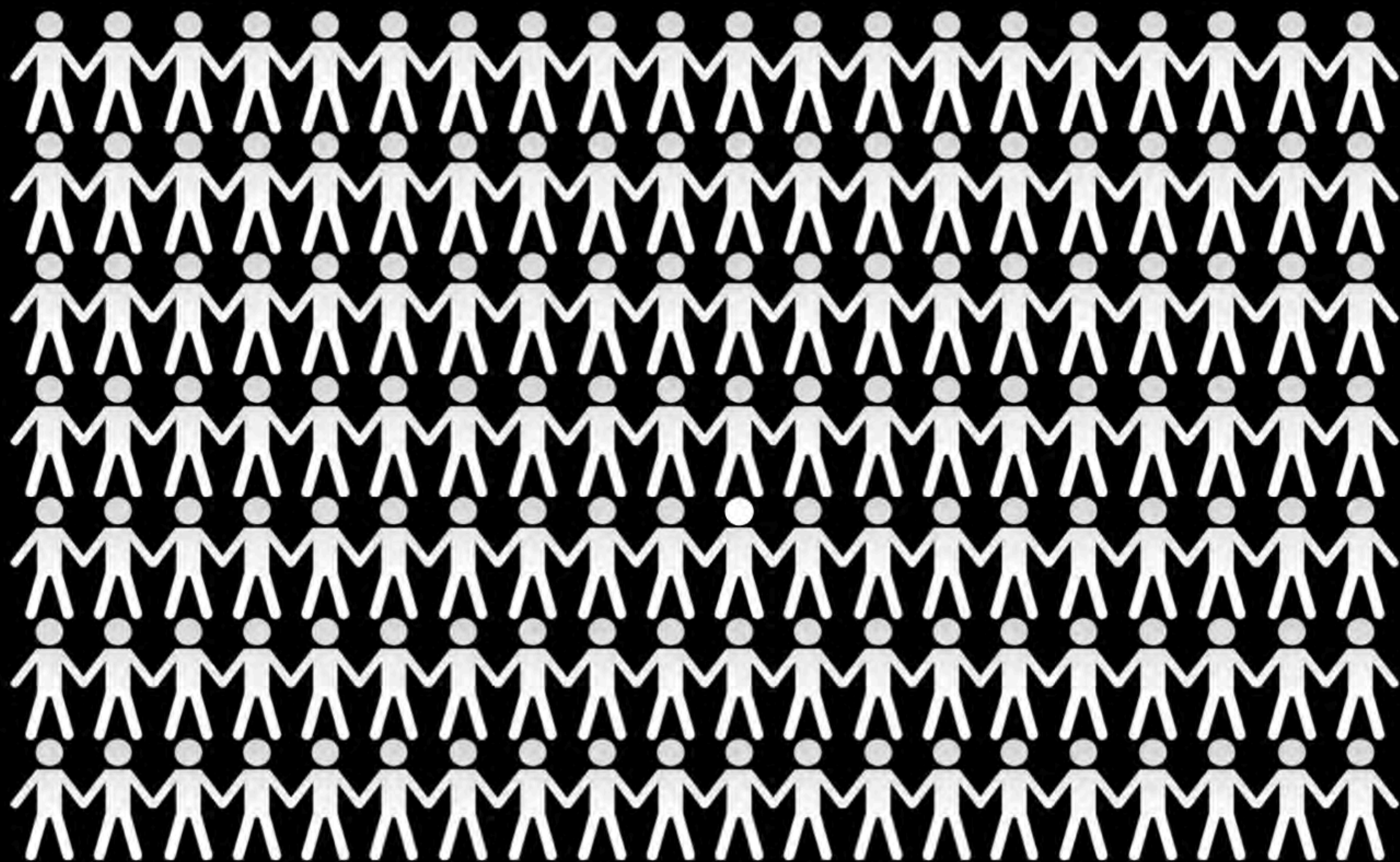
Bob Proctor's Winner's Image program was an integral part of my confidence boost as I built my business. Everything we do to improve our skills as a photographers is in direct proportion to the belief we have in our ability. That confidence is derived from our own self image. What could be more important than working on this portion of ourselves?

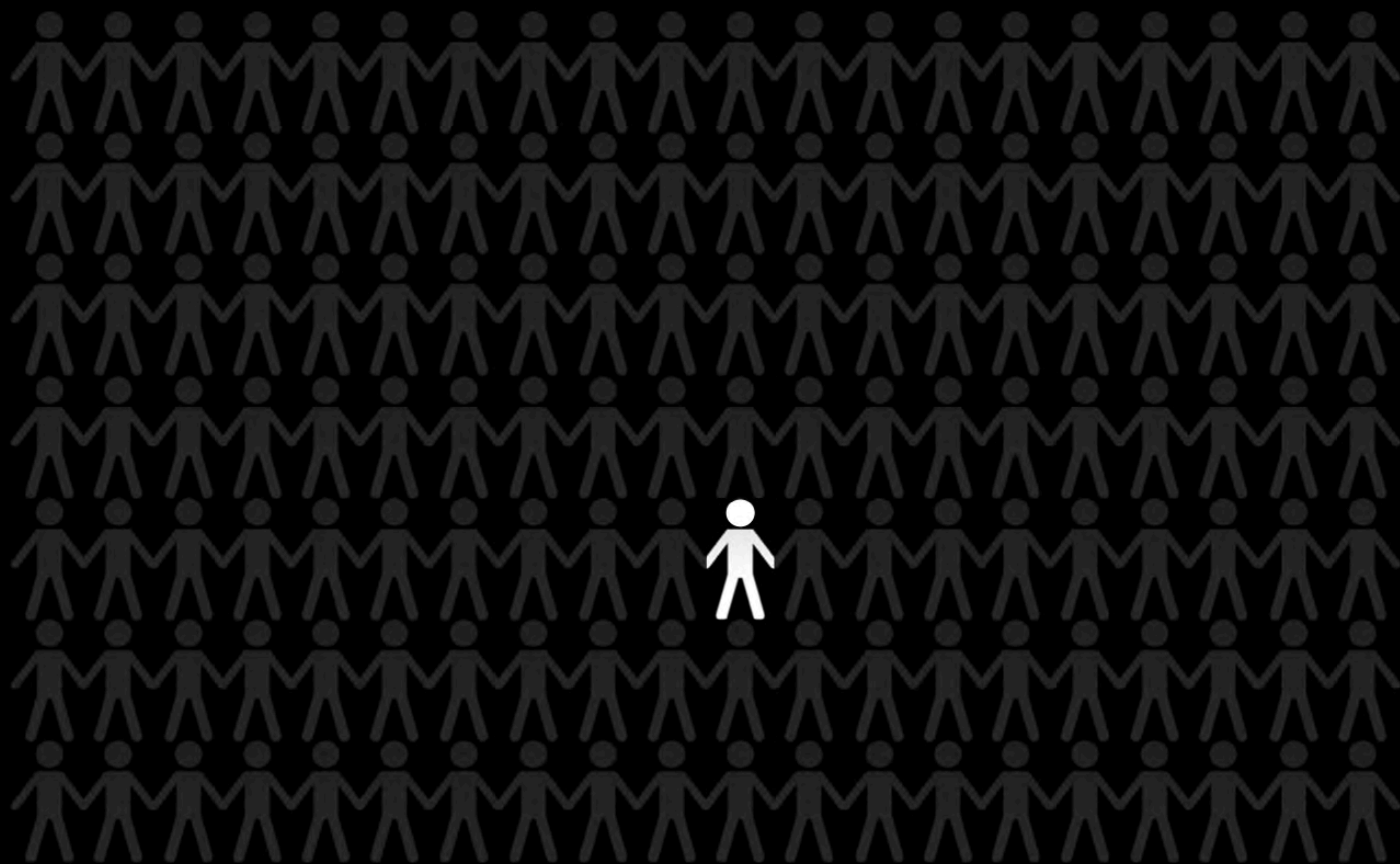
I'm so thankful of Bob's support and generosity in allowing me to share this information with my Headshot Crew members. I hope you get as much out of it as I have.

You can [checkout the video and audio files here](#)

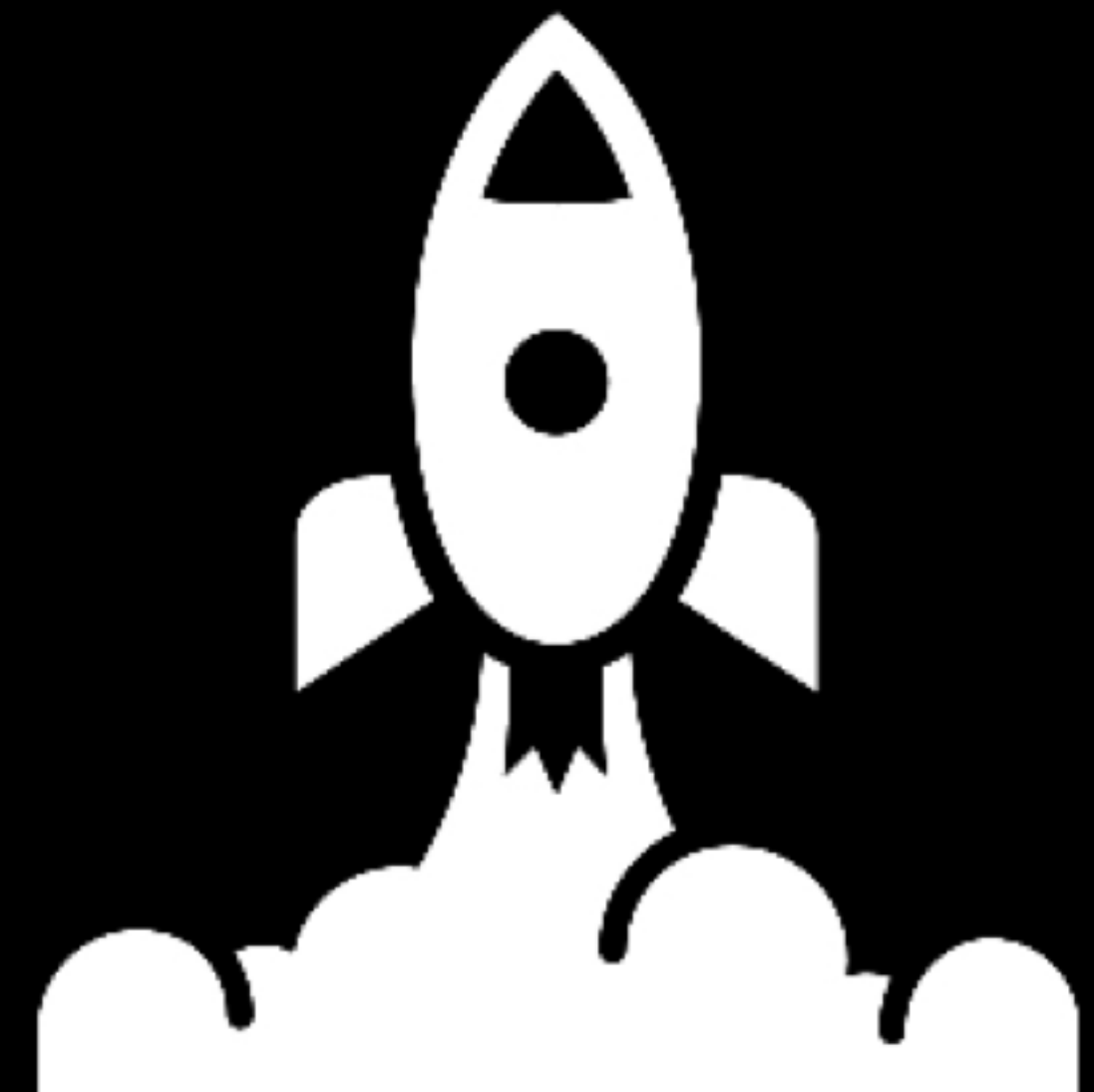


**YOU DIDN'T COME HERE TO  
JUST BE AN AVERAGE  
PHOTOGRAPHER DID YOU?**





**SET A GOAL THAT  
FIRES YOU UP!**





Growth in Professional

I will ~~be~~ be using photography  
to make a living. Bringing in  
\$1000 per week.

**BHAG's**

**&**

**PTAG's!**



**THE GOALS YOU SET WILL GET YOUR  
WHEELS IN MOTION IN ORDER TO  
CREATE A RECIPE FOR WHATEVER IT  
IS THAT YOU DESIRE TO SHOOT**



*"Absorb what is useful, discard  
what is useless and add what is  
specifically your own."*

*Bruce Lee*

**LET'S TALK GEAR!**

# **2 MOST COMMON QUESTIONS I GET:**

WHAT CAMERA/LENS COMBO  
DID YOU SHOOT?

&

WHAT APERTURE, ISO AND  
SHUTTER SPEED DID YOU USE?

# CAMERA OPTIONS



**6D MARKII**



**EOS R**



**5D MARKIV**



**5DSR**



# LENSES CHOICES



**RF 24-105 F4**



**EF 24-105 F4**



**EF 85 F1.4**



**EF 100MM  
MACRO**



**EF 70-200  
F4**



**EF 70-200  
F2.8**



# Our Focus is You

Personalized support for the imaging professional



JOIN CPS AND GET 3 FREE MONTHS OF COACHING  
AT [HEADSHOTCREW.COM](http://HEADSHOTCREW.COM)



# **FEISOL ELITE TRIPOD CT-3472 LV MARK II**

Rapid with Leveling Center  
Column

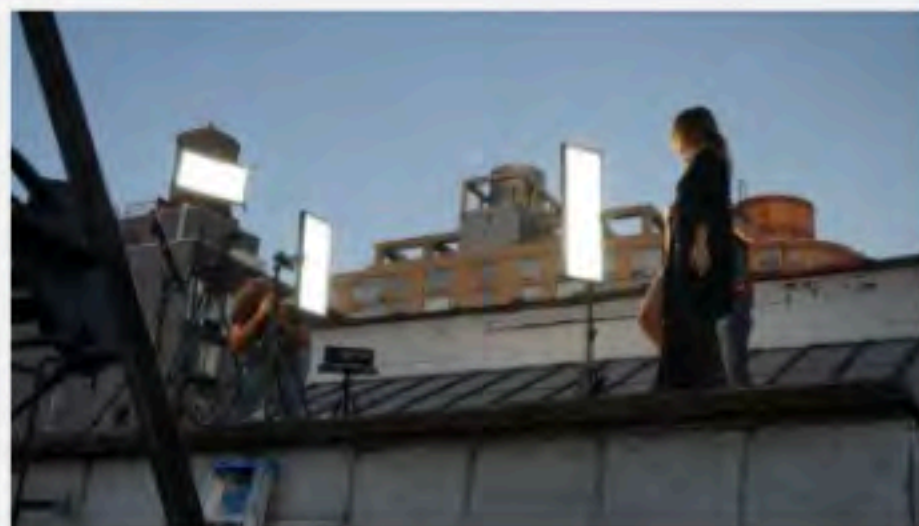




# **ARCA SWISS P0 BALLHEAD**



Peter Hurley  
SHABANG!  
Tethering Kit





# 27" IMAC





# CAPTURE ONE

USE PROMO CODE  
AMBSHABANG  
FOR 10% OFF



**I'VE GOT THE GEAR NOW  
LET'S TALK LIGHT.**





























## ProBoard

- **ProBoard** is a 4' x 8' reflective sheet that is a piece of cake to take on the road with you.
- Black on one side and white on the other, it's versatile and casts great reflective light no matter where you're shooting.
- No more lugging around paper sheets or bulky backdrops.
- Comes in its own **HURLEYPRO** ProBag.




Peter Hurley founded **HURLEYPRO** in 2012 to produce professional gear that he's felt there was a need for in the photo industry.

Working with his design team and testing all products in the studio and in the field, Peter debuted the first **HURLEYPRO** product in 2012: **ProBoard**, a portable reflective sheet used as a backdrop or to capture a reflection on the floor. In 2013, get ready for the **HURLEYPRO Medusa** lighting system that will change the way photographers use continuous light.

Buy **HURLEYPRO** products at [hurleyprogear.com](http://hurleyprogear.com)

#SHABANG

 @peter\_hurley, @HurleyProGear  
 facebook.com/hurleyprogear

[peterhurley.com](http://peterhurley.com)



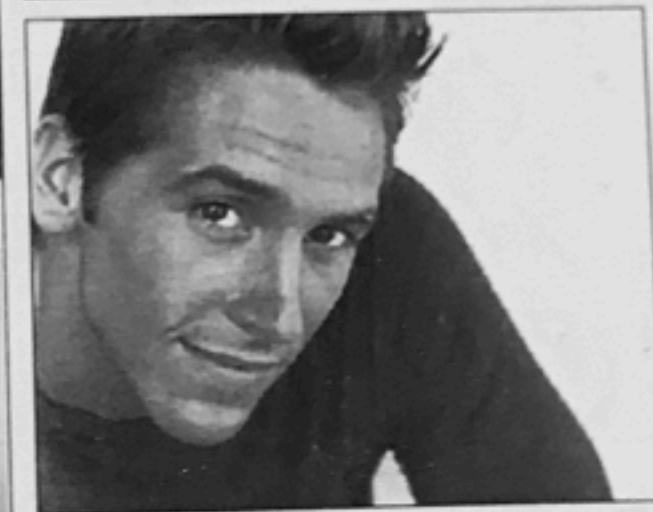


**WARNING**  
**HURLEYPRO**  
Do not touch the screen or the camera while recording.  
Do not touch the screen or the camera while recording.  
Do not touch the screen or the camera while recording.









# PETER HURLEY

PHOTOGRAPHY | NEW YORK, NY | 917.440.4651  
WWW.PETERHURLEY.COM





# PETER HURLEY

First studio  
& Kinos

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FEB 2004









 **westcott®**

Announcing a new partnership  
with Peter Hurley





# **MY SIGNATURE HEADSHOT LIGHTING SETUP**

## **THE PETER HURLEY FLEXKIT BY WESTCOTT**

2 1x3' Flex lights

2 1x2' Flex lights





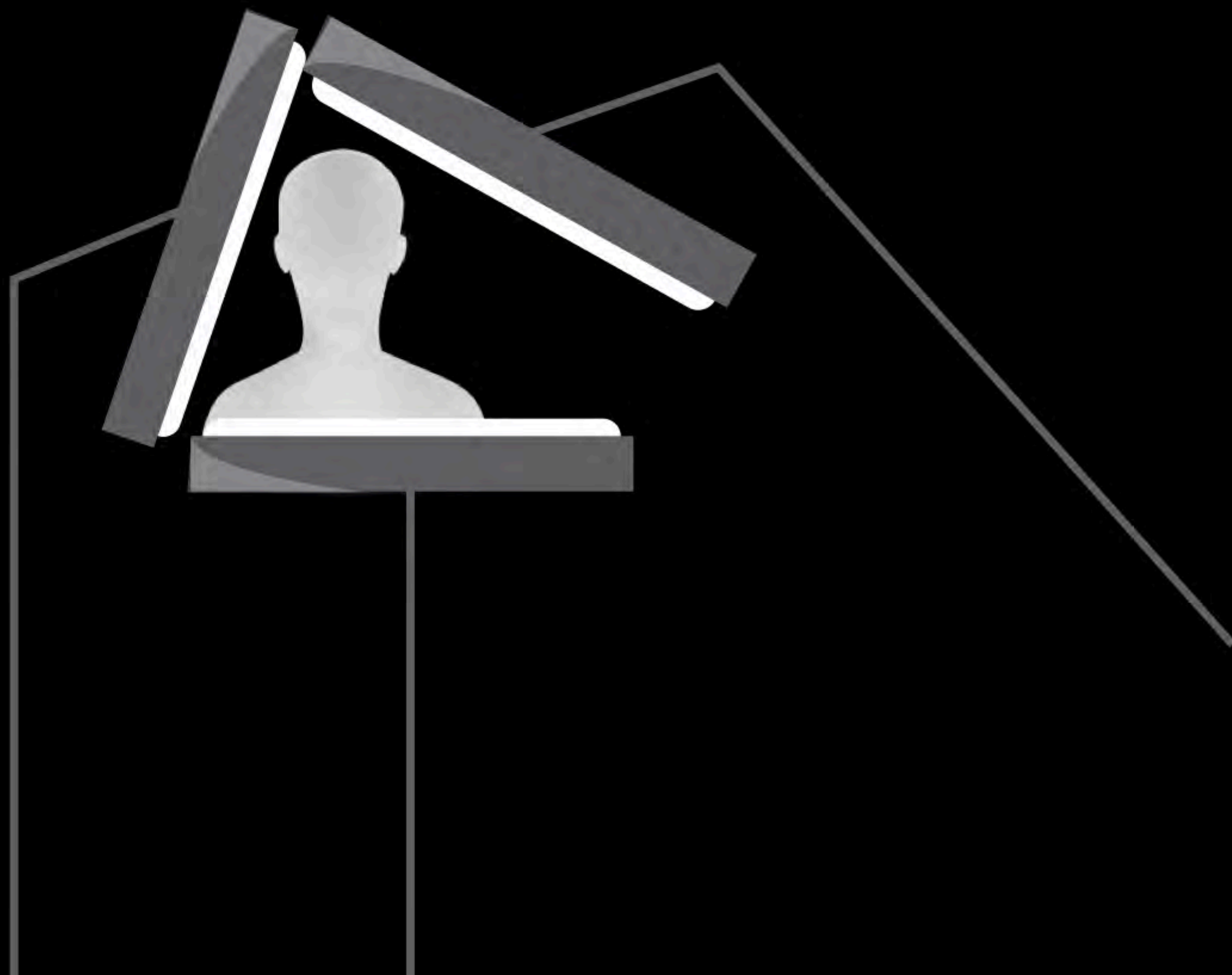


























# **THE CREATION OF MY MEN'S LOOK**











**MEN**

**Accentuate Jawline,  
Shadow**

**Kick from back on  
shadow side**















**2 PROFOTO D1 AIR  
500 MONOLIGHTS**





# **PROFOTO B1 AIR 500 MONOLIGHT**



# PROFOTO AIR REMOTE





**11.13.08**

















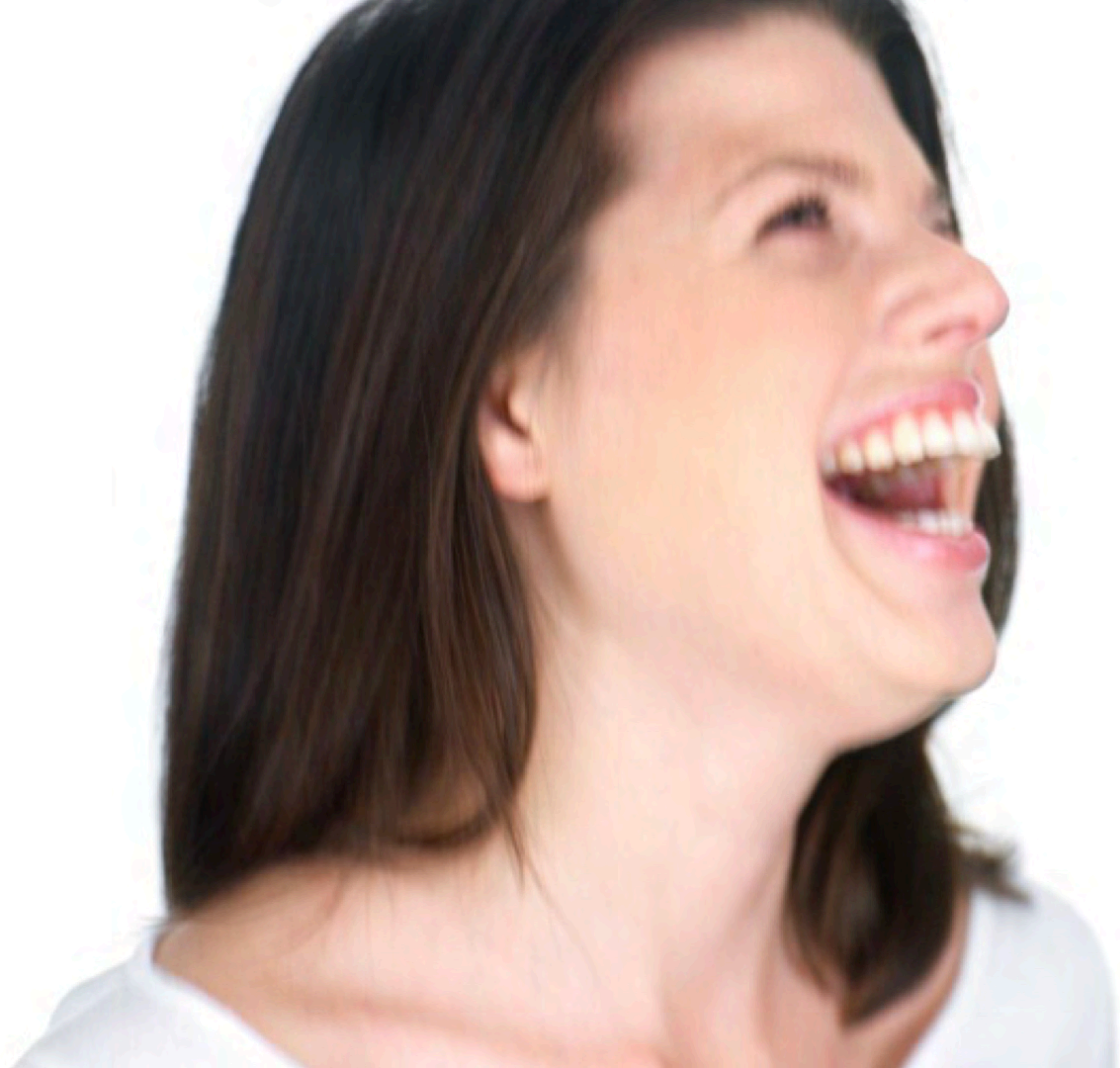


















































**01.31.19**

**TEN YEARS LATER!**































































**SO WHAT DO YOU NEED TO  
EVOLVE?**



**A**



# **Game Plan**





**HERE'S ONE OF THE BIGGEST MISTAKES  
A PHOTOGRAPHER MAKES WHEN  
DIRECTING A SUBJECT.**



**YOU READY FOR THIS?**



**HOW MANY OF YOU HAVE SAID THIS  
BEFORE YOU'VE HIT YOUR SHUTTER?**



**1,2,3!**



**WHAT THE HECK WERE YOU  
GETTING THEM READY FOR?**



**THE FACE HAS A MIND OF ITS OWN AND  
WE HAVE TO LET IT DO THE WORK FOR US**



**CONSCIOUS**  
**VS.**  
**SUBCONSCIOUS MIND**



**HOW MANY OF YOU KNOW WHAT YOUR  
FACE LOOKS LIKE RIGHT NOW?**



**YOUR BRAIN WILL ATTEMPT TO  
TELL YOU WHAT YOUR FACE LOOKS  
LIKE AND IT DOES NOT KNOW!**



**WE MUST BEHAVE LIKE A MIRROR  
FOR THEM BY COACHING THEM!**



**THINK ABOUT HOW YOU BEHAVE  
WHEN YOU ARE BEHIND YOUR CAMERA  
AND YOUR SUBJECT'S RESPONSE TO  
THAT BEHAVIOR.**



**WHEN WE ARE ROLLING WITH OUR  
SUBJECT THEN WE ARE REALLY  
ONLY REPEATING THREE THINGS**



**POSTIONING  
BODY/FACIAL**

**Composition**

**CONNECTION**



**IN ORDER TO  
CREATE**



**LOOKABILITY**





# **LOOKABILITY** | look•a•bility |

n. Slang

1. A measurement for an image's ability to secure attention from an onlooker.
2. In my book: A shabangin shot that makes you want to stare at that sucker!

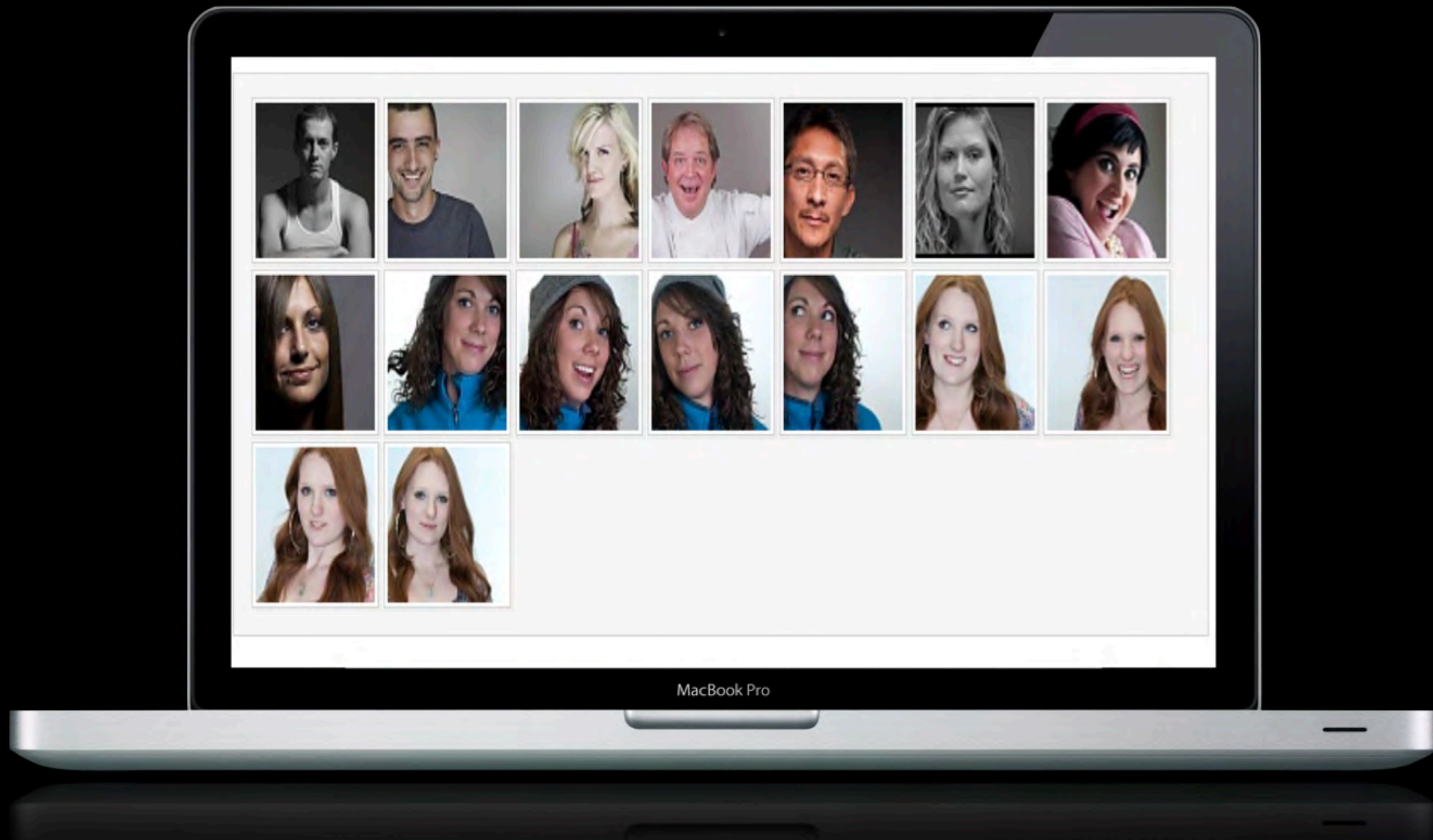




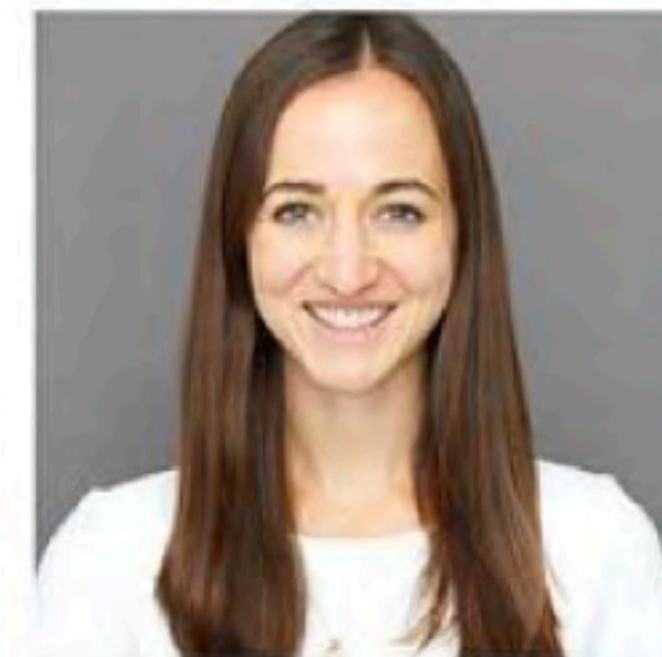
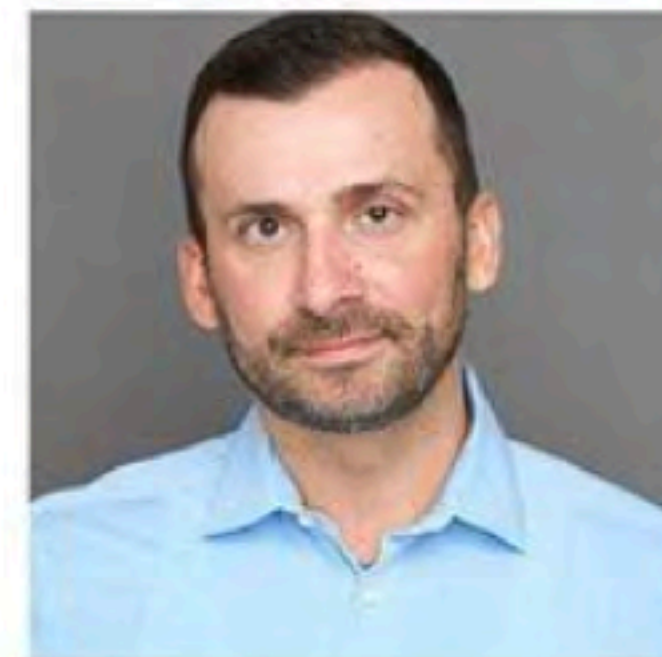
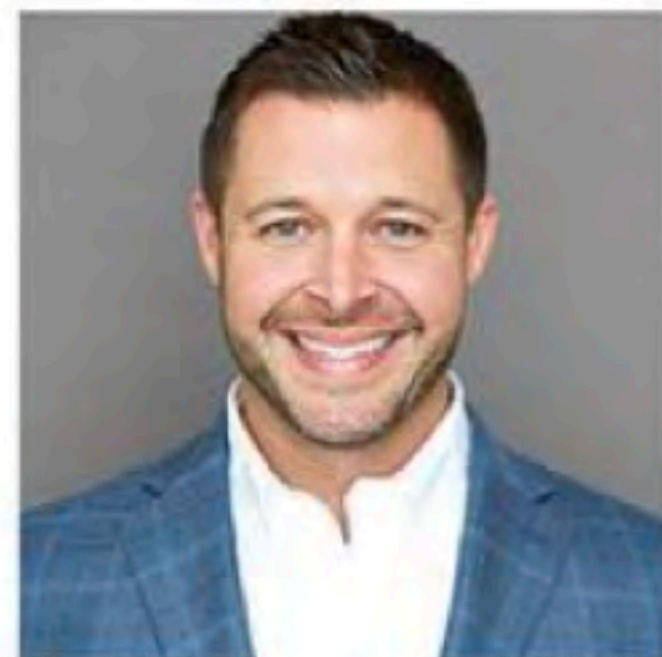
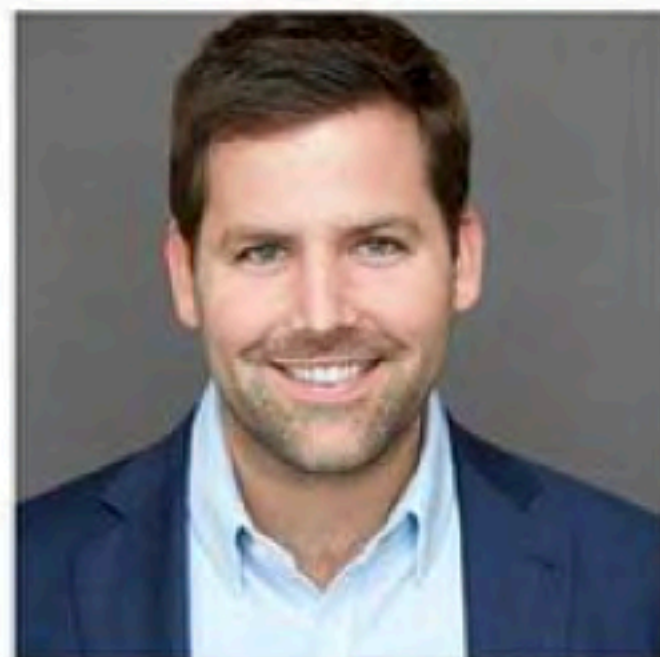
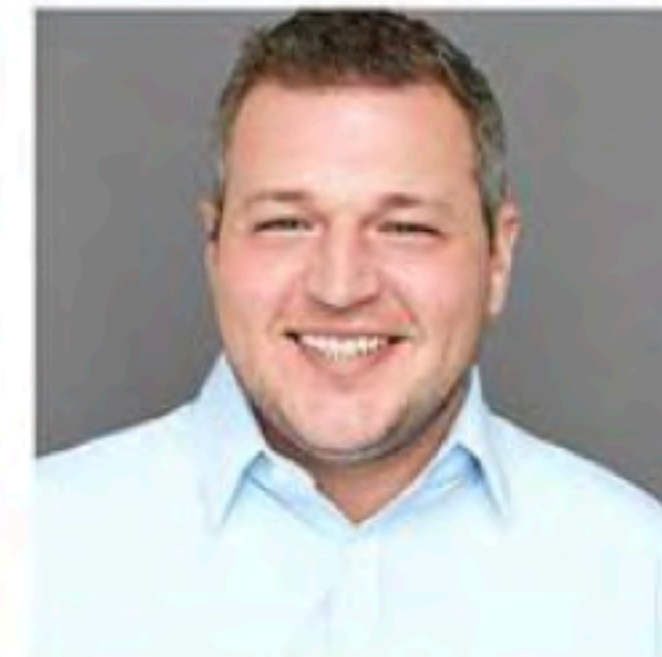
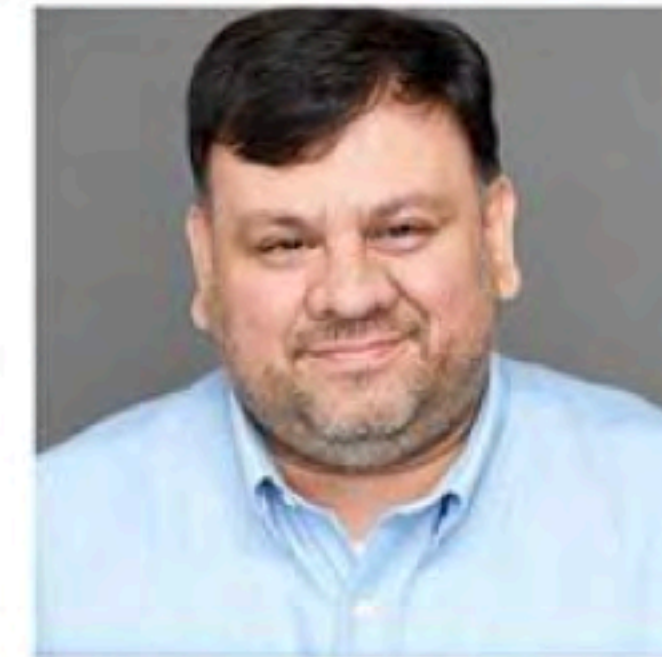
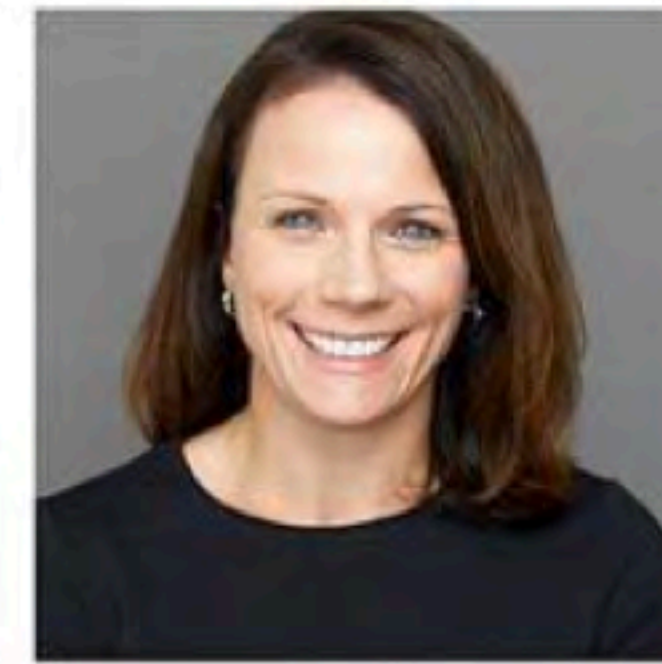


**ONCE YOU'VE GOT THE LOOKABILITY  
DOWN THEN IT'S TIME TO BUILD  
CONSISTENCY IN YOUR WORK**



















**WANT TO HONE YOUR CRAFT AND  
LEARN CONSISTENCY?**



**THEN YOU'VE GOT TO  
JOIN THE CREW!**





**HEADSHOTCREW.COM**

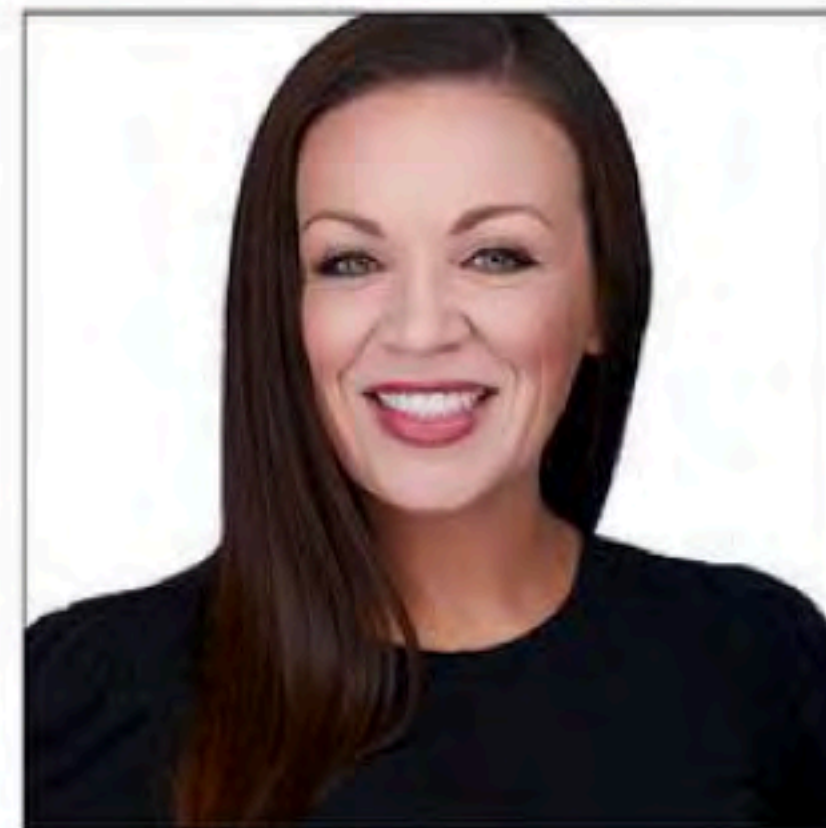
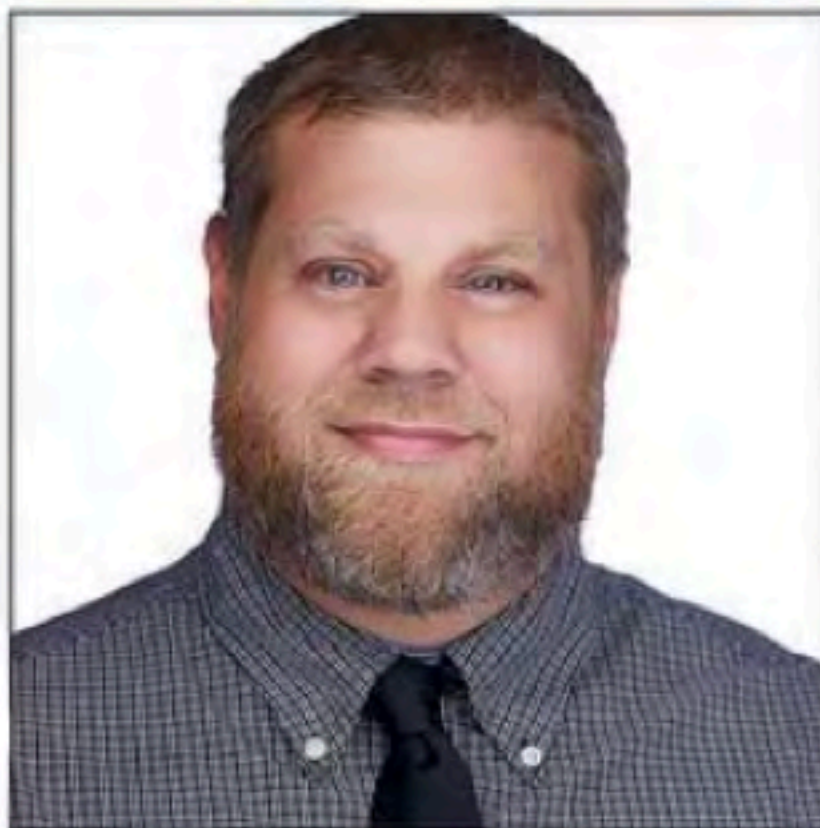


\$199 WPPI BOOK DEAL!





FOURTH *Live!* STREET









**YOU'VE GOT THE DEAL ON  
CONSISTENCY NOW IT'S TIME TO  
TALK PEOPLE SKILLS.**



**WORKFLOW**  
**DELIVERABLES**  
**PRICING**



# **MY WORKFLOW**

- 1. File Creation**
- 2. Shoot 1 frame and make adjustment to set up rest of shoot**
- 3. Edit, Rename & Archive**
- 4. Upload to Photoproof Pro**
- 5. Accept retouching orders through PPP or deliver high res upon purchase of a full buyout**



# **PRICING MODELS**

- 1. Most common: Charge by time vs Charge by look**
- 2. Go in low and sell final images at a high rate or keep rate higher and allow them to choose what they like.**
- 3. Discounts for returning clients, kids and corporate discounts depending on the number of people photographed**



**WE ARE GOING TO TALK PEOPLE SKILLS.**



**THROW IT ALL TOGETHER AND YOU  
CAN BECOME ONE TALENTED  
HEADSHOT PHOTOGRAPHER**



# **PETER HURLEY'S GREATEST HITS!**



**AND THEIR  
EVOLUTION**



**I'M ALWAYS GOING FOR ONE  
THING FROM THE GET GO**



**IT'S MY ONE SHOT DEAL  
MOMENT**



**C&A**



**CONFIDENCE COUPLED  
WITH APPROACHABILITY**



**WHERE'S THE CONFIDENCE  
COME FROM?**



# THE SQUINCH



# **INDEPENDENT SQUINCHING**



# **ISOLATION OF LOWER EYELID MUSCLE**



**WHERE'S THE  
APPROACHABILITY COME  
FROM?**



**BEND THE CORNERS OF  
THE MOUTH SLIGHTLY  
TOWARD THE EARLOBES**



**SMILE**

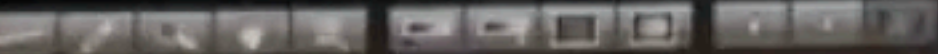






**JAWLINE**





# **1. HOOK IN THE TOP OF YOUR HEAD**



## **2. LASSOING A GIRAFFE**

**3. RUN A STRING  
FROM NOSE TO  
CENTER OF LENS**



**Hold  
YOUR  
SUB!**

















**HEAD ON HEADSHOT**











**ARE THEY  
AMBIFACIAL?**

**PRE-SHUTTER RELEASE**  
**SPLIT SECOND**  
**CHECK LIST**



# **THE HURLEY HEADSHOT SYSTEM**

1st: Construct Body position (Direct Direction)

2nd: Position The Head (Nose to Finger/Karate Chop or Camera Prod)

3rd: Lighting-Hair-Clothing Scan(Reposition or dive in & clean it up if necessary)

4th: Compose Your Shot(Chin height & with eyes above centerline of the frame, tilt/untilt) CAMERA TALK FROM THIS POINT ON

5th: Add Stimuli that elicits a facial reaction(Micro-expression or Hurleyism or anything reactive)

6th: Fire ONLY upon deciding whether the expression works for you or not.(You have to be their mirror!)

7th: Give Feedback!

8th: Repeat!





# PETER HURLEY THE HEADSHOT

THE SECRETS TO CREATING AMAZING HEADSHOT PORTRAITS



# THE HEADSHOT INTENSIVE

New York

Los Angeles

Chicago

Amsterdam

[headshotcrew.com/workshops](https://headshotcrew.com/workshops)



**INSTANT MOJO**



# BE THE FUNNIEST PHOTOGRAPHER ON THE BLOCK

START HURLEYISMS

OVER 1000 HILARIOUS

Give me the cold  
shoulder. NOW GO  
EVEN COLDER.

by Peter Hurley







## HURLEYISMS

FOR MEN

Look enlightened.

by Peter Hurley

Decrease the distance between your eyebrows.

by Peter Hurley

Give me a look like you are impersonating a rodent.

by Peter Hurley

Look like you just experienced a conclusion.

by Peter Hurley

SPEED:





