

THE HEADSHOT REDEFINED

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!



@peter_hurley

@headshotcrew

#SHABANG!

**IF THERE IS ONE THING I'VE
LEARNED OVER THE COURSE OF MY
CAREER IT'S THAT**

**AS PHOTOGRAPHERS WE DON'T
ARRIVE**

WE EVOLVE

**MANY OF US FEEL THAT WE
ARE ONLY AS GOOD AS OUR
LAST SHOT**

**AND WITHOUT EVOLUTION
THERE IS NO GROWTH**

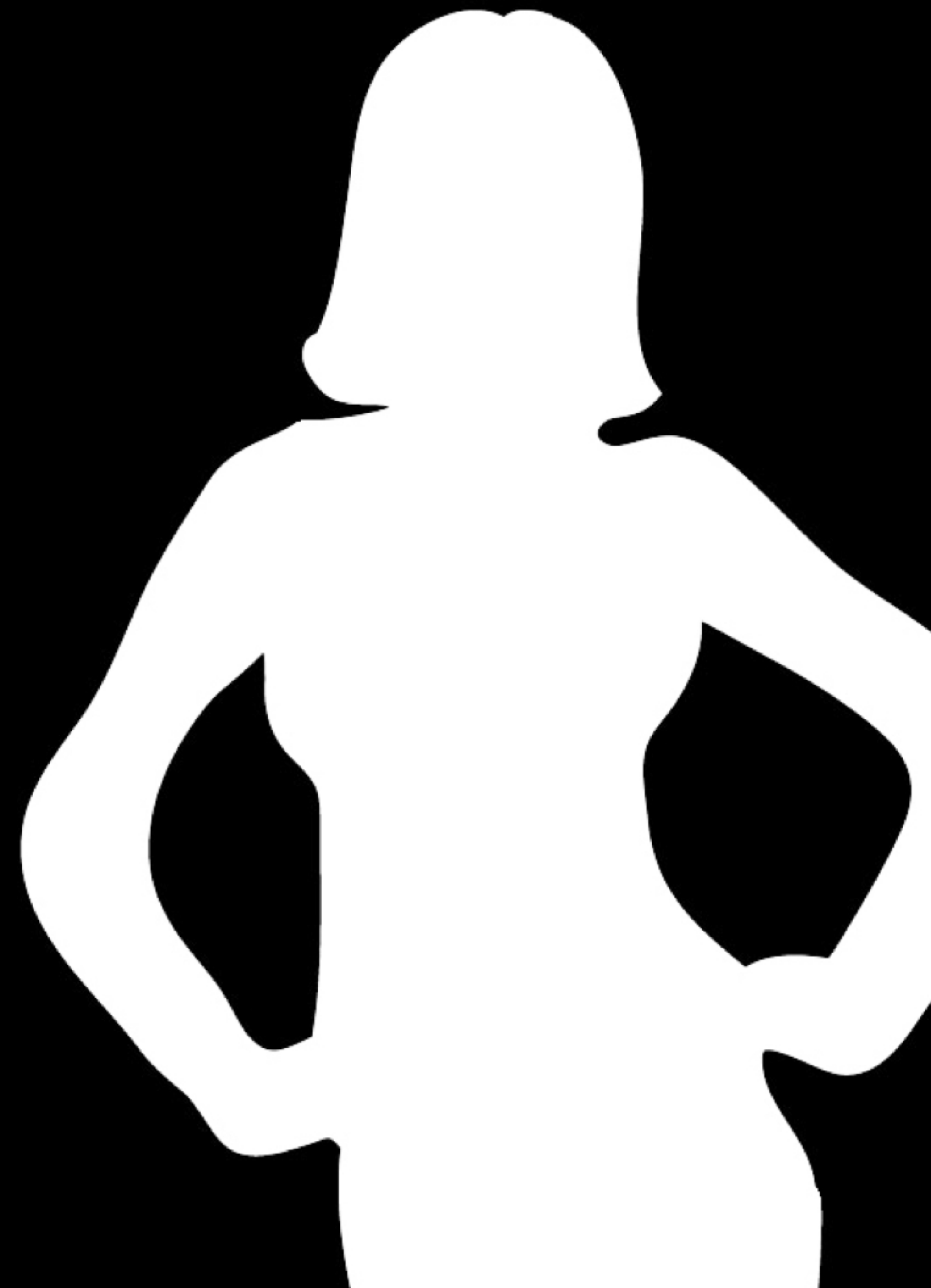
**ALL YOUR WORK MUST
EVOLVE FROM ONE THING**

REPETITION

HOW DO I KNOW?

**I WANT TO SHOW YOU
SOMETHING AND TEACH
YOU A CONCEPT**

**WHAT ANGLE
ARE THE OF
ARMS GOING
OUT OF THE
FRAME**



**YOU DON'T WANT A SKI SLOPE
YOU WANT A CLIFF!**







**Hold
YOUR
SUB!**









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



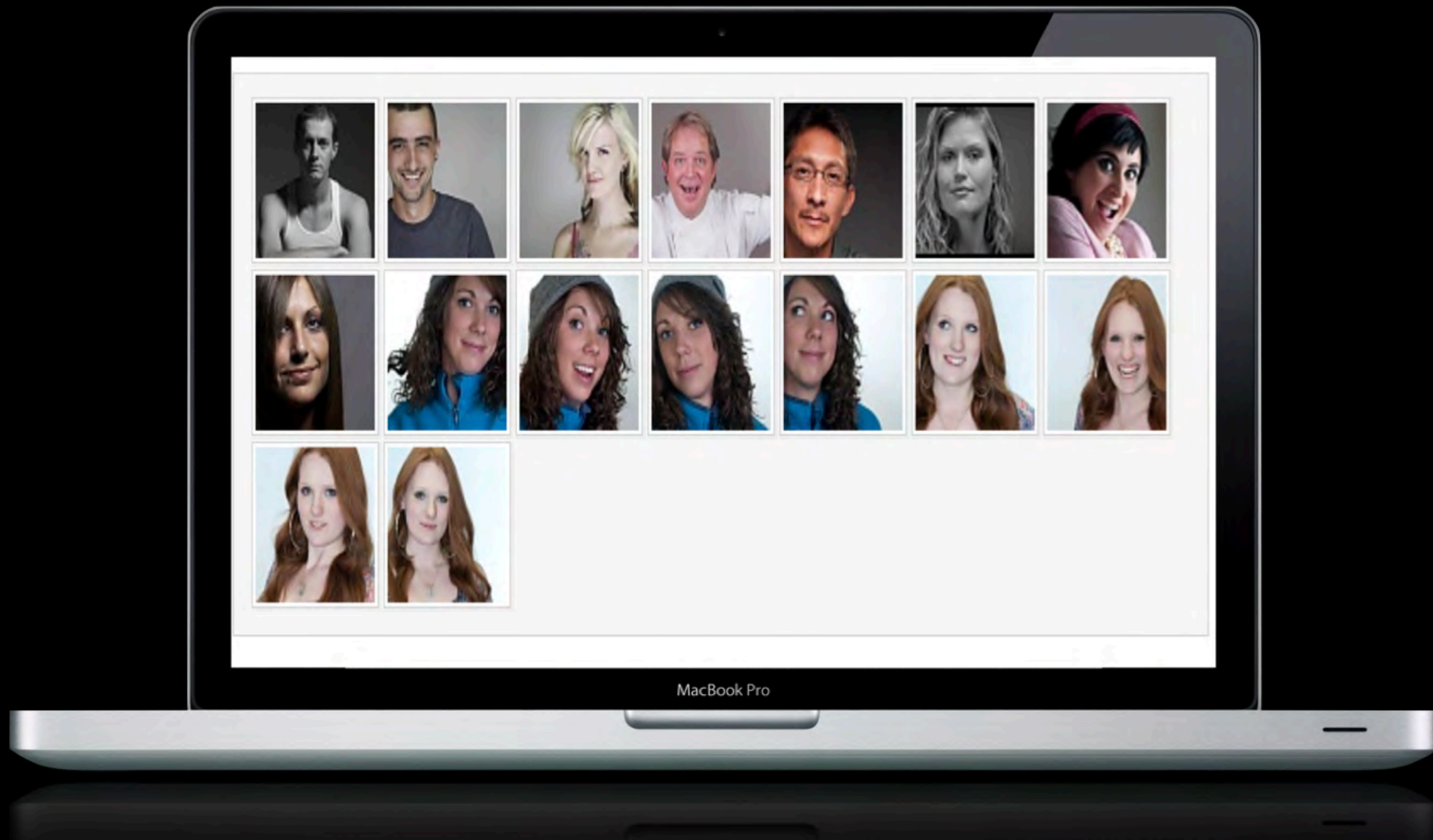
LOOKABILITY | look•a•bility |

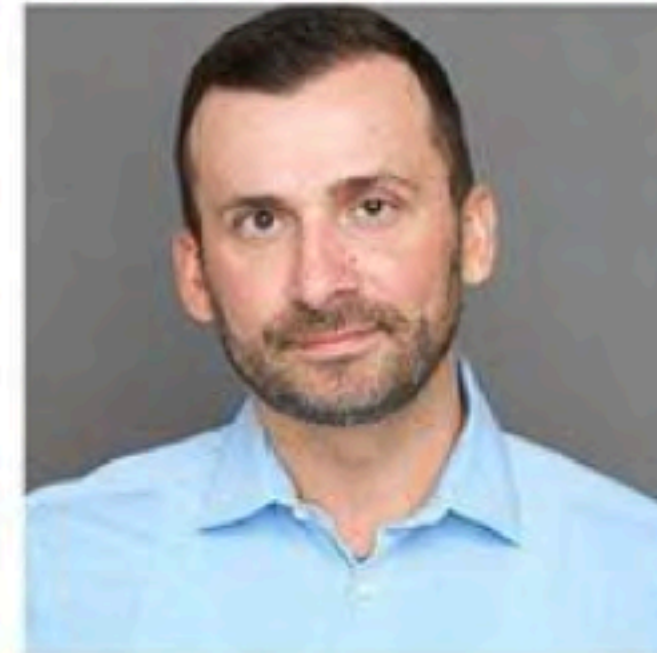
n. Slang

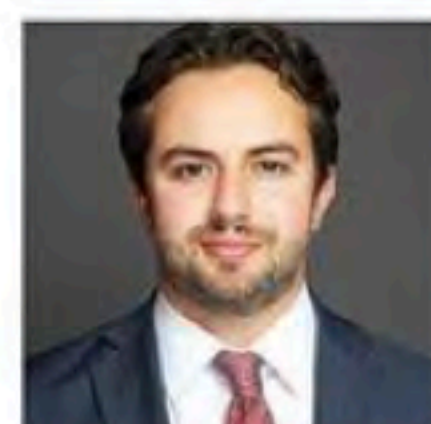
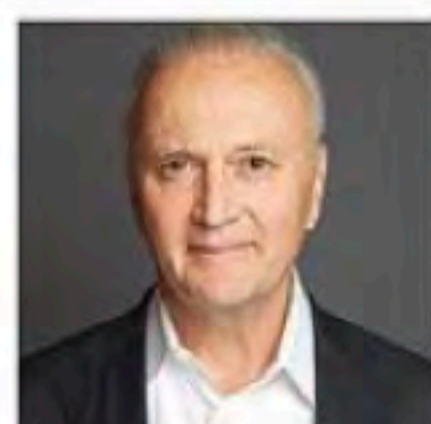
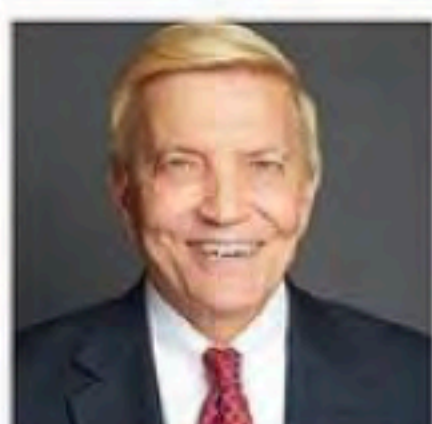
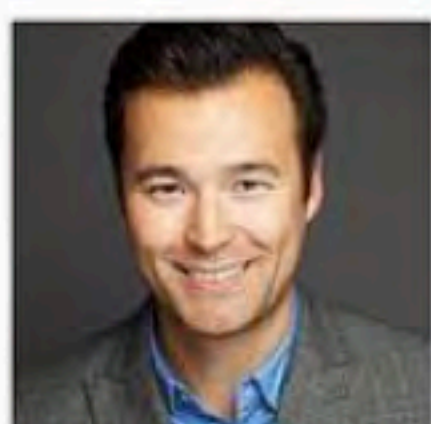
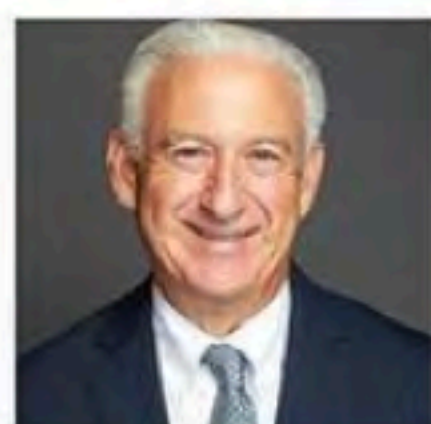
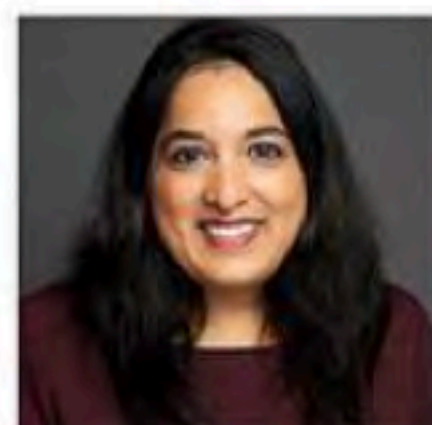
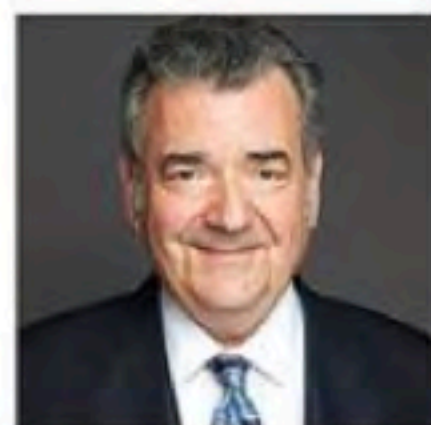
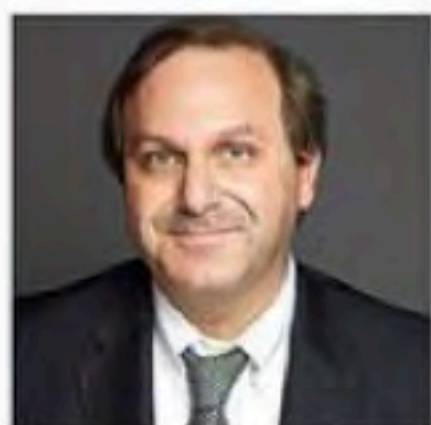
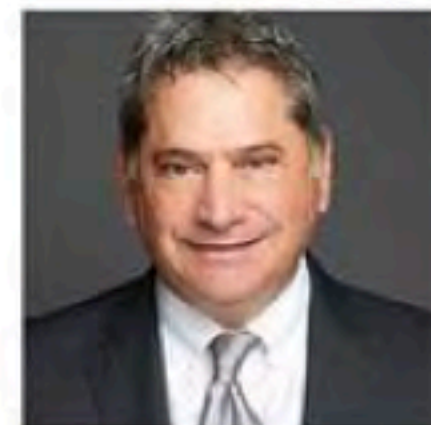
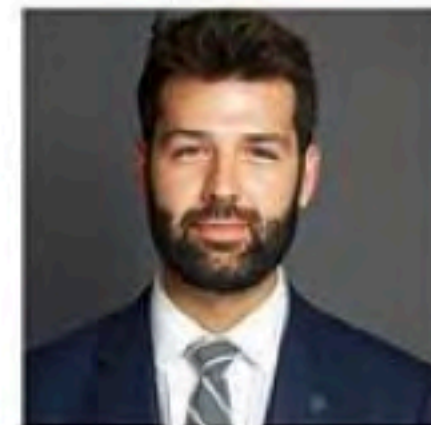
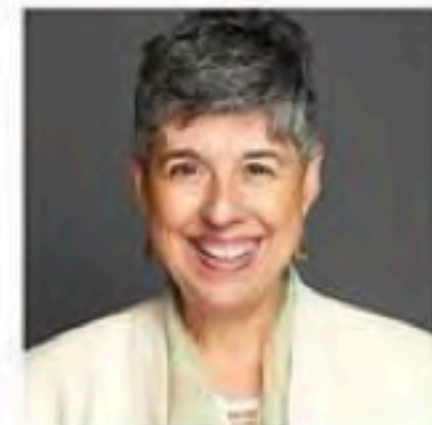
1. A measurement for an image's ability to secure attention from an onlooker.
2. In my book: A shabangin shot that makes you want to stare at that sucker!

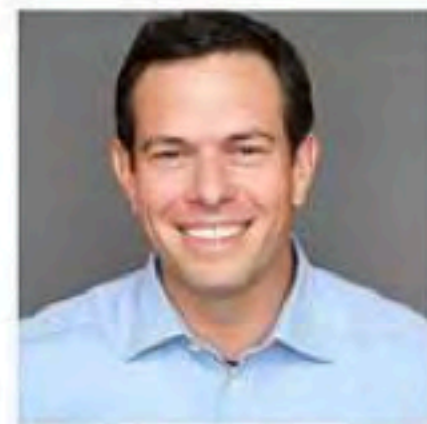


**ONCE YOU'VE GOT THE LOOKABILITY
DOWN THEN IT'S TIME TO BUILD
CONSISTENCY IN YOUR WORK**









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

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

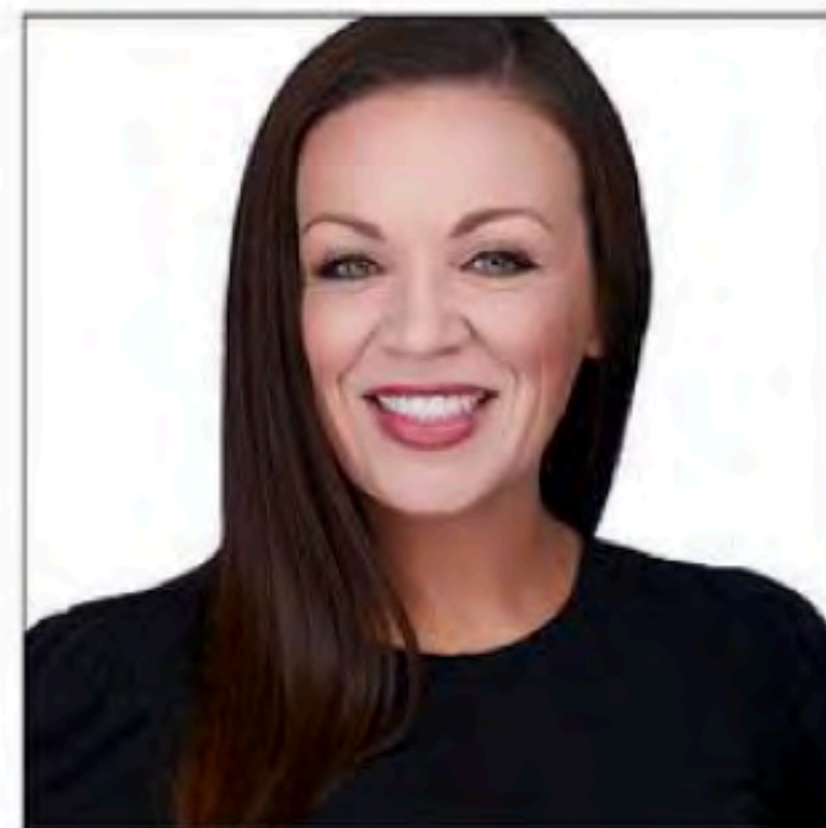
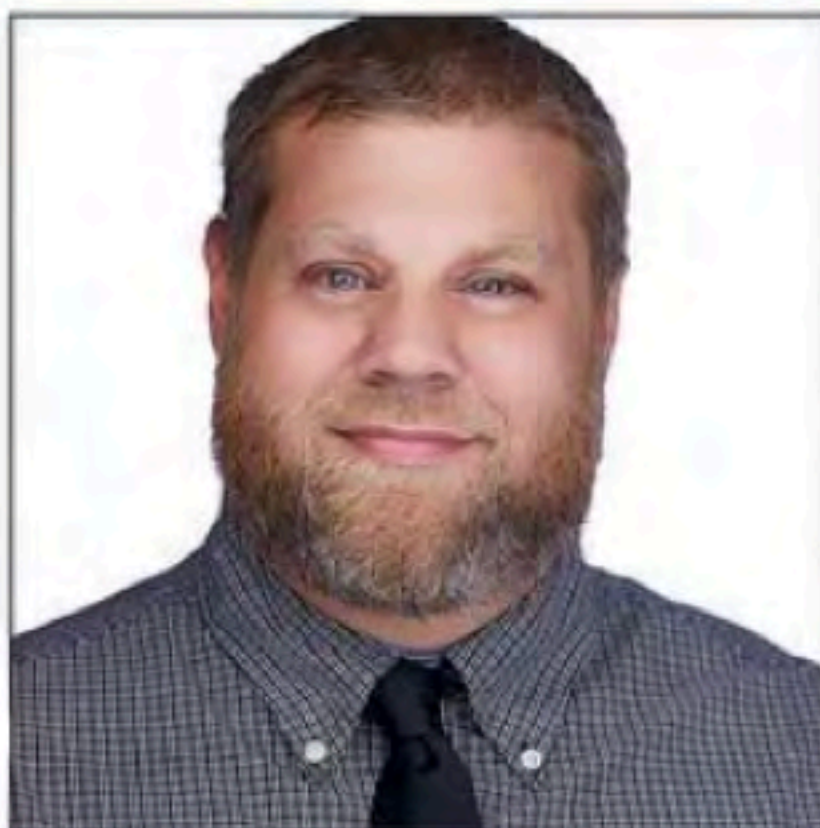


HEADSHOTCREW.COM

Use code FREEMONTH on my Gold monthly membership
to give it a shot!



FOURTH *Live!* STREET





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

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

ISOLATION OF LOWER EYELID MUSCLE

INDEPENDENT SQUINCHING

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

SMILE





DIRECTION BY

MIS
↑

DIRECTION

THE HEADSHOT INTENSIVE

New York

Los Angeles

Chicago

Amsterdam

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:



JAWLINE



1. HOOK IN THE TOP OF YOUR HEAD

2. LASSOING A GIRAFFE

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

HEAD ON HEADSHOT





**ARE THEY
AMBIFACIAL?**

PRE-SHUTTER RELEASE
SPLIT SECOND
CHECK LIST

THE HURLEY HEADSHOT SYSTEM

PETER HURLEY THE HEADSHOT

THE SECRETS TO CREATING AMAZING HEADSHOT PORTRAITS



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!

