



Canon
SEE IMPOSSIBLE

THE POWER OF THE PORTRAIT



@peter_hurley

@headshotcrew

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!

“The photos we produce are simply a byproduct of the experience that we had the opportunity to give someone.”

Peter Hurley



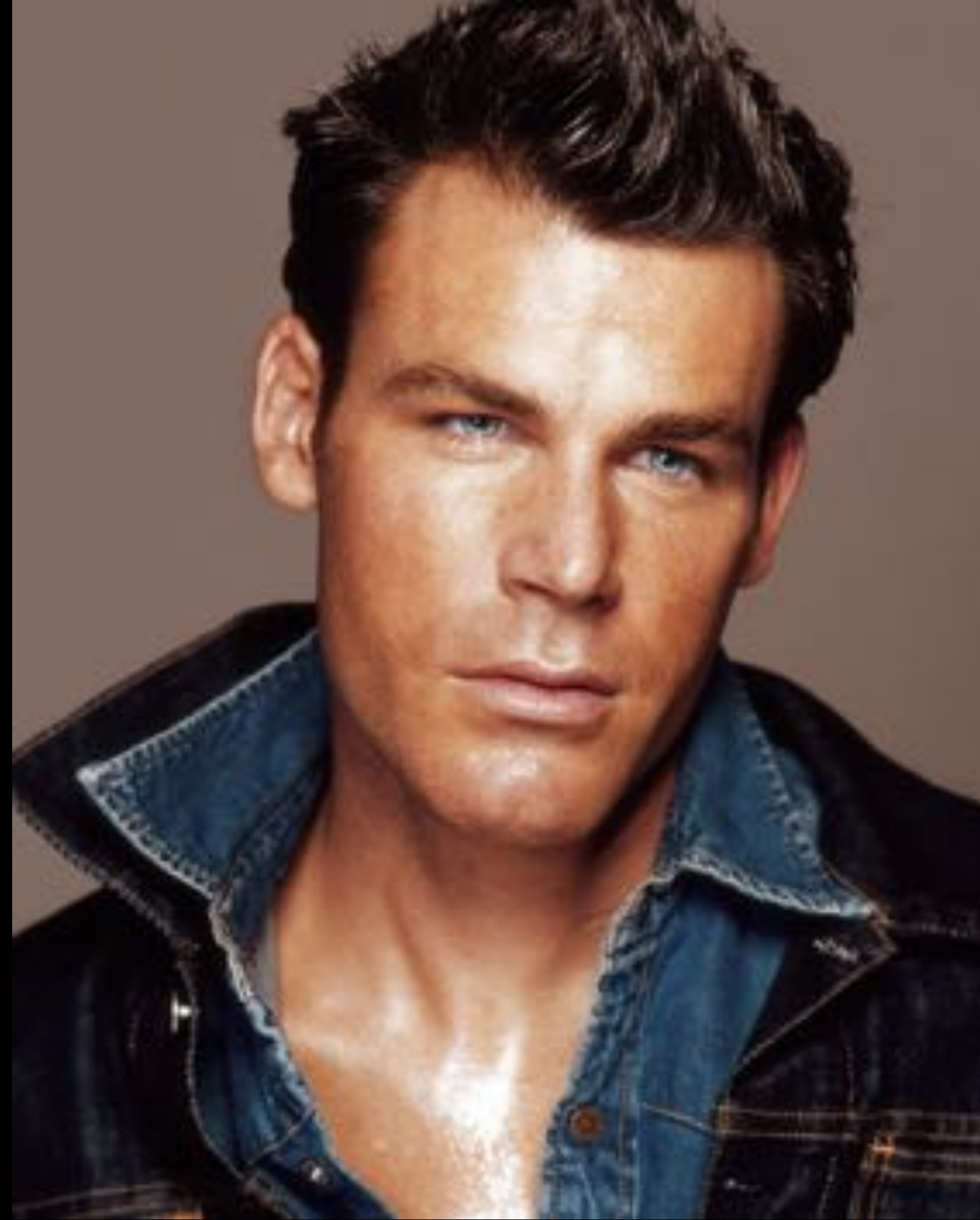
Mission Statement:

To foster the efforts of portrait photographers worldwide by cultivating a supportive and robust community of like minded artists seeking one common purpose:

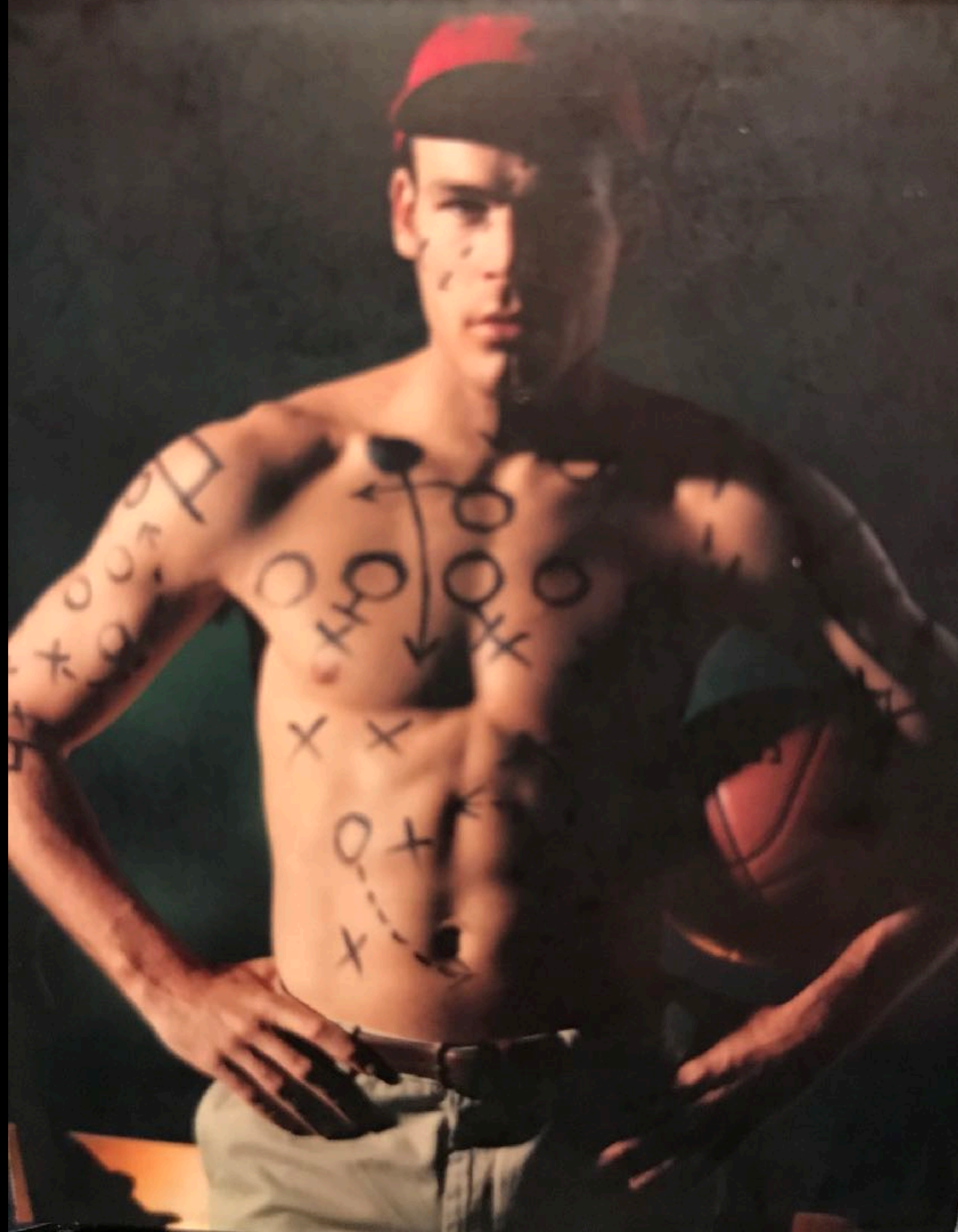
To create the best photograph they can of each individual that has been fortunate enough to step foot in front of their camera.

THE HUMAN CONDITION

**HOW MANY OF YOU LOOK
IN THE MIRROR AND LIKE
WHAT YOU SEE?**









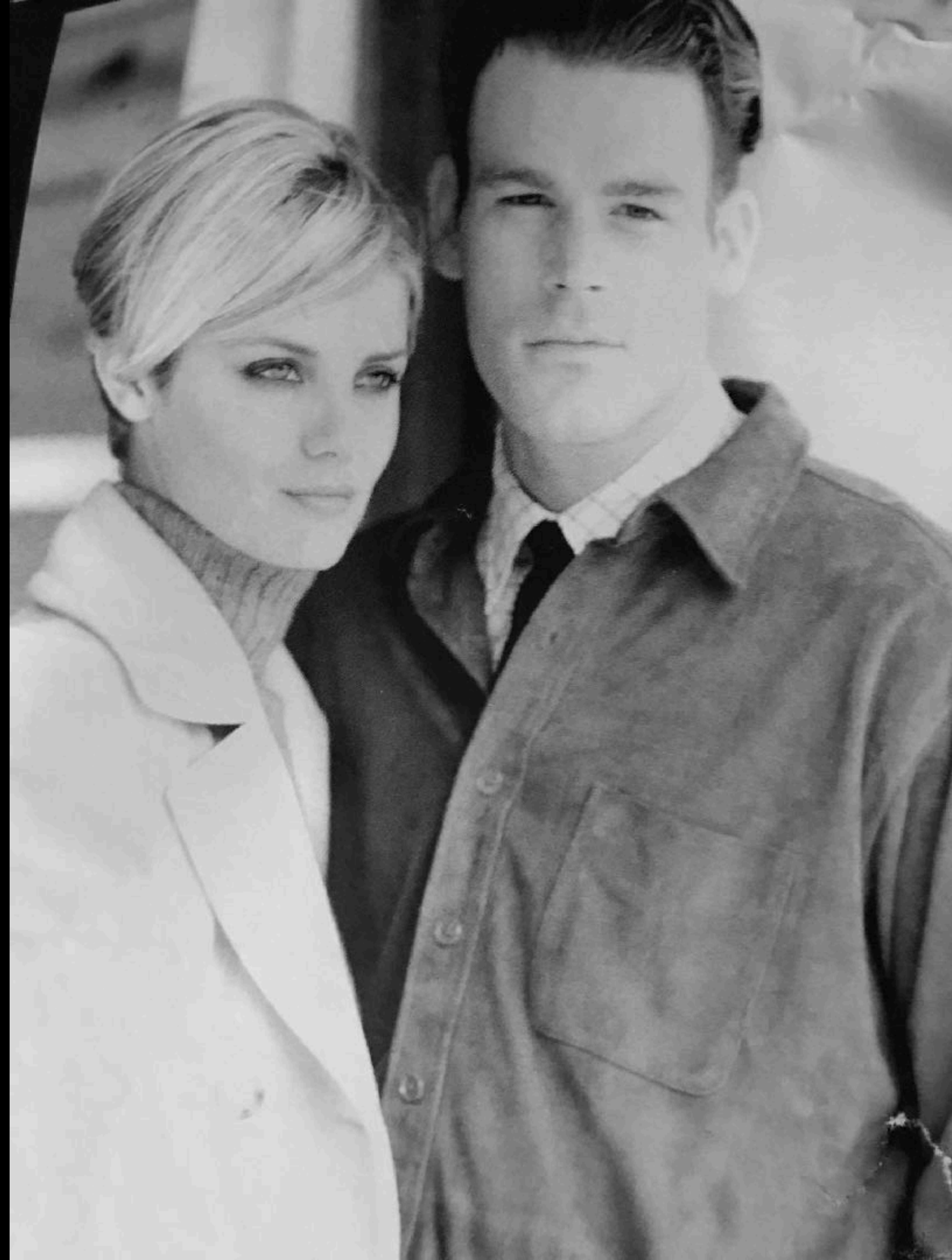




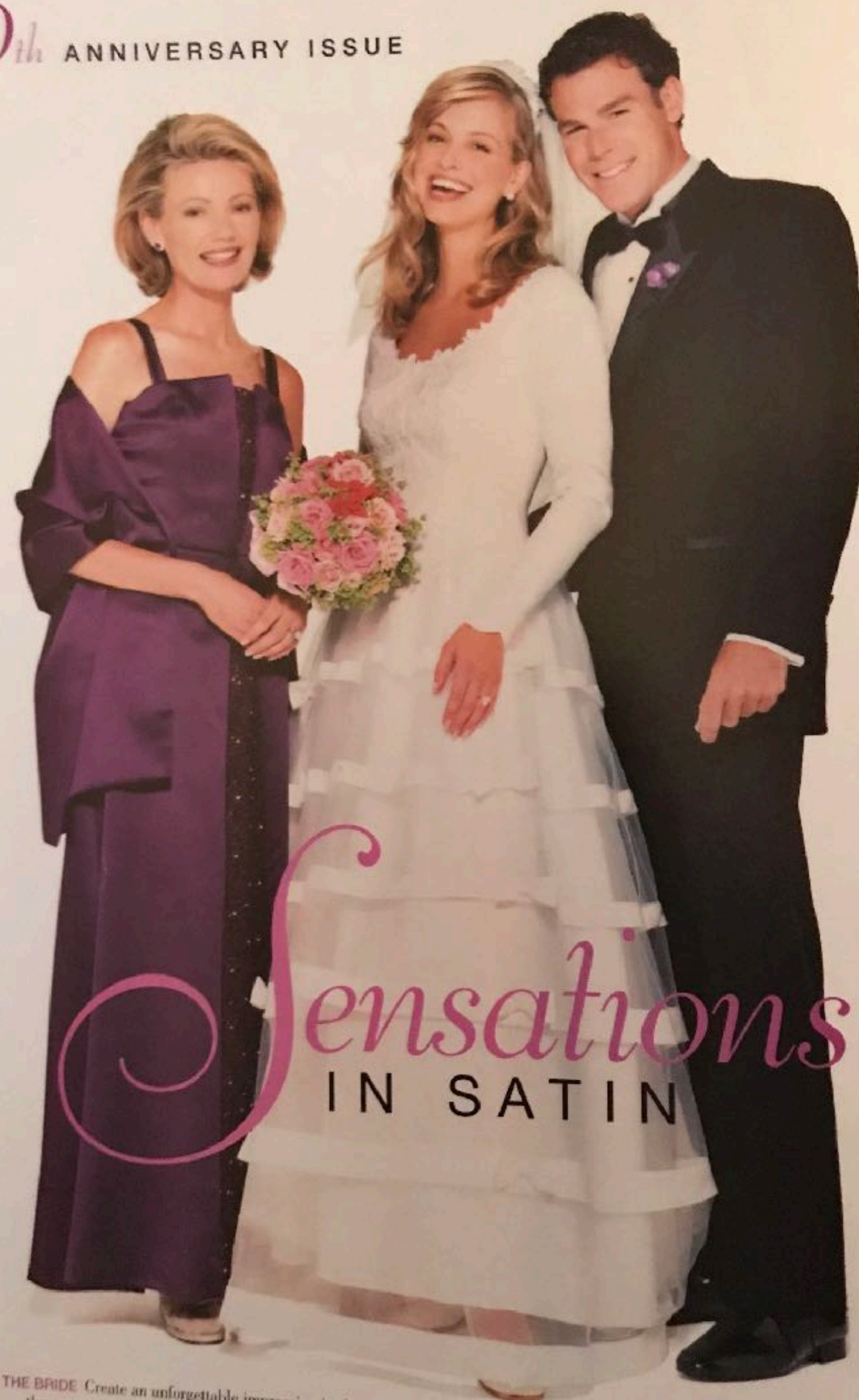


8.let Your Love Grow

When you and your love are picnicking in the country
or camping in the mountains, tending the lawn or tending the barbecue,
Sears has all the right stuff to do it in style.



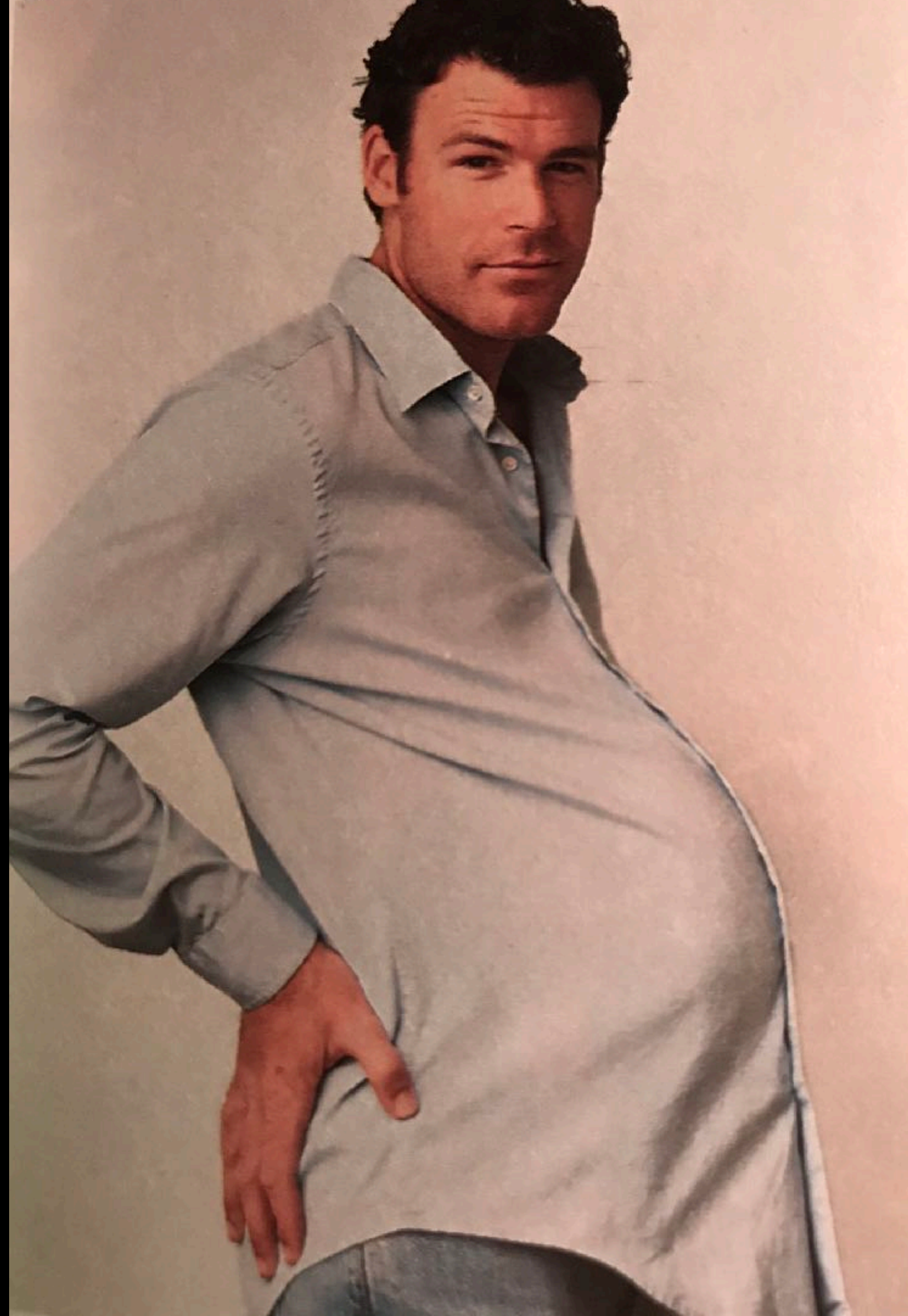
10th ANNIVERSARY ISSUE



Sensations

IN SATIN

ON THE BRIDE Create an unforgettable impression in this spectacular matte-satin creation. Subtle hints of Venise lace grace the bodice, while the basque waist flows into a tulle-over-satin ballgown skirt. In back, a chapel-length train is embellished with delicate bows. \$599; call 281.933.9679.



**I WAS NEVER THAT
CONFIDENT OR SURE OF
MYSELF IN FRONT OF A
CAMERA**

AND IT SHOWED



Just what your legs need.
Elbow room.

Wrangler
relaxed fit
Real. Comfortable. Jeans.

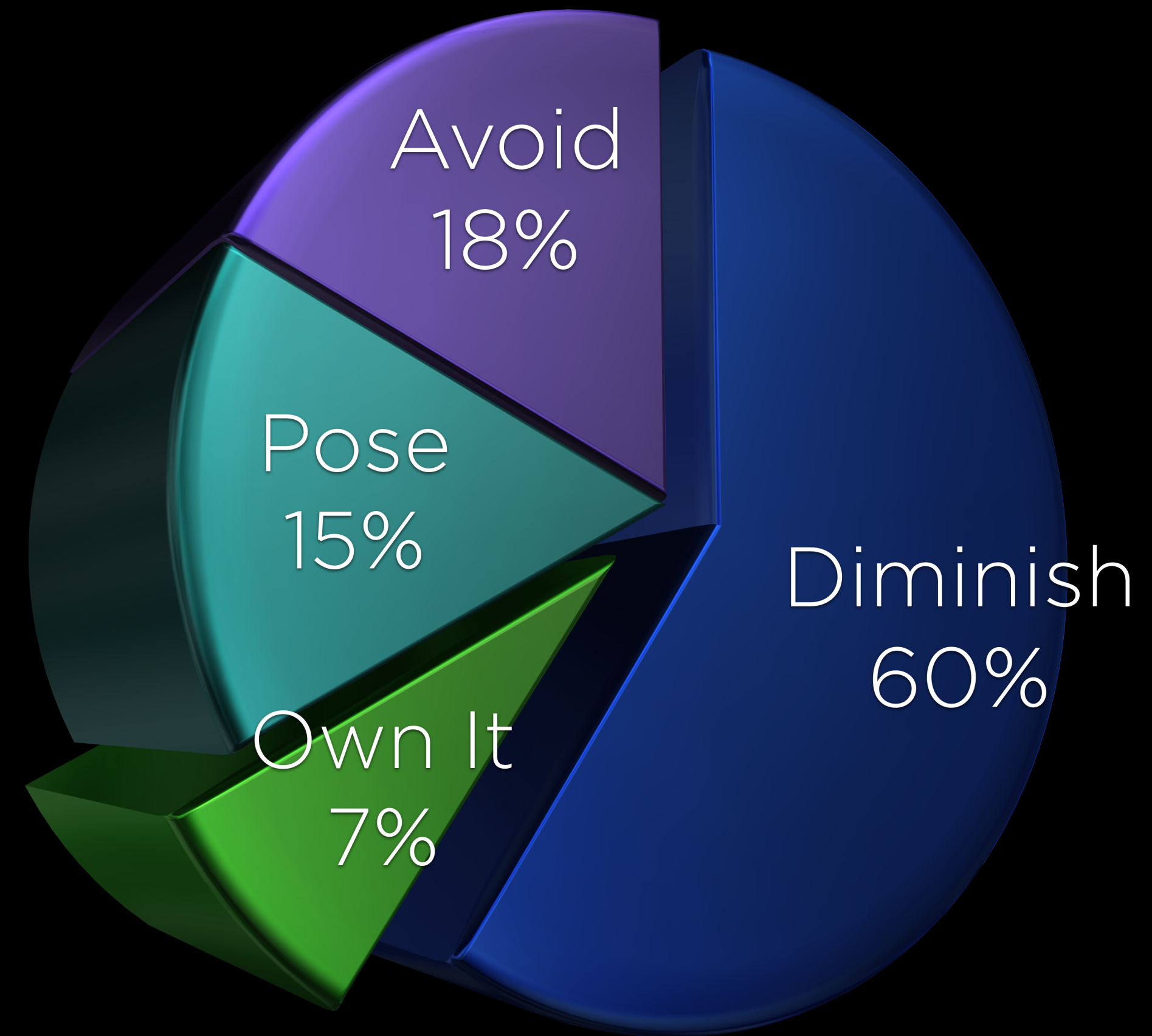
**WE LIVE IN A FAULT BASED
SOCIETY.**

90% THERAPIST

10% PHOTOGRAPHER

**WHEN IN FRONT OF A CAMERA
1 OF 4 THINGS WILL HAPPEN**

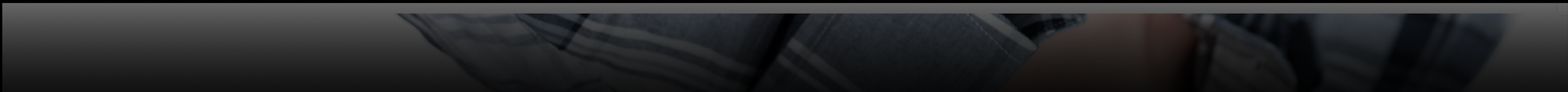
- 1. OWN IT**
- 2. POSE**
- 3. DIMINISH**
- 4. AVOID**



P Picture

A Avoidance

S Syndrome





#1 QUESTION?

**HOW DO YOU GET YOUR
SUBJECT TO RELAX?**



**DEVELOP
YOUR
SHTICK!**



Shtick | **Shtik** | n. Slang

1. a person's special talent, interest, or area of activity.
2. a comic theme or gimmick.

**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

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

SMILE





**YOU KNOW WHAT'S EVEN
WORSE?**

1, 2, 3!

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

**ZERO GAME
PEOPLE!**

**I'M HERE TO GIVE YOU SOME GAME
TODAY**

**THERE'S ONE MOMENT I
WAIT FOR ON EVERY SHOOT
THAT DETERMINES THE
TRAJECTORY OF MY
ACTIONS.**



Miss Universe



PERCEIVED FLAWS









**WHO FEELS LIKE THEY TAKE A ONE
WAY TRIP TO GUMSVILLE WHEN
THEY SMILE?**







RESIDUAL LAUGHTER

**YOU'VE GOT TO
GO INTO AMSAP
MODE!**





























**THIS IS THE
ONLY TIME YOU
DO THAT!!!**







**REST OF THE
TIME I WANT
YOU TO SLOW
DOWN AND GO
INTO SOS MODE**

S

Stop

O

Observe

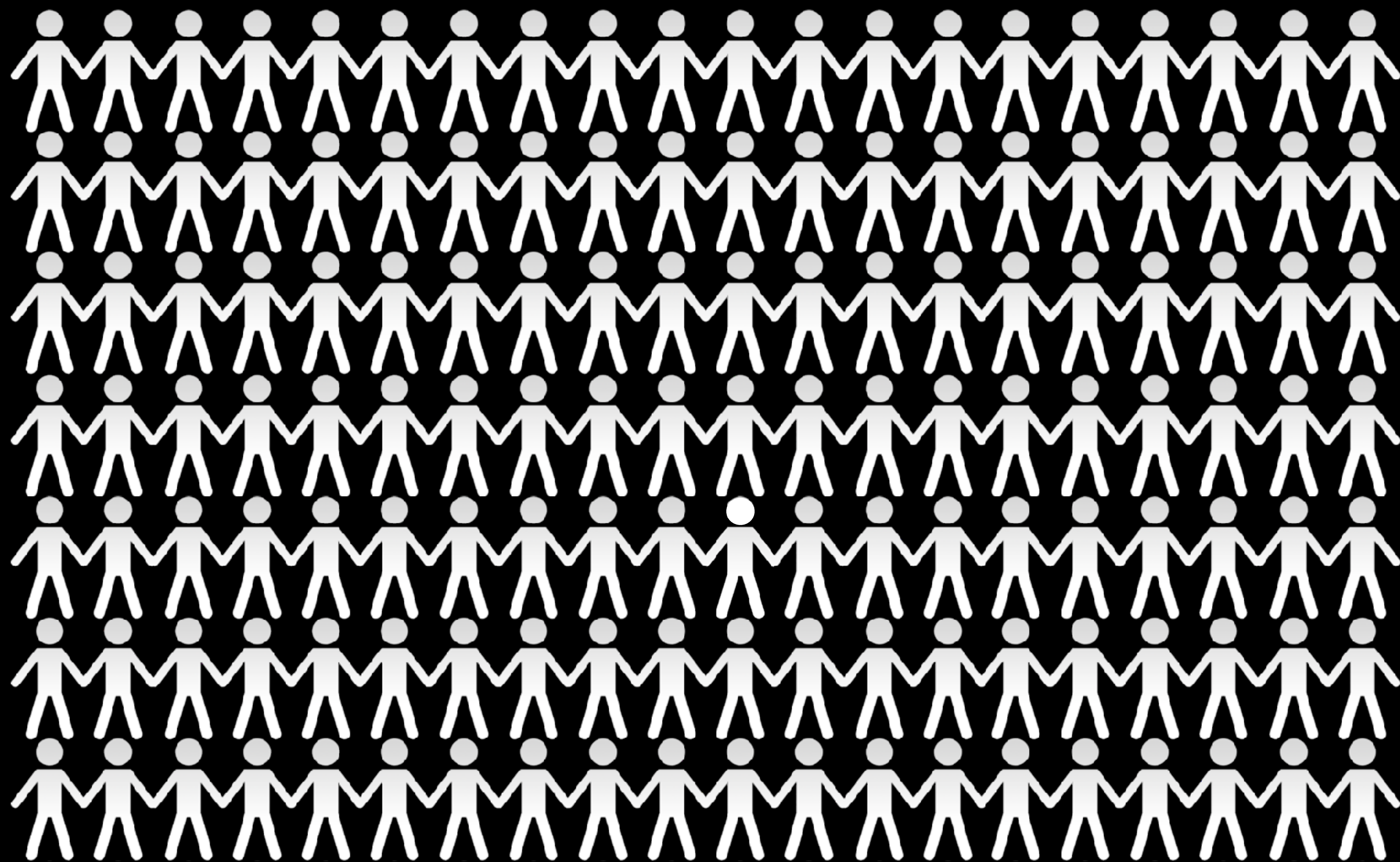
S

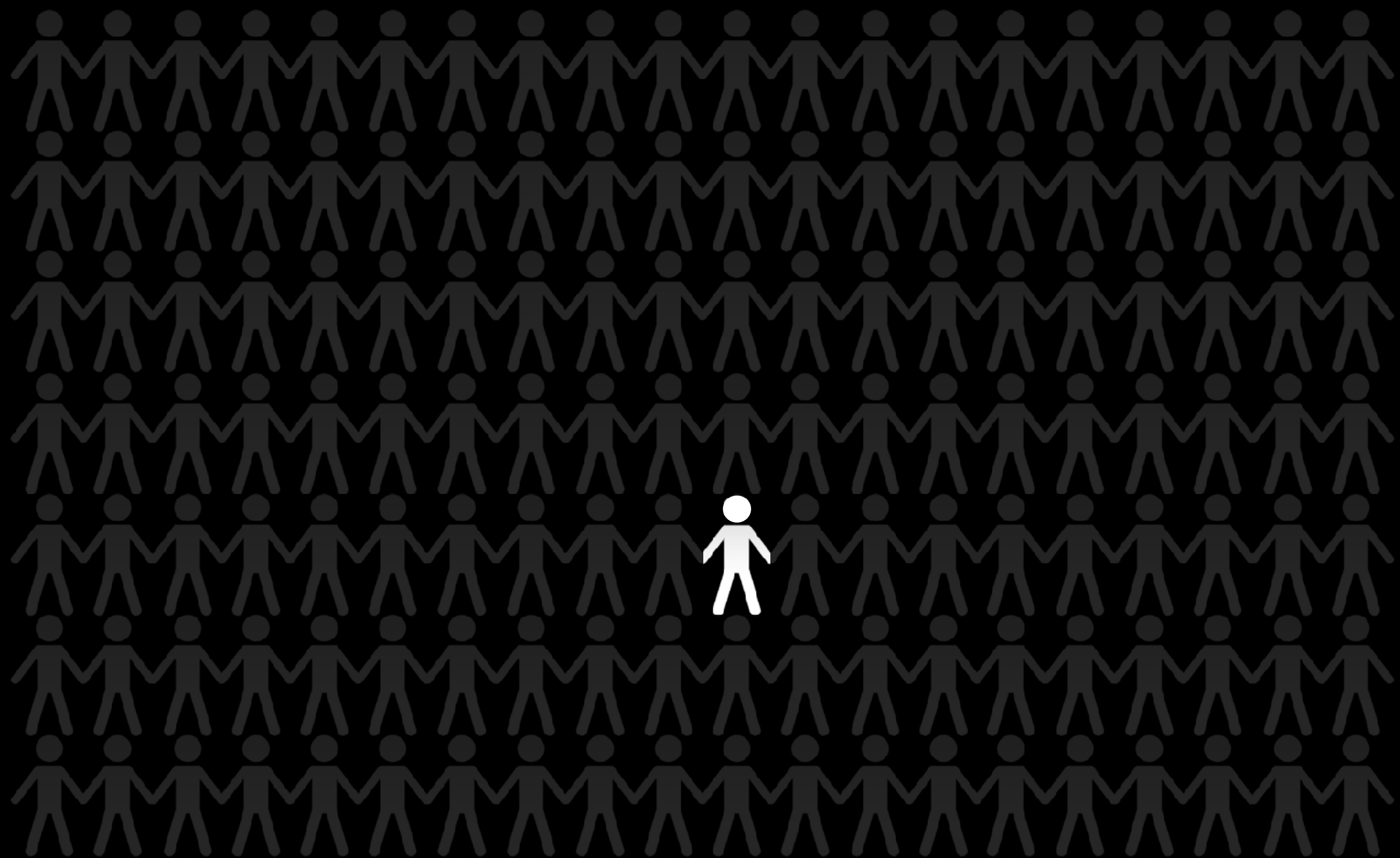
Stretch

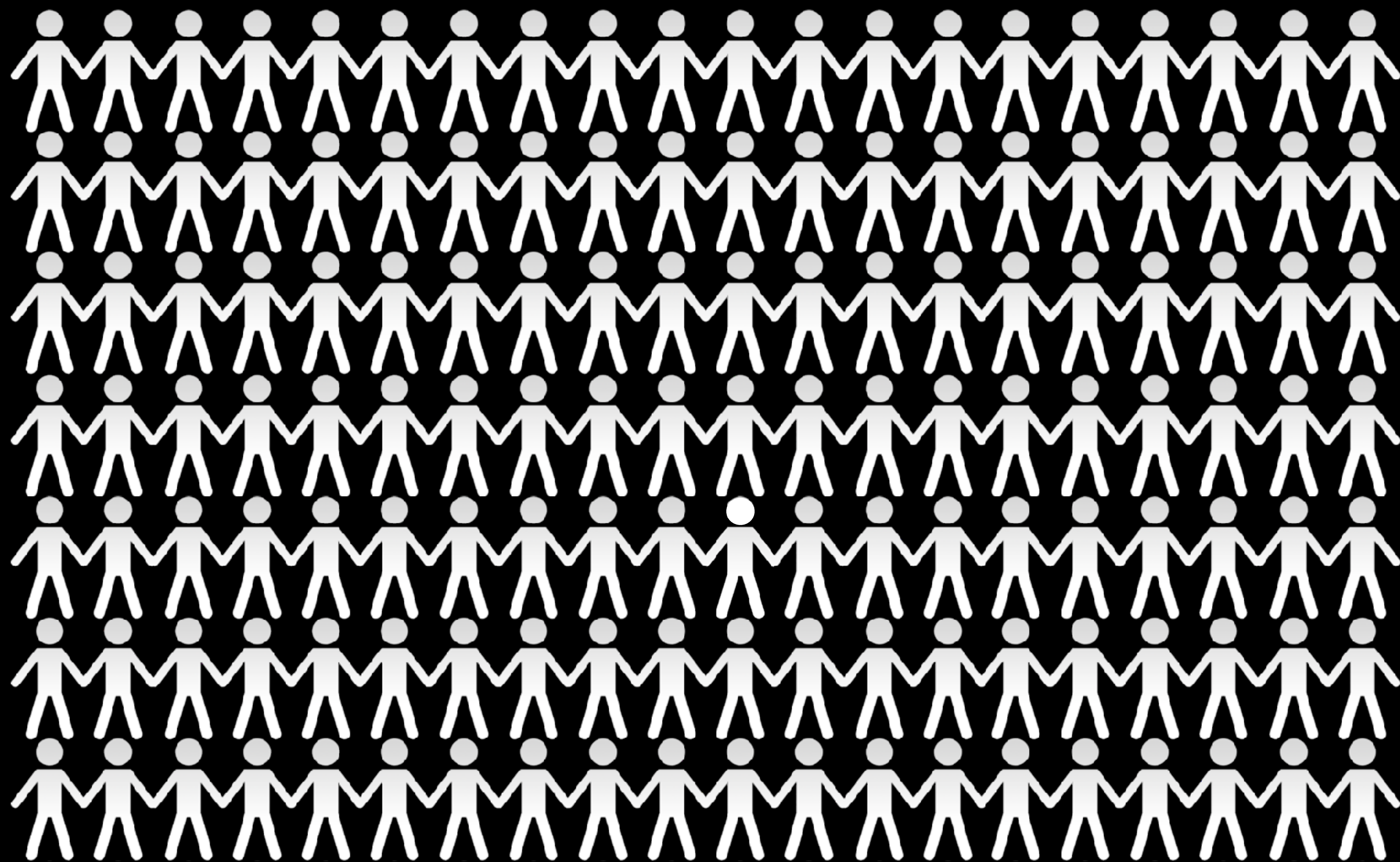
**WITHOUT STOPPING OBSERVING
AND STRETCHING YOU WILL STUNT
GROWTH**

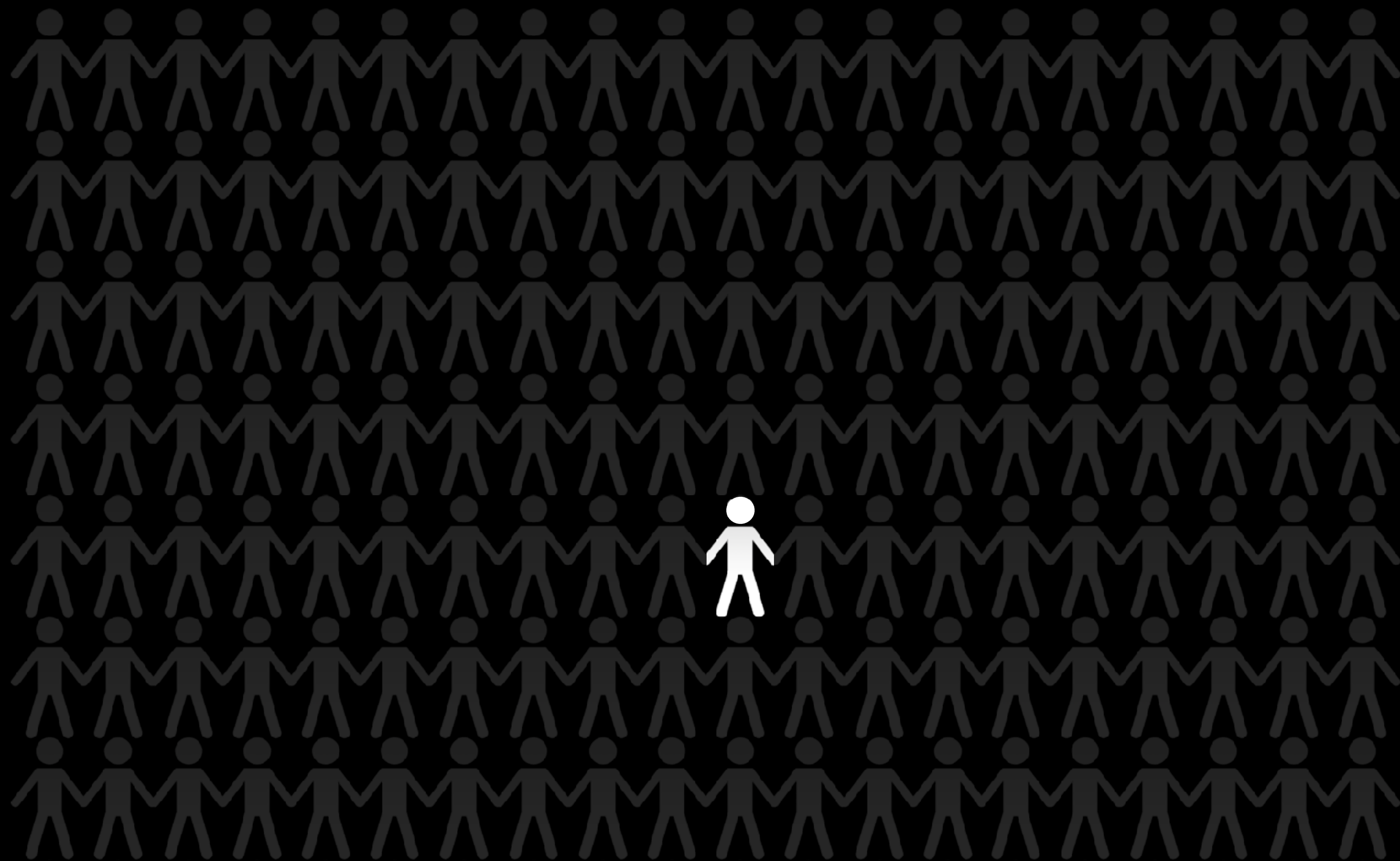
**SHOULDN'T WE BE THE ONES WHO
KNOW HOW TO CONTEND WITH
WHATEVER PERCEIVED FLAWS OUR
CLIENTS THINK THEY HAVE?**

**I DON'T THINK YOU CAME
HERE TO JUST BE AN
AVERAGE PHOTOGRAPHER
DID YOU?**









WHAT'S IT GONNA TAKE?

**I BELIEVE YOU NEED AN
EMOTIONAL CHARGE IN
YOUR WORK.**

**THAT EMOTIONAL CHARGE
CREATES AN ENERGY
EXCHANGE BETWEEN
OURSELVES AND OUR
SUBJECT**

**AND THE RESULT IS
OBVIOUS**

**CONFIDENCE IS
CONTAGIOUS**

**WHEN YOU'VE GOT
IT ALL TOGETHER
THEN YOU ARE
DOING**

JUST 3 THINGS

**I CALL IT A
CPC
MANEUVER**

C

Composition

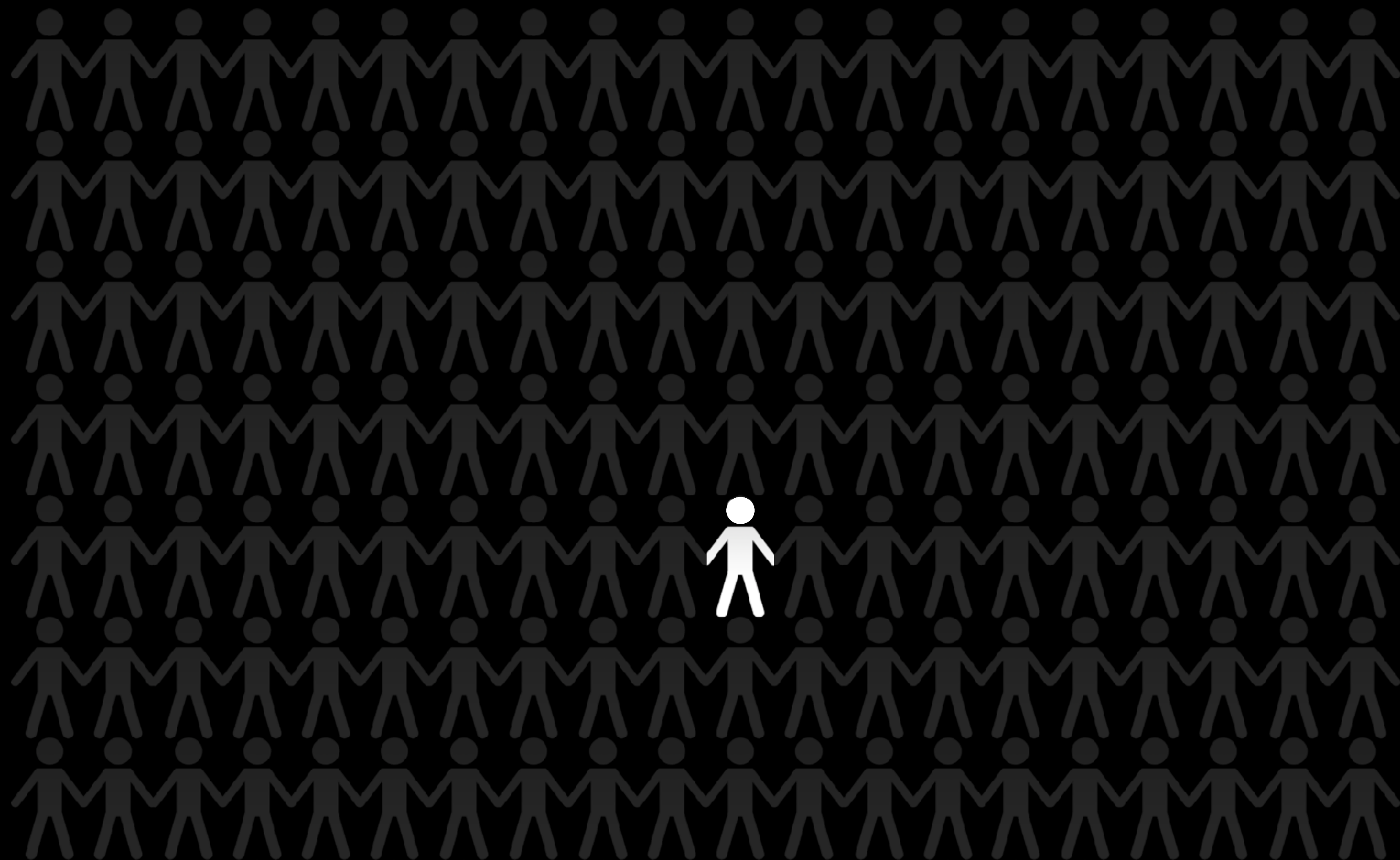
P

**POSITIONING
BODY/FACIAL**

C

CONNECTION

**THIS CREATES IMAGERY
THAT ONLY YOU CAN
PRODUCE AS THE ARTIST
THAT YOU ARE**







COACHABLE OR NOT?




**WITHOUT YOUR COACHING
QUALITY WILL BE HINDERED**

**IT'S GOING TO TAKE LONGER
BECAUSE YOU'VE GOT TO
OVERSHOOT TO COMPENSATE
FOR LACK OF COACHING**

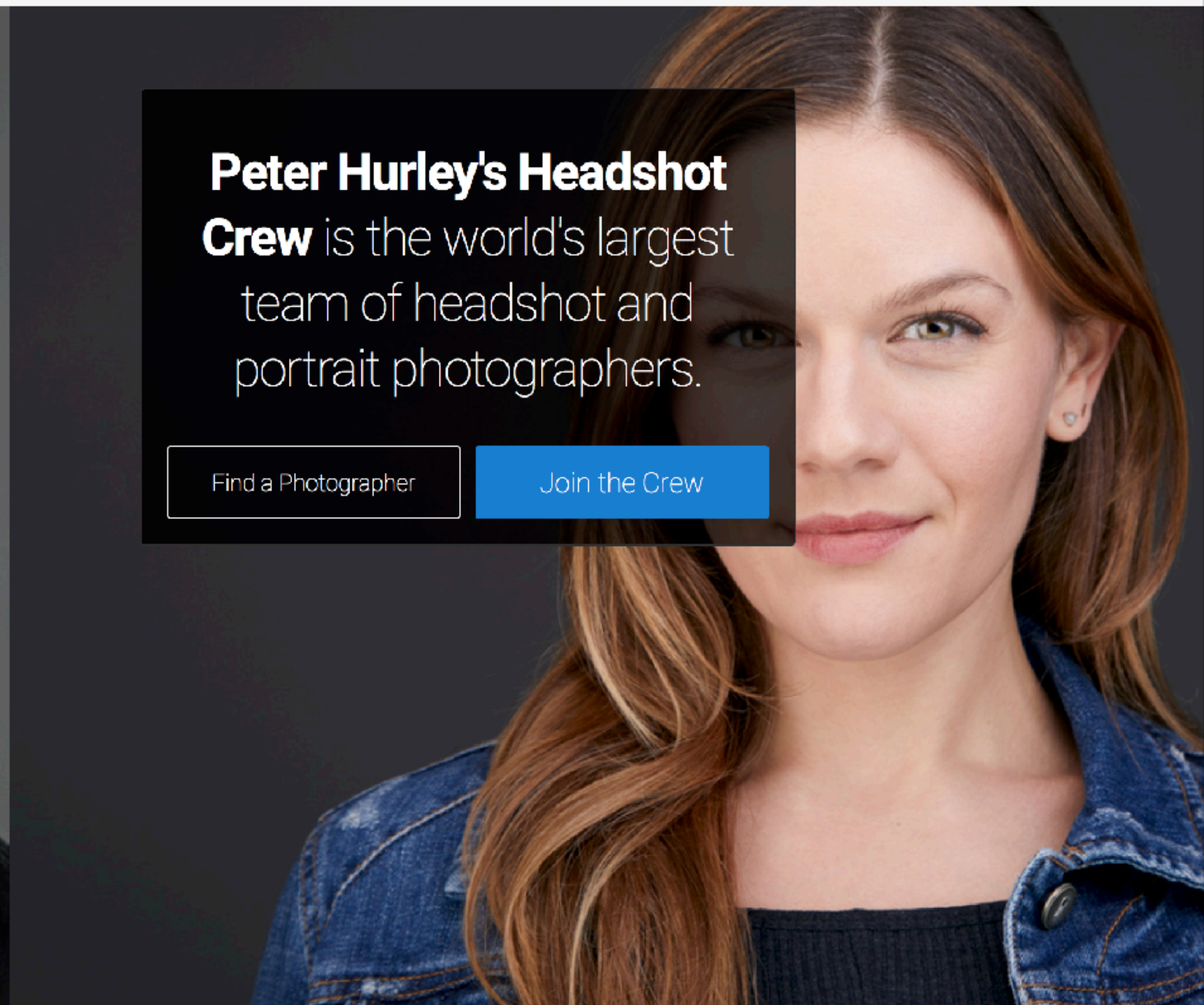
**WHICH MEANS A TON OF YOU
ARE MISSING THE BOAT ON
THIS COACHING THING**

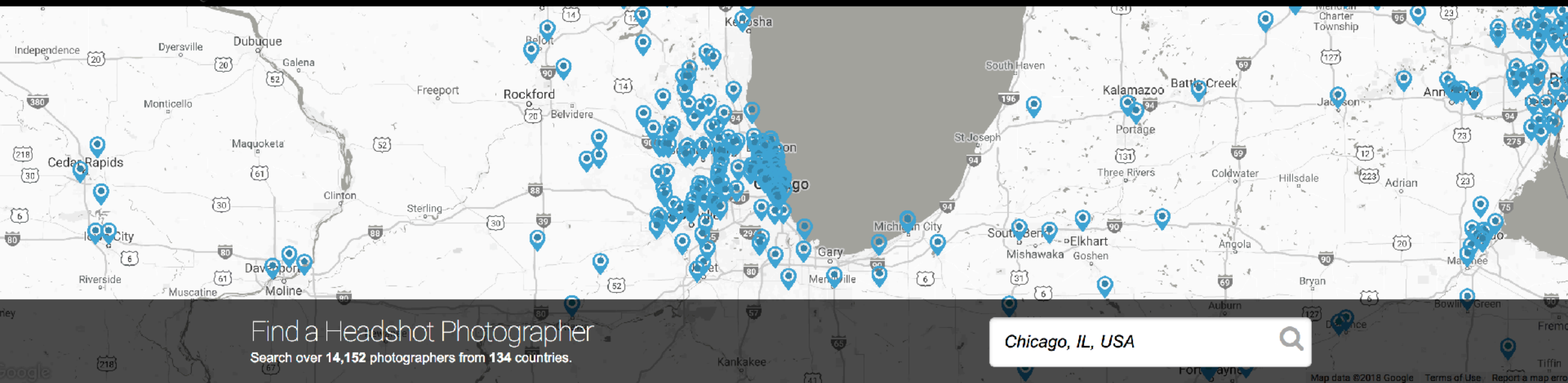
LET'S CHANGE THAT!

 Edit

Eric Campbell
Boca raton, FL

Peter Hurley's Headshot Crew is the world's largest team of headshot and portrait photographers.

[Find a Photographer](#)[Join the Crew](#)



Find a Headshot Photographer
Search over 14,152 photographers from 134 countries.

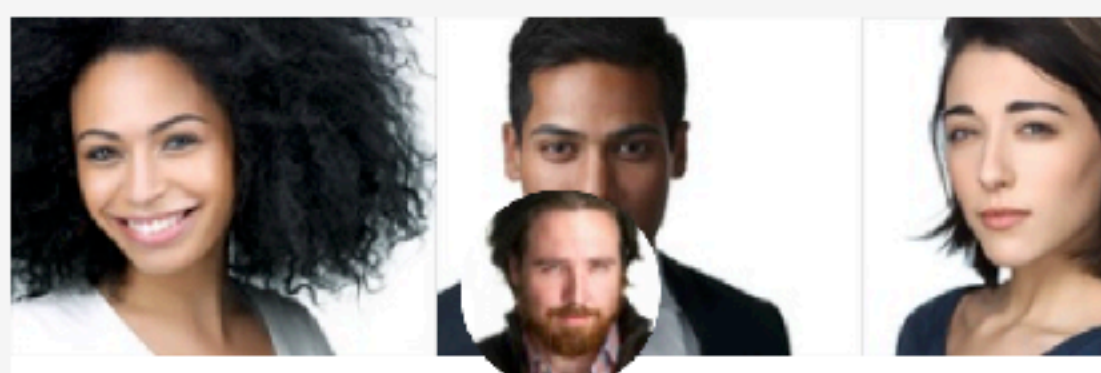
Chicago, IL, USA



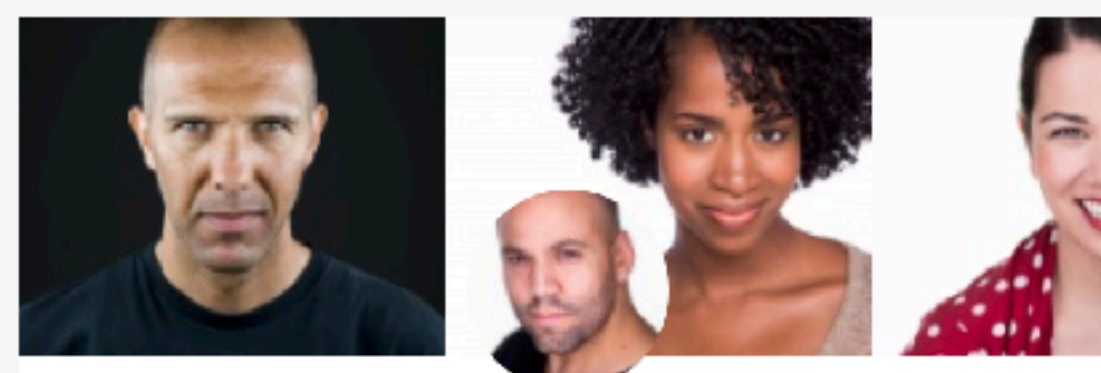
Peter Hurley Photography
New York, NY

Peter is available for regular bookings in his New York City studio. He travels frequently so if you are interested in working with him in another part of the world [contact the studio](#) for rates and availability.

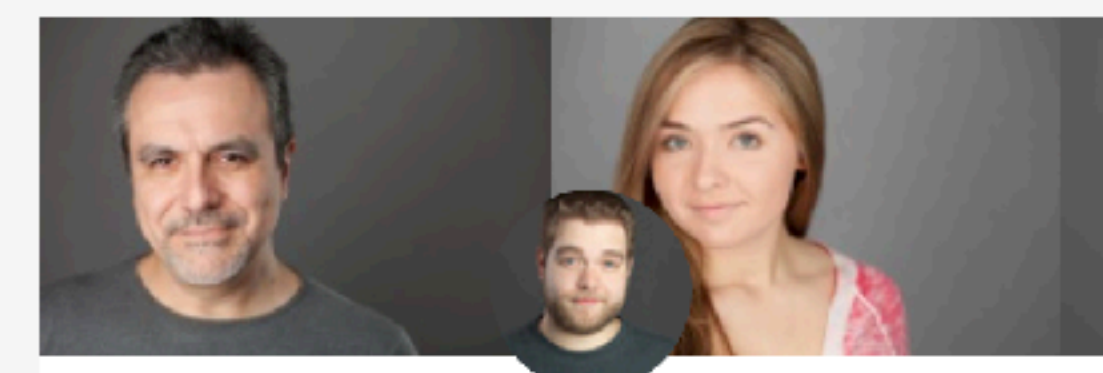
6 Associate Photographers near Chicago, IL, USA



Michael Schacht Photography



Joel Maisonet



Mike Sansone Photography

**HERE ARE SOME
OF MY MAIN
MOVES**

**IT ALL STARTS
WITH THE
JAWLINE**

HTM

HOG TIE

MANUEVER

1. HOOK IN THE TOP OF YOUR HEAD

2. LASSOING A GIRAFFE

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

FINDING THEIR SWEET SPOT

HEAD ON HEADSHOT





**Hold
YOUR
SUB!**









Announcing a new partnership
with Peter Hurley



**Use the code HEADSHOT71
on www.fjwestcott.com for 10% off
all Westcott products**

CANON 5DSR OR 5D MARK IV

- 70-200 F4, 24-105mm F4, 100mm Macro or 85mm 1.4
 - I like a little longer focal length for headshots, the distance between me and my subject is paramount as well as avoiding any distortion.



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

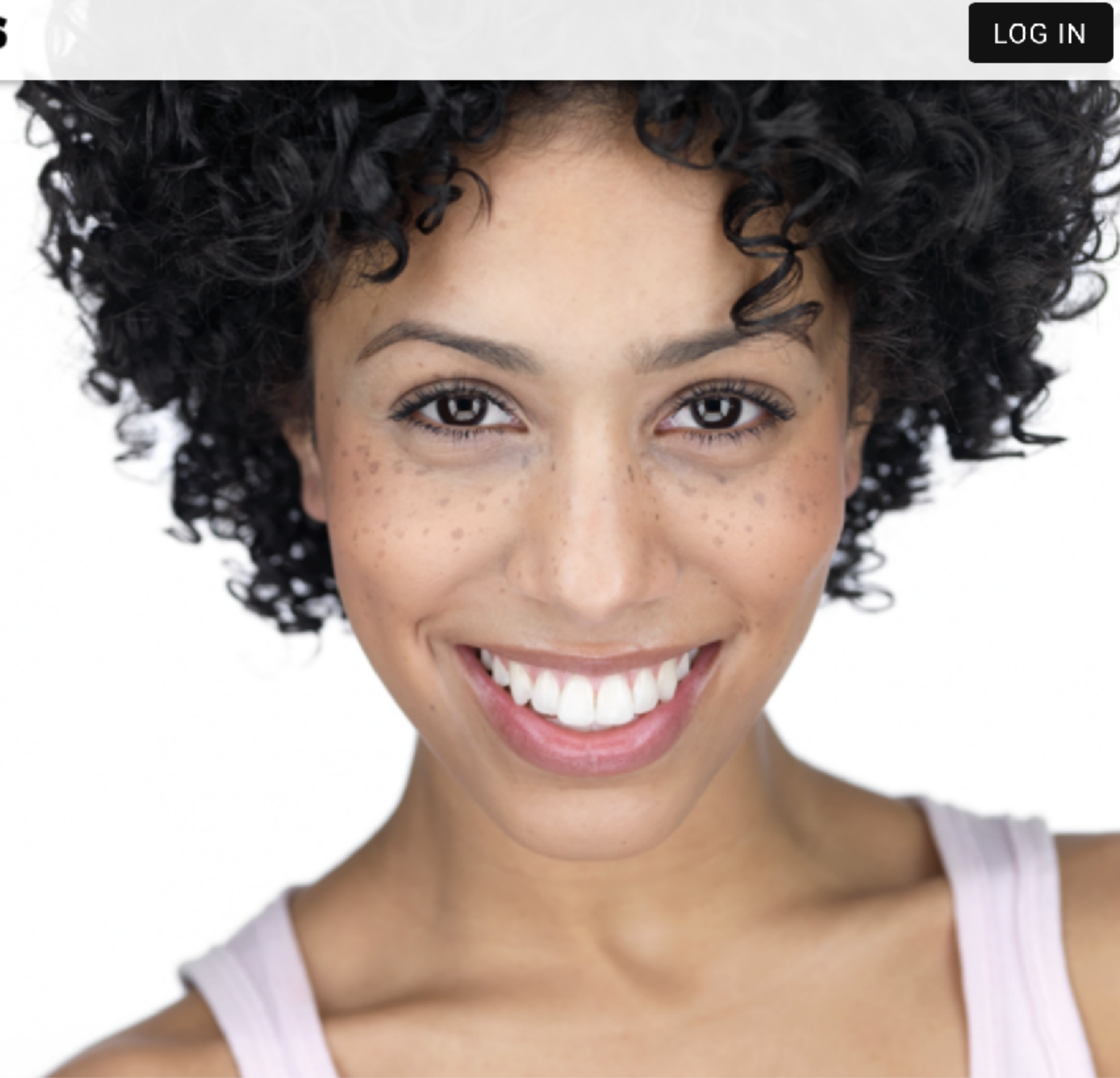
5th: Add Stimuli that elicits a facial reaction(Micro-expression or Hurleyism or anything reactive)

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

7th: Give Feedback!

8th: Repeat!

HURLEYISMS



BE THE FUNNIEST PHOTOGRAPHER ON THE BLOCK

START HURLEYISMS

OVER 1000 HILARIOUS

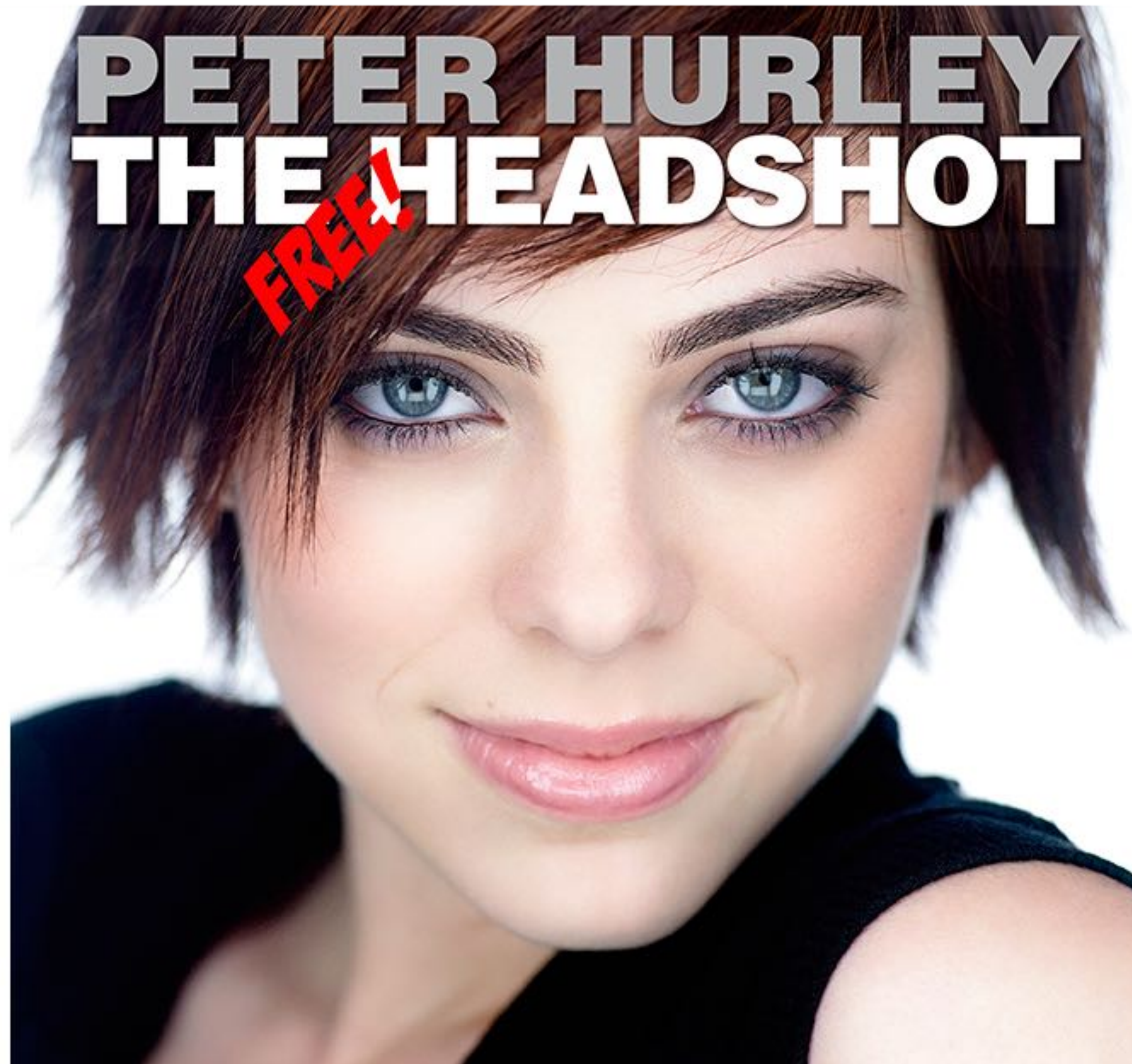
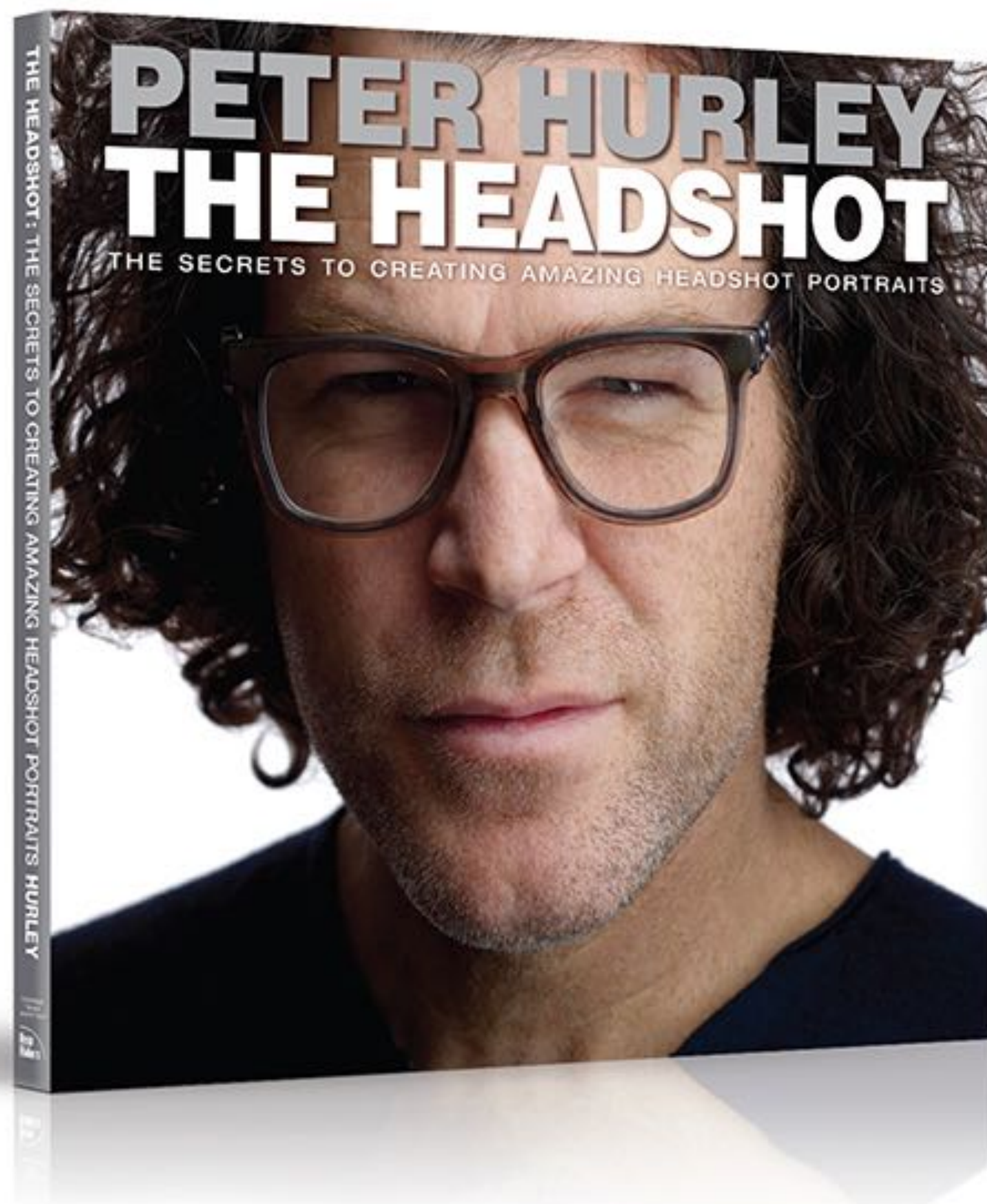
Give me the cold
shoulder. NOW GO
EVEN COLDER.

by Peter Hurley



**WHO LEARNED SOMETHING THIS
AFTERNOON?**

**NOW IT'S TIME TO REALLY INVEST
IN YOURSELF AND YOUR CRAFT**



**Buy my book & you get 90 days of
online training with me!**



HEADSHOT
CREW

www.headshotcrew.com

**30 DAY
FREE
TRIAL!**

headshotcrew.com/workshops

THE HEADSHOT INTENSIVE

March 17-18 Los Angeles

April 7-8 Prague

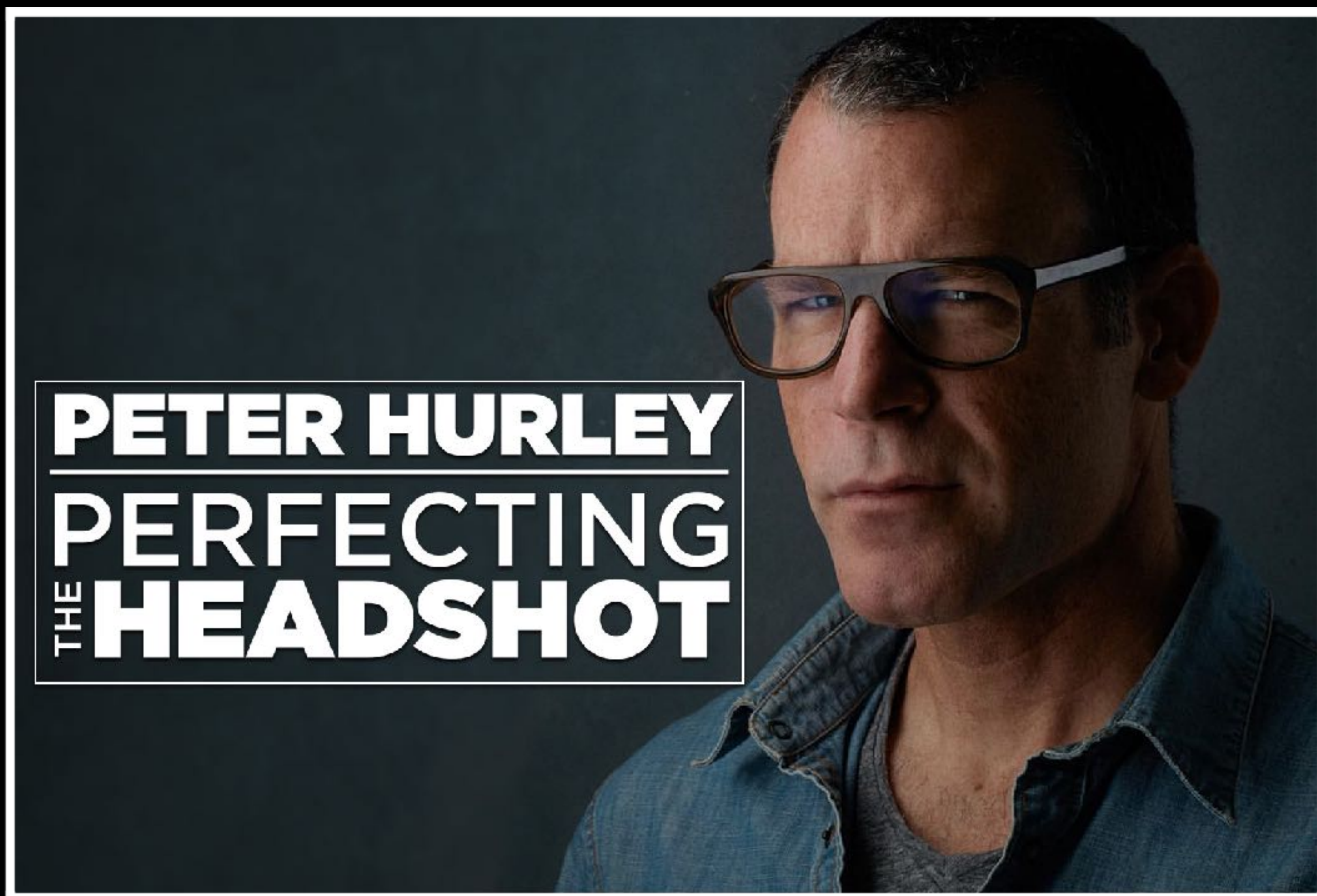
April 14-15 New York

April 21-22 Charleston

May 19-20 New York

June 23-24 Houston

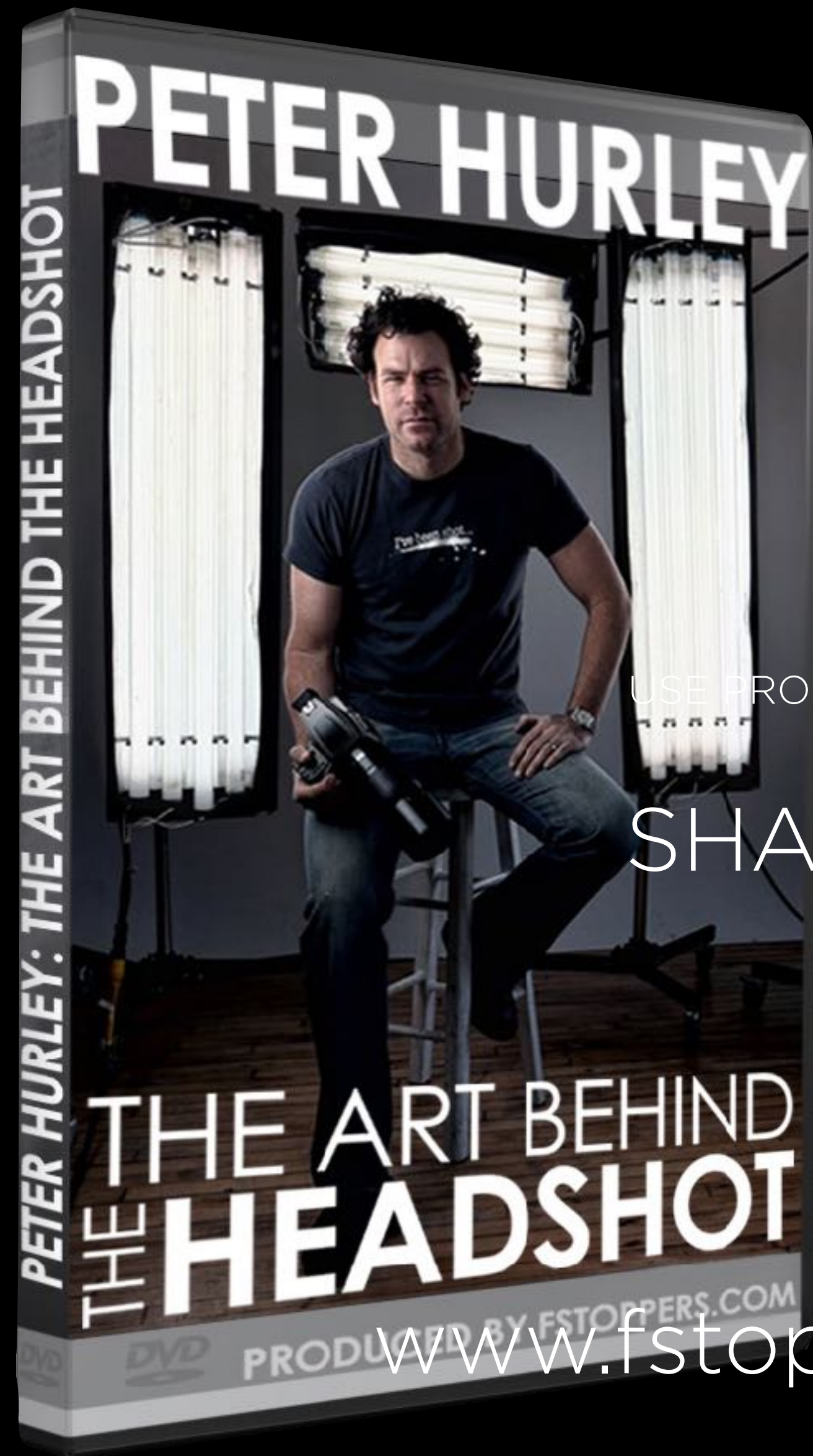
Sept 1-2 Dublin



USE PROMO:

Peter50

www.fstoppers.com/store



USE PROMO:

SHABANG100

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USE PROMO:

SHABANG100

www.peterhurley.com/dvd



HEADSHOT MANIA

**THE
RICOCHET
EFFECT**

***"I may be shooting their head,
but I'm aiming for their heart."***

Peter Hurley

I've come up with this way for me to
spell it out for myself:

***“My purpose is to touch
anyone in front of my camera in
a way that captures a human
expression that’s authentic,
reactive and based on trust.”***

H

Human

E

Expression

A

Authentic

R

Reactive

T

Trust



***“The effect you have on others is the
most valuable currency there is.”***

Jim Carrey

***“As photographers we have the ability to
change someone’s perception of
themselves with one click of the shutter.”***

Peter Hurley

70/30 RULE

***“Professionals are at their best
regardless.”***

Bill Lowe



**STAND UP IF ONE OF
YOUR IMAGES HAS
BROUGHT A CLIENT TO
TEARS.**



Canon
SEE IMPOSSIBLE

