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P h o t o g r a p h y



7 Ways to Look More Confident in Photos

(Even If You Hate the Camera)



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A quick-start guide for Tulsa Branding Day at WOMPA

Designed to help you look credible, relaxed, and camera-ready in 15 minutes.





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LEAD PHOTOGRAPHER

BIG IDEA: People don't buy headshots. They buy confidence, credibility, and the opportunities a great image unlocks.

These tips are inspired by widely used professional headshot principles (like confident eyes, a clean jawline, and posture). Adapt them to your face, your style, and your brand.

1. Squinch (Confident Eyes)

Gently narrow the lower eyelids so your eyes look engaged and intentional – not wide and surprised. Think: focus your gaze as if you're listening to someone you respect. It reads as confidence without forcing a smile.

2. Chin Forward & Slightly Down

Project your forehead slightly toward the lens and bring the chin down a touch. This elongates the neck, sharpens the jawline, and avoids the 'camera-lean-back' look that flattens features. It feels odd; it photographs great.



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Your Look & Your Story Matter





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Consider your headshot as a visual component of your personal brand. A well-composed image reflects your personality, industry, and the values you uphold

3) Jawline Separation

Create a small gap between your jaw and neck by 'lifting out' from the crown and lengthening the back of the neck. A distinct jawline signals health, strength, and clarity in photos.

4) Asymmetric Stance = Dynamic Presence

Turn your body 10–30° off camera, shift weight to your back foot, and keep your shoulders relaxed. Micro-tilt the head (subtle!) toward your lead shoulder. Asymmetry creates energy and makes it feel less stiff.

5) Eyes to the Light (Catchlights)

Angle yourself so the key light creates bright, clean catchlights in your eyes. If there's a window or softbox, imagine your gaze moving just beside it. Lively eyes = instant authority.

6) Micro-Expressions Over Mega-Smiles

Rather than holding a big grin, breathe out and think a positive thought ('you've got this') to lift the cheeks slightly. A hint of a smile, combined with confident eyes, conveys a natural, trustworthy, and professional image.

7) Posture From the Sternum

Lead with the sternum, not the shoulders. Imagine a string pulling up from the crown of your head and forward from your breastbone. This opens the chest, improves breathing, and conveys a sense of openness, capability, and control.

PRO TIP: Ask for tiny adjustments between frames. A 1-inch chin shift or a 5° head tilt can transform the shot.





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Preparation Makes All The Difference

Wear (and Why It Works)

- Solid, tailored layers. (Structure photographs as confidence)
- Blazers, jackets, or well-fitted knits add shape.
- Necklines that frame your face.
- Avoid overly wide or low cuts that shorten the neck or pull focus
- Minimal patterns. Let your expression carry the image; subtle textures are okay, loud prints compete
- Bring a quick-change (A second jacket or top gives variety without time lost)
- Polish, don't distract (Simple jewelry, groomed hair, non-glare glasses if possible)

Grooming & Prep

- Hydrate and sleep – skin and eyes tell the story.
- If shaving, do so several hours before to avoid irritation.
- Matte powder or blotting papers reduce shine for all genders.
- Bring hair forward off the shoulders to define the jawline.
- Lip balm + light moisturizer prevent dryness without extra sheen.

On-Set Confidence Checklist (Use This in the Studio)

- Feet angled 10–30°; weight on back foot
- Sternum forward, shoulders relaxed
- Chin forward & slightly down
- Squinch: confident lower-lid engagement
- Eyes toward the key light (find the catchlights)
- Exhale → micro-expression (think a positive cue)
- Tiny head tilt; test both sides
- Reset posture between takes (avoid stiffness)



1) Arrive 5–10 minutes early to settle in. Bring two tops or a jacket. **2)** Quick lighting test; we'll map your best side fast. **3)** Guided posing with micro-adjustments for jawline, eyes, and posture. **4)** Review selections; choose your favorites. Five retouched images are included. If

You're Nervous (Totally Normal)

Nerves are energy without a job. Give them one: a slow exhale before each click, a thought that makes you proud, and a tiny squinch. Confidence photographs. We'll coach you there.

Ready to look like the leader you are?

Book your **\$75 Branding Day session at WOMPA**. 15 minutes. High-impact. Real results.

Questions or team bookings: hello@ezekiele.com

Your 15-Minute Plan (Branding Day at WOMPA)





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