

MAXIMISING FIRST IMPRESSIONS • BY NICK GREGAN

Actors Headshot *Scorecard.*

Your headshot is the first impression a casting director ever gets. Find out - in three minutes - whether yours is helping you, or holding you back.

WHY THIS MATTERS

Are your headshots helping – or *holding you back*?

Your headshot is often the first impression a casting director has of you. In many cases, it alone decides whether you get shortlisted, get called in, or get overlooked.

But most actors don't actually know how effective their headshots really are. This simple scorecard helps you assess:

- ✓ • How clearly your headshots communicate your casting type
- ✓ • Whether your expression feels authentic or posed
- ✓ • Whether your image stands out – or blends in

THE SCORECARD

Rate each statement from 1 to 5.

Not true 1 2 3 4 5 Completely

SCORE YOURSELF

The ten statements

Mark one box per line. Be honest — the gaps are where the opportunity is.

- 1 My headshot clearly communicates the types of roles I'm most likely to be cast in. ☐ ☐ ☐ ☐ ☐
- 2 When people see my headshot, they immediately get a sense of my personality or character. ☐ ☐ ☐ ☐ ☐
- 3 My expression feels natural and authentic rather than posed. ☐ ☐ ☐ ☐ ☐
- 4 My wardrobe supports my casting type without distracting from my face. ☐ ☐ ☐ ☐ ☐
- 5 My headshot looks professional and well-lit. ☐ ☐ ☐ ☐ ☐
- 6 The image captures my energy and presence — not just my appearance. ☐ ☐ ☐ ☐ ☐
- 7 I feel confident that my headshot looks like me on a good day. ☐ ☐ ☐ ☐ ☐
- 8 My headshot would stand out from the crowd. ☐ ☐ ☐ ☐ ☐
- 9 I understand exactly why I chose my current headshot and what it communicates. ☐ ☐ ☐ ☐ ☐
- 10 I believe my headshot would help me get into the audition room. ☐ ☐ ☐ ☐ ☐

YOUR TOTAL

Add up your score out of 50

____ / 50

READ YOUR RESULT

What your score says

●
40–50
/ 50

Strong headshots

Your headshots are likely working well for you. With some refinement, they could become even more powerful.

●
25–39
/ 50

Some potential weaknesses

Your headshots may be doing some things well, but there are likely areas where they aren't communicating clearly. This is where many actors start to feel stuck.

●
10–24
/ 50

They may be holding you back

Your images may not be clearly representing your casting potential. The good news: this can be improved quickly with the right approach.

THE GOOD NEWS

Great headshots aren't about being naturally photogenic.

They're about clarity, authenticity, and understanding how to perform in front of the camera – and these are all things you can learn.

CLARITY

AUTHENTICITY

CAMERA PRESENCE

WHERE TO START

Your next steps

If your score showed areas for improvement, here's where to begin.

01 Quick wins

Start with The Headshot Bible for simple, practical tips you can act on straight away.

02 Clarity AVAILABLE SOON

Use the UK Actor Type Framework to understand exactly where you sit in the market.

03 Complete system AVAILABLE SOON

Take The Awesome Headshots Blueprint to learn how to create strong, castable headshots from the ground up.

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Great headshots don't happen by chance. They happen when you bring clarity, presence, and authenticity into the frame – so your image sends exactly the message you want.



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