

Headshot Guidelines



What “good” looks like

- **Simple background:** plain wall, soft blur, or a tidy office (no clutter, no logos behind you).
- **Lighting:** face evenly lit (window light works great). Avoid harsh overhead shadows.
- **Framing:** head + shoulders, centered, eyes near the top third, little empty space.
- **Wardrobe:** match your clients' expectations (business casual or professional). Solid colors photograph best.
- **Expression:** natural smile or confident neutral—look approachable.

Image specs (so it displays perfectly)

Recommended shape	Square (1:1) - works best with the circular crop on the Gift Page
Minimum size	800×800 px (bigger is fine)
File type	JPG or PNG
File size	Under 1 MB (ideal: 200-600 KB)
Naming	firstname-lastname-headshot.jpg (optional, but tidy)

Quick DIY photo setup (smartphone is totally fine)

- **Expression:** natural smile or confident neutral—look approachable.
- Stand facing a window or bright lamp; keep the light source in front of you.
- Hold the camera at eye level (not below). Use the rear camera if possible.
- Enable Portrait mode if it looks natural (skip it if the edges look weird).
- Take 10-15 shots, vary your smile slightly, and pick the most “you” one.
- Crop to a square and leave a little breathing room around your head.

Share it as a clean, public image URL

On your Mission Control page you'll paste a **direct image link** (https) so your headshot loads instantly on the Gift Page.

- **Best option:** your website (e.g., <https://yourdomain.com/images/headshot.jpg>).
- **Easy option:** upload to GoHighLevel Media Library (or any public CDN) and copy the file URL.
- **Google Drive:** sharing must be set to "Anyone with the link." Convert the file ID into a direct-view URL: https://drive.google.com/uc?export=view&id=FILE_ID
- **Test it:** paste the URL into a private/incognito browser tab. You should see ONLY the image (no login prompts).

Pro tip: If your headshot looks "soft" after uploading, export it again as JPG at ~85% quality, 1000x1000 px. Crisp, fast-loading images convert better.