

John Cassidy is The Headshot Guy®

John believes there's a great headshot in everyone - No matter how photogenic you think you are. His goal is camera invisibility. Yet so many people lose the ability to express themselves the moment they step in front of a camera and end up looking lost and vacant.

John's work is 90% people. Using a combination of coaching, direction and fun (and his natural ability to connect with people), he allows your inner confidence to shine through and captures it on camera.

John started his photographic career in the Royal Air Force where one of the highlights was to officially photograph HRH Queen Elizabeth II. And as he didn't end up in the Tower of London, he must have done a pretty good job. He then freelanced for The Times where he was commissioned to photograph world class sports stars such as David Beckham, Andy Murray and Jonny Wilkinson.

Now John focuses his lens on professionals from the world of business. Allowing them to create a visual marketing tool that inspires confidence, reflects success and attracts opportunities. He also speaks professionally about the secret to looking photogenic on camera.

John's mission is to *Light People Up* and capture their inner confidence.



**the
headshot
guy®**

lighting people up!

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