



## **Preparing for your newborn shoot**

**Hello,**

Congratulations on your pregnancy! I really hope that everything goes well for you in the run up to your birth and I can't wait to see you on the other side for your newborn shoot. Here's a bit of background to me and my approach and some tips to help you prepare. Please call me at any time if you have any questions or concerns on 07875 481904.

**My photographic style**

My style (called *Lifestyle*), is natural and relaxed. It sits somewhere between posed studio and documentary, and takes place in your home. I will give you a full gallery that tells a story of you as a new family, rather than a couple of highly posed photographs. While I will edit my images to increase their artistic quality I believe that imperfections are beautiful and so I will not make changes to skin, hair etc. You can see examples in my [portfolio](#).

**My motivation**

The first two weeks of my baby's life were an exhausting, emotional love-filled bubble – the most precious time that I now can't quite remember clearly. My focus is on faithfully capturing you as a family during this time so that you have a stunning record to keep those memories vivid in the years to come.

**How I will work with you**

To achieve that I will work through a shot list that artfully captures the interactions between each of you. The little details of a newborn's skin, hair and expressions that are unique to your baby. I won't use flash or props, but I will provide some posing direction to help you feel comfortable, relaxed and to make sure that we capture a full range of portraits. If you have older children I will get some individual portraits of them as well. I will also capture completely natural, magical in between moments as I see them happening.

I don't put a time limit on my newborn shoots, and fully expect to take breaks for feeding, changing or calming a fussy baby. However in my experience the total shoot is unlikely to last longer than two hours. In that time I should have all that I need and you and the baby and any siblings will probably have had enough by then.

My clients frequently comment on my ability to create a relaxed, calm and fun atmosphere. They find that my photos help show them how beautiful they are as a new family.

**What you will get at the end**

My package includes a full password protected online gallery of at least 40 hand edited images for you to download, print and keep. You can revisit your pictures time after time, make a photo book or change up your framed pictures every few years without paying extra for the rights to each digital file. I'm a big believer in printing your photographs and so to get you started my package includes six 5x7 mounted prints or your choice. Your online gallery will be available two weeks after your shoot.

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## **Tips to help you prepare**

### What you need to have to hand

- A neutral, light-coloured duvet cover or sheet for the bed.
- A soft blanket or swaddle to wrap the baby in.
- A change of clothes for you and the baby if your baby is prone to spitting up.
- Anything you would like to include in the photos for sentimental reasons – for example a special cuddly toy for the baby.
- A couple of favourite toys or stories for pictures with any older siblings.

### Clothing

- Lighter colours for you and the baby will help keep a light and airy feel to your pictures and work well in both black and white and colour.
- Avoid too much pattern or logos as they can easily date your photos and make them look a little busy. That said, the most important thing is to make sure that you are comfortable, confident and relaxed, so if you have a favourite dress with patterns on it then we can absolutely work with that.

### Home

- Please make your bed and try and keep the sofa or an armchair clear.
- Please do not worry about tidying up the whole house – it's the last thing you have time for. My style is to make the people fill much of the frame, and if there is a stray pack of nappies in the background of a shot it's my job to spot it and move it.

## **Some small print**

### Health and rescheduling

- The health of you and your baby are the priority. If you are in hospital longer than you expect, or if you are unwell we will reschedule within a month from the booked date. Please try to let me know by text 24 hours before the booked date. My number is 07875 481904.
- I do not want to bring germs into your home. If I am unwell I will give you 48 hours notice and reschedule within two weeks at a time most convenient for you.

### Image usage

- Your pictures are yours to print and share. However I retain copyright of all of my images. That means that you cannot enter them into competitions in your name or use them for commercial gain.
- I may want to use some images from your shoot in the portfolio section of my website or on printed leaflets and promotional materials. Please let me know if you have any serious concerns about this.
- I may wish to use some images from your shoot on my social media channels. I appreciate that you may wish to keep your children off social media so I will ask your permission in advance of sharing anything and will respect your wishes.

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