

FAMILIES

by Heather Fowler Photography

your guide to a
stress free
photo session

what to wear
& more





welcome

Family photos are an amazing way to celebrate what makes your family so unique and capture happy memories. But for some parents, the thought of taking family photos can sound more stressful than enjoyable.

Luckily, it doesn't have to be that way! With a skilled, experienced family photographer behind the lens and a bit of thoughtful preparation, it can be a great experience that rewards you gorgeous photos. As your family portrait photographer, I'll provide you with beautiful family portraits that capture all of the friendship, fun, and love in your family unit. (And I'll help your kids have fun while doing it!)

4 steps for a *stress free* photo session with your kids

As any parent knows, making sure your kids cooperate and behave for hours at a time is no easy task! Family photo sessions can seem a bit daunting. But with some preparation and a lot of patience, your family photo session can be an enjoyable experience for the entire family. Here's how you can make sure your photo session is stress-free.

PREP YOUR KIDS IN ADVANCE

Tell your kids about the photoshoot well ahead of time. Tell them what to expect. Let them know how much you're looking forward to it and why your family is doing it. If you're excited, they'll definitely catch your enthusiasm!

LET THEM BE INVOLVED

Include your children in the planning process. Ask them what colors they think the family should wear. Help them pick out an outfit, either from their closet or at the store. When children feel involved, they're much more willing to participate.

BRING BACKUP

Make sure you're well prepared for photoshoot day. Bring along a change of clothes, plenty of snacks, water, diapers, etc. That way, even if the unexpected happens, you'll be ready for it!

MAKE IT FUN!

Make photoshoot day a special occasion! Bring along snacks and toys to keep their energy up. Plan on doing something fun after the session so they look forward to the outing all day. I offer candy incentives if it's allowed! (Believe me this helps!)





best times for your *family photo session*

Timing is always important to consider when it comes to photography, especially when children are involved. Timing can be the difference between a frustrating session and an enjoyable, memorable photoshoot. So when is the best time to have your family photo session?

DURING PLEASANT WEATHER

If you're planning on having an outdoor photoshoot, try to schedule it during pleasant weather. If it's too hot outside, you might all feel sweaty and uncomfortable. If it's too cold, your kids might complain – and their irritation will likely show through in photos. No matter the season, just be sure to plan accordingly. Bring plenty of layers if it's cold outside, and wear breathable fabrics if it's warm.

AFTER A MEAL

Make sure children (and adults!) are well-fed before the photoshoot. If they're hungry, they might start to get a little antsy and cranky. If you're planning on going to dinner after the photoshoot, give your kids a healthy snack before the session and pack along a few extra snacks just in case.

WHENEVER YOUR KIDS ARE WELL-RESTED

Nothing makes kids grouchy and uncooperative like being tired. Be sure that your family photoshoot doesn't interrupt any of your kids' naptime or bedtime routines.

DURING THE 'GOLDEN HOUR'

The best time for natural lighting is either two hours before sunset or two hours after sunrise. However, if neither of those times is ideal for your children, let your photographer know. Experienced photographers can shoot beautiful photos at any time of day.

tips on: *what to wear*



When it comes to family portraits, one of the most common questions we get is, “What should we wear?” It’s a tricky decision! Since these photos will last a lifetime, you want to make sure your entire family looks as good as possible. But at the same time, you also want them to look like themselves – not wearing stuffy clothes that make them feel uncomfortable. We always recommend wearing clothing that makes you feel and look your best, which can be different for every person. Here are a few other wardrobe suggestions that photograph beautifully.

WEAR COORDINATING (NOT MATCHING) OUTFITS

Make sure your outfits coordinate well with one another. Stick to a color palette of one or two colors. Matching outfits can look a little dated – coordinated outfits look harmonious and pretty. To make sure all of your outfits go well together, try laying out everyone's photoshoot outfits together the day before. Accessorize! Maybe your necklace, scarf, or hat goes along with another family members shirt, but your shirts don't match exactly. Play around!

LET YOUR KIDS HAVE A SAY

Ask your children what they'd like to wear. Asking their opinions will help to make sure they feel comfortable and involved. (Just make sure they know their picks are subject to your final approval – otherwise, you might have a little Spiderman in your family portraits!)

DRESS WEATHER APPROPRIATE

Keep an eye on the weather forecast and make sure you dress accordingly. Choose colors that are appropriate for the season. And if it'll be chilly

A FEW DON'TS:

While what you decide to wear is ultimately up to you and your family, there are a few things that tend not to photograph well.

- **Patterns:** one or two family members wearing a pattern is okay, but too many patterns tend to clash and draw too much attention.
- **Large logos:** graphic tees tend to distract from the most important part of the photo – your beautiful faces!

pricing

Family sessions, milestones, and newborn sessions are to help you document those fleeting moments and display them as wall art for your home. It is so important for a child to see themselves as part of a family unit. Seeing these photos on the walls reinforces who they are and where they fit in! Having images printed creates meaningful decorative art for your home. I learned the art of printing while in the darkroom at art school, so only the best will do. My photolab makes artfully crafted products to showcase your images and only sells to professional photographers. Everything is made in the USA.

I like to keep my pricing clear and simple:

The family and milestone **retainer fee is \$699** paid at the time of booking. It includes a **\$500 product credit** that can be used towards heirloom albums or wall art like custom framing, canvas, floating acrylic, and gift prints. It includes my time and talent photographing the session and editing. It also includes design services in a framing app to show you how the images will look on your walls and in different styles and sizes to fit your space and decor. This is done in an ordering session either by zoom or in your home. I also help you with the task of picking out the best images and quickly narrowing down your choices. I understand my clients lives are busy- This is all a well liked service and one stop shopping to get those images out of the computer and onto the walls where they belong! No need to take an extra trip to a framer. The average investment most families spend on their art work is between \$1,000-\$2,000. Your retainer fee does not come with the digital files but instead comes with products you will look at and cherish for a lifetime. Every print that you order will come with a low resolution digital file that you can use for social media or a slideshow.

(Newborn retainer fee is \$100 extra and is usually a longer session 2-3 hours.)

You can expect:

- 1) A free planning consultation on the phone to discuss location, time of day and clothing choices. I will also ask you to send me cell phone pics of the areas of your home you would like to decorate so I can give you professional opinion on framing configurations.
- 2) A 1-2 hours family focused, lifestyle session either in your home or an outdoor nature inspired session including authentic moments playing, laughing and cuddling. I also offer treats!
- 2) My time and talent along with my color and black and white processed edit. At least 50-100 images are available to choose from during your ordering consultation.
- 3) After your session we will schedule your viewing/ordering session in about 2 weeks. Lots of gorgeous products are available to decorate your home like canvas and acrylic wall art, matting and framing, grandparent's gifts, and heirloom albums. See the next page for the full price list. All decisions are made at this appointment and give yourself 1-2 hours. All decision makers should be present. After the order is placed it arrives on your doorstep within 2 weeks!





FAMILIES

www.heatherfowlerphoto.com

| 267.259.8970

| heatherfowler@verizon.net