

CLIENT EXPERIENCE GUIDE

Danielle
AND
Deanne





We are Identical twins, and best friends!

OUR DAD IS AN IDENTICAL TWIN TOO

Between us we have 5 kids who are all like siblings!

DEXTER, EVERLY, DAX, HARLIE & DAISY

Danielle is nicknamed the chaos coordinator at home; Deanne prefers order.

SEND ALL THE KIDS TO DANIELLE'S HOUSE.
DEANNE WILL HEAD TO THE CONTAINER STORE

We're both extroverts who love people and talking.

DEANNE WAS BORN FIRST, AND WE ARE 13 MINS APART; ASK US THE STORY WE LOVE TO SHARE.

We started working together when we both had kids, and we never looked back!





Hello, Friend!

We are so excited to begin this journey with you! Our passion is to capture beauty in everyday life so that families have memories to treasure forever. Thank you for giving us the honor of capturing these memories for you! In this Client Experience Guide you'll find everything you'll need to know about a session with us. We've included some helpful tips to hopefully make this process as smooth as possible for you. If there is anything we can do for you along the way, please don't hesitate to ask! We're here to serve you the best that we can. We can't wait for our session together!

Best,

Danielle & Deanne



WHAT TO EXPECT

BEFORE

About a week before your session, we will send you an email with directions for how to get to your session location and where we will meet. You'll also receive a reminder to make your final payment. If you have any questions leading up to your session, feel free to reach out!

DURING

During our time together, you can expect high energy, lots of funny noises, and probably some squeals as we snap photos! We will pose you and tell you what to do with your hands, so you won't have to worry about any of that. We take LOTS of photos to make sure we get the great shots we need, so you'll hear our shutters snapping pretty rapidly. We also love to capture candid moments in between!

AFTER

You can expect your photos to be sent to you in an online gallery via email about 2 weeks after your session! You'll be able to download your high-resolution images straight from your gallery. Then the best part begins - sharing your beautiful images with friends and family!

STYLING TIPS

FOR *maternity*



SHOW OFF THAT BUMP

Show off that bump! Choose clothing that accentuates your beautiful shape. This is one of those special times when you actually want to show off your belly!

THINK LIGHT VIBRANT COLORS

Soft neutrals, creams, blushes, whites, warm earth tones, and vibrant colors can photograph beautifully and help keep the focus on you and your growing family.

DON'T BE AFRAID OF FITTED CLOTHING.

A fitted dress or top can beautifully emphasize your silhouette and your bump.

KEEP PATTERNS SIMPLE

Avoid large, distracting patterns and logos. Small prints, subtle textures, or solid colors allow your belly and your connection with your family to be the focus.

COMFORT MATTERS

You don't need to sacrifice comfort for beautiful photos. Choose something that makes you feel confident and allows you to move comfortably.

WHAT ABOUT BLACK OR NAVY?

We love black and navy, but they are naturally slimming colors. And let's be honest—this may be the one time in your life when slimming isn't necessarily the goal! If you love darker colors, absolutely wear them. But don't be afraid to embrace lighter or brighter colors that really show off your beautiful bump.

MOST IMPORTANTLY, HAVE FUN!

Your maternity session is about more than just beautiful photographs. It's about remembering how it felt to wait for this little person to arrive. You don't need to know how to pose. You don't need to look like a model. Just come ready to celebrate your growing family, and we'll take care of the rest!

STYLING TIPS

FOR *the family*

DRESS IT UP!

There is no such thing as “too dressy” for your portrait session. Dressy photos always stand out amongst those who go the more casual route, and they are so captivating to see. You’ll be sure to turn heads as you walk on the scene looking fantastic!

AVOID “MATCHY-MATCHY”

Although it may be tempting to dress everyone up in the same plaid print or in that white tee and jeans, photos really look stunning when there is nice coordination without overly matching. We typically suggest dressing no more than two people up in the same print or color. This helps to balance out your photos so the attention is drawn to YOU!

PICK 2 OR 3 COLORS

Instead of having everyone wear the same color, try picking two or three colors that blend well together and coordinate that way! Try experimenting with different shades of colors, or adding different prints or fabrics to the mix.



STYLING TIPS

FOR *her*

1. GO FOR THE DRESS

We always encourage women to consider going for a more dressy look over a casual one. Dresses and skirts are great for portrait sessions because they're flattering for any body type! Long and flowy dresses and skirts always photograph well and help add some dimension and flow to your photos. Chiffon or tulle are excellent fabrics for this look. Don't forget, heels help you look a little longer and add a nice flattering touch!

2. STATEMENT ACCESSORIES

Once you have the dress picked, don't forget about accessorizing! Adding a statement necklace or earrings will help complete your look, and add a little flair and pop to your photos.

3. TREAT YOURSELF

This is a great time to treat yourself and go pro! Pamper yourself by getting your nails, hair, and makeup done professionally. It makes you feel beautiful, and it looks stunning on camera!



STYLING TIPS

FOR *him*



1. KEEP IT DRESSY

We can't forget about our men! We always suggest dressing the men up to match their lady. Fitted dress pants or slacks and close-toed shoes are the perfect combination for men. For your session, it's best to leave the shorts, sandals, and loose-fitting pants at home.

2. BRING IN LAYERS

Layers on men like blazers, sweaters, or vests always photograph really well (even if it's hot outside). They add some nice dimension, and look nice and sleek. We know it may be a little uncomfortable, but we PROMISE it will be worth it when you see the final product!

3. DON'T FORGET DETAILS

Yes, even men can add in some details to their outfits! Ties or bowties, colored socks, suspenders, and watches are nice compliments to any outfit for men. Although small, they add great pops of class to your photos.

STYLING TIPS

FOR *them*



DRESSY OVER CASUAL

We always suggest dressing the little ones in something more dressy instead of their casual play-wear. Dressy clothes, even on kids, will automatically make your photos stand out! Some great places to look for unique, beautiful outfits are Moderne Child or Etsy! Remember, there is no such thing as “too dressed up” for your portrait session, so have some fun!

THINK LIKE ADULTS

We know they may be little, but many of the tips For Her and For Him still apply to the kids. (They’re basically little adults anyway, right?) For the girls, dresses and accessories are perfect! Maybe add a fun flower crown or bow for an extra pop of beautiful. For the boys, layers are adorable! And don’t forget about the cute details like suspenders or a fun bowtie!

LOCATION

At this point in the process, you may or may not have already chosen your location. If you haven't picked the perfect spot yet, we'd love to help you choose the perfect backdrop for your photos! If you do have a location selected, we wanted to give you an idea of some things we look for during your session when we get there. Here's a little sneak peek into the things we think through when positioning you at your location:

FINDING OPEN SHADE

Our first priority during your session is finding a place with nice, open shade. This open shade ensures that your family won't be squinting, and the light hitting you will be soft and beautiful. We like to shoot within 2 hours of sunrise or sunset to avoid the harsh sunlight that casts unflattering shadows and hot spots on you.

STAYING IN EVEN LIGHT

The next thing we look at is keeping you in beautiful, even light. If there are any trees around that are casting spotty light over the shaded area, we'll work to get your family away from those hot spots and into complete shade with even light. Those pesky spots can be quite distracting in photos, so we'll do our best to eliminate that to keep the focus on you.

AVOIDING DARK/DISTRACTING BACKGROUNDS

The last thing we look for is a clear area where lots of light is able to come through behind you. We like to stay away from thick brush or bushes behind you because those things hinder the light and airy style we're known for. We'll also watch for people or cars passing by behind you while we're shooting. We may pause and wait for them to move so we won't have them cluttering up your photos.

WORKING WITH THE KIDS



WORKING WITH THE KIDS

STAY FLEXIBLE

Kids can be unpredictable at times, so we find it best to stay flexible and follow the kids' needs. If they need to run around, we'll let them run and be silly before being still to capture the shots we need. If they don't want to stand but will be held, we'll do that instead. We tend to read each child for cues to capture the best photos we can!

MAKE IT FUN

This one's a big one! We love interacting with the kids to get the genuine smiles you know and love. This may mean us making crazy noises, or you helping by playing peek-a-boo behind me. Whatever gets those sweet giggles!

BRING BRIBES

When all else fails, bribes usually save the day. Be prepared by bringing some sweet favorites like candy or gummies! We can take quick bribe breaks if we need to throughout your session.





FINAL NOTE

We can't wait for our session together! Hopefully you found this information helpful. If you have any questions or concerns leading up to your session, please don't hesitate to reach out to us. Our goal is to serve you the best that we can! This is going to be a fun session, so don't stress. Relax and enjoy making these memories with your family that you'll get to treasure forever. See you soon!



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