

# Kara Powell

PHOTOGRAPHY 



What to expect during your maternity and newborn sessions at Kara Powell Photography.



# Welcome to Kara Powell Photography!

Hello busy mama!

Thank you for taking the time out of your day to learn about the process of a session with us. We know you have the choice of any luxury photographer, so thank you for choosing Kara Powell Photography. Please let us know if there is anything we can do for you along the way in this process.

Whether this is your first baby or your fourth, we take this responsibility very seriously. Telling your newborn's story is a privilege and we are honored to get to be a part of it. The products you purchase from us will be an heirloom in your family for generations to come.

I love what I do! As a fellow mom, I know how important our children are to us and how fleeting the newborn stage is. After six years of trying to conceive we were blessed with a son. Infertility is a hard journey but it makes the end so much sweeter!

I'm looking forward to meeting you and your family during this special time. Please contact me if you have any questions!

*Kara*

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## Your Session Consultation

Before your session we'll have a consultation to talk about props, announcements, who will be involved, your due date and birth plan, what to wear and so much more. Most of our newborn clients are with us for maternity, newborn, tippy toes and beyond, so it really is like joining a family!

This consultation can be done over the phone, by video call, or in person. When you share your expectations and what you'd like from your session

with us, we can make sure you get what you're looking for!

When it comes to your session, we want you to feel comfortable and knowing what you can expect from your session is part of that. Newborn sessions generally last between an hour and 2 hours. We are very patient when it comes to newborns and sometimes they need a break. A happy baby makes for the best portraits!





## Maternity Session Time

We suggest that you do your maternity portraits are 28 to 32 weeks. When it's time for your session we want you to enjoy yourself and feel beautiful. Your children will take your lead; so let's play and have fun!

To ensure we won't have to rush your session, please arrive 5-10 minutes early; especially when we are doing your portraits outside. We're often dealing with sunlight, so we have limited time.





## Newborn Session Location and Time

When it's time for your session we want you to relax and enjoy this special time. Newborn sessions take place at your home because we believe that you and your newborn are most comfortable at home. This allows you to not have to pack up everything and travel with a newborn.

The best time for your newborn session is when your baby is under 14 days old; however, I have done lifestyle newborn sessions at 2 months old. Morning sessions are usually best for newborns because they have probably been up all night. So we will schedule your session for 8 or 9 am. Don't forget to feed baby just before we arrive!





## Preparing for your Maternity Session

Be sure to wear something that accentuates your bump, so maybe a dress or top that is tighter in that area. Keeping your attire simple allows for the focus to stay on you and your belly and not draw the eye to patterns and colors in fabrics.

We can also recommend a fabulous hair and makeup artist who will help you look amazing. This is an occasion where you may want to splurge so you feel your absolute best!

If you would like to feature a banner or a pair of baby shoes with your belly, please feel free to bring those! If you aren't sure about something, go ahead and bring it or give a shout and we can answer any questions you might have.







## **Preparing for your Newborn Session**

Whether you are a brand new mom or a mom of four, it is difficult to look amazing after very little sleep. So we are here to do everything we can to help you look and feel amazing on the day of your newborn session! Coming to your home is the first step. This will allow you to hand off some of the duties to your husband or a helper.

We can also recommend a fabulous hair and makeup artist who will help you look amazing. This is one day that you may want to splurge and spend the money.

Having some extra helpers on this day is highly recommended. They can take care of the baby or other siblings while you get ready and while you are being photographed. Grandma & Grandpa and aunts & uncles make great helpers!





## What to Wear

These photos might give you an idea of what to wear for your maternity and newborn sessions. Whatever you choose, make sure you feel your best in it! If you need help or more inspiration, let us know! We offer styling services and have tons of style ideas on our [pinterest](#) page.



## What to Wear Tips

You want the family to coordinate, not match. Use a mix of solids and patterns to achieve this. Start with one item and then build from there, coordinating each item as it is added. We have a great video on this if you need help! Avoid logos, neon and very small patterns.





## Tips for the day of your Newborn Session

Please open all of the blinds and curtains in your home. Wherever the best light is, is where we are most likely to shoot. Also, if you have a white noise machine, please have it ready to use in this room.

Be sure to have the room warm for baby, 80-85 degrees is ideal. Turning up the heat is almost guaranteed to make the session flow smoothly, and help baby sleep better.

Please feed baby just before I am scheduled to arrive. A full baby is a content baby. Baby is going to be handled and moved around more than usual, which may increase hunger. Be prepared for more feedings, and have a pacifier for soothing.

Please keep your baby awake prior to the session. It doesn't guarantee a sleeping baby, but it can be helpful.

If your newborn needs to be clothed prior to the session, please have him or her dressed in loose, non-binding clothing in order to prevent red marks and compression marks on the skin when he or she is unclothed.

Please turn cellphone ringers to low or vibrate. Please do not take photos during the session.

If you have specific poses, images, or props that are your top priority, please let me know in advance, so that I can prioritize what you want and make sure I get those images for you.

Don't worry if your home is messy! Most newborn photos are taken using a very small amount of space. For wider shots, like nursery, I'll rearrange furniture (if necessary) to minimize visual clutter.







## Your Full Gallery

When you book a newborn session with us, you are going to be happily overwhelmed by how many beautiful images you get.

This is just a sample of one gallery. Usually there are well over 40-50 images in a gallery. It is a great opportunity to get images of your precious new baby, mommy and me, daddy and me, the whole family, and siblings together.

Newborn sessions are so important because that tiny newborn stage is so short!





## Ordering Session

About a week after your session, we'll get together at our studio for your ordering session. If you live more than 30 minutes from the studio we can do this by video call. This is your opportunity to view the images we've created and to order the ones you wish to own. Please be sure to bring anyone who will be helping you with your portrait selection as only one presentation is included with your session. Payment for your order is required when you place your order.

You'll also be able to see all of your portrait options. We'll assist you in selecting the best images to suit your needs for your home and for sharing with family and friends.

Due to the custom nature of your portraits, your finished order will be ready for delivery in approximately 4 weeks. We'll call you as soon as your order has arrived.





A vertical split image showing a family silhouette against a sunset sky. The left side shows a man leaning forward, and the right side shows a pregnant woman being kissed on the cheek by the man, with a young boy standing next to her looking up. The background is a soft gradient of orange, pink, and blue with silhouettes of trees.

## Custom Portrait Items

For any of the custom items you select, we'll send you a proof of the item to ensure you LOVE the design. Once we have your approval, we'll start production on it.



# Custom Art Pieces

Some examples of the custom art pieces we offer to you. Each item is fully customizable; from layouts, to leathers, to fonts and beyond. We want to make something you find absolutely dreamy!



## Canvas Grouping

Our canvas grouping is an excellent value, as you get multiple canvases at a discounted rate. The canvas grouping includes 3 8x10, 2 16x20 and 1 32x24 canvases. The Canvas Grouping is \$1200.

## Albums

Albums provide an upscale and creative way to compile photos in one place and enhance the images with a custom design. Choose your cover material from our collection of premium leathers, suedes and fabrics to create a timeless finish.

Albums start at \$490 for an 8x8.

## Gallery Wrapped Canvases

Gallery wrapped canvases are an exquisite addition to your home decor. The edges have beautiful digital stretch sides, meaning that the image wraps around the edge of the frame creating a seamless look.

Gallery Wrapped Canvases start at \$190 for an 11x14.



## Heirloom Box with Matted Prints

Heirloom boxes are 8x10 and hold 12 of your favorite prints in a beautiful white mat ready to display on the included easel. The box itself is also something that can be displayed to show off your beautiful family.

Heirloom Boxes with Matted Prints are \$330.



## Personalized Wall Art

Personalized wall art is printed on fine art paper and mounted on a 3mm backboard. Wall Art can be made with a single image and a name or quote, or with multiple images and a name or quote.

Personalized Wall Art starts at \$125 for a 16x20.



## Framed Prints

Our premium frames do not have glass, so they are lightweight and can safely be hung almost anywhere. A solid backing provides a custom finish. Multiple frame color and finish options are available.

Framed Prints start at \$190 for an 11x14.



## **Your portraits are finished!**

This is always exciting for you AND for us! We love to see your expressions when you see your finished portraits.

Please remember that we keep the images you have ordered in our archives forever. If you need another print or would like to have another custom item created, all you have to do is call!



## **Referrals**

Did we tell you about our referral program? When you refer someone and they book a premium session, you'll receive \$50 cash! You can receive unlimited referral rewards.





## Next steps

Relax and enjoy the experience! We are so honored to get to join you on this journey. And we would love to keep following your journey and continuing the experiences. We offer a baby plan called Tippy Toes, which follows your child with 3 sessions from now until they are two. And of course we always love capturing the whole family with a family or extended family session!

For more information check out the website: [karapowellphotography.com](http://karapowellphotography.com).



## FAQ

### How long is a session?

A maternity session is usually 20 minutes to an hour depending on what you would like out of your session. We can discuss this during your consultation.

A newborn session is usually 1 to 2 hours. We like to have plenty of time to make sure we capture all of the perfect moments and for baby to take a break, have a snack and relax.

### What should I bring?

For your maternity session you don't need to bring anything other than your fabulous self!

For your newborn session, we will come to you so we will be bringing everything that is necessary. You might want to have family heirlooms or special gifts baby has received available to take photos with.

### What should I wear?

For your maternity session you will want to wear something that accentuates your bump, so maybe a dress or top that is tighter in that area. Keeping your attire simple allows for the focus to stay on you and your belly and not draw the eye to patterns and colors in fabrics.

For your newborn session, we recommend something that you feel comfortable in. Solid colors will probably be the most flattering right now and allow the focus to stay on you and baby.

### Who can be in the images?

We want the whole family involved with you and your new baby, whether that is 3 kids and a dog or just the cat. If grandma and grandpa are in town, have them join for a few images too!

### Do you offer a "Baby's First Year" package?

Yes! Our baby plan is called Tippy Toes. It contains 3 sessions within your baby's first two years. Most of my clients choose to do a 6 month of just baby, 1 year baby and then an 18 month family session. We have amazing products custom to Tippy Toes. Come in and see how cute they are!

### What do you do to keep your props clean and baby healthy?

We only book one newborn a day to ensure that we have time to sanitize all linens and items that touch baby. As soon as we arrive, we wash our hands and remove our shoes. If you would like, we can wear masks while we are in your home. If you want more info about this, please ask! We won't be offended!







## Client Testimonials

"We've been using Kara to capture our family milestones since our first child was born, 4 years ago. She does a really incredible job on the newborn sessions - we've gotten some truly stunning images of both of our kiddos in the first few weeks of life. And we've loved her Tippy Toes package as the kids change so much in those first few years. Kara is super professional and uber patient in ensuring you get the shots that you want - I would highly recommend her services to anyone looking for a family photographer!"

*- Tara, Client since 2015*

"I found Kara about 6 years ago. I was researching photographers and came across Kara's website, and her story about her own Journey with having children really spoke to me after having a miscarriage. She was so professional and creative, and every year since we receive birthday cards in the mail for our kiddos, and little gifts here and there with our photos she has taken for us on them. Her creativity and thoughtfulness and huge heart is what keeps us coming back."

*- Mandi, Client since 2014*

"Kara has a unique ability to capture precious family moments, without anything feeling staged or posed. She truly has a gift and best of all, she is so fun to work with! My daughters love her, and we do, too! :)"

*-Kate, Client since 2016*





We pride ourselves on being a family. Most of our clients become clients and friends for life who we get to see multiple times a year.



We can't wait to be your family's photographer – give us a call and let's talk about your session!

Be sure to follow us on [Instagram](#) & [Facebook](#)!