

A pregnant woman with long, wavy brown hair is shown from the waist up, smiling and looking down at her belly. She is wearing a light green, off-the-shoulder, button-down dress with short puffed sleeves. Her hands are gently resting on her pregnant belly. The background is a soft-focus green field. A white rectangular box is overlaid on the lower half of the image, containing the text 'THE MATERNITY GUIDE' in a white serif font.

THE
MATERNITY GUIDE

est.  2014

ashley powell

P H O T O G R A P H Y

WELCOME

Hi there! Thank you so much for your interest in a maternity session! I hope that we can work together to capture this special, exciting season of life for you! I have created this guide for my clients to make things a bit easier! I hope that by answering some of my most commonly asked questions up front, I will save you a bit of time and make this experience a very enjoyable one! Let's dive right in!

LIGHTING & POSING

NATURAL LIGHT

Light is one of the most important aspects of a session. As a natural light photographer I only use available sunlight to shoot.

I like to use soft light for my sessions, and the light is best during the "golden hours"... the hours right after sunrise and right before sunset. So, I schedule sessions in the early morning or late afternoon/evening hours.



LIFESTYLE

Lifestyle photography is another way of saying that I am going to capture you in your natural element. I want to photograph the giggles that happen when you interact naturally as a couple or family!

You will never hear me say, "Say cheese!" during a session, because my goal is to capture the candid, special moments that happen naturally between people.

That being said, I do coach my clients and lightly pose them throughout the session. But, everything will look and feel natural!





OUTFITS

One of the most common questions I receive is: "Is there a certain color I should wear?" For photo sessions, muted colors are your best bet! In other words, colors that have a grey or beige undertone.

I suggest muted colors for all of my sessions, because they don't distract from my beautiful clients! Now, before you start thinking "I don't like anything oatmeal color!" please do not worry! The last thing I want is for you to look washed out for your session!

There several examples of muted colors in different shades below, and I encourage my clients to pick the one(s) that best accentuate & enhance their features! For example, if you have fair skin, fair hair, and blue eyes, beige might not be the best choice, but light or dark blue might work well. While ultimately the color you choose wear is up to you, I've found that blues, grays, cream, lavender, and blush pink photograph best!

Also, textures & patterns can work great to create some visual interest in your images. Some common textures that work great when mixed and matched are cotton, lace, chiffon, chambray, woven sweaters, cableknit sweaters, etc. Patterns that work well are small stripes, soft floral prints, plaid, and gingham.

I do suggest that my clients avoid very bright, loud colors, because they can be distracting in your final images! In otherwords, avoid anything neon!! ;)



YOUR DRESS

From experience I have found dresses made from soft, flowy materials photograph best for expecting mothers! Ankle length/maxi dresses (or skirts) are the most flattering for your bump!



what props do you bring?

I bring a neutral colored blanket to all of my sessions, but that's it! I've found that simple is best, and props can get in the way of the natural look of lifestyle images! That being said, if you have something special that you'd like to bring along, that's fine! Having too many props can slow things down, though, so choosing one or two simple props is the best way to go!



LOCATION & WEATHER

where will we be shooting?

I typically like to do maternity sessions outdoors, and I know of several locations that work well for sessions!

I also love it when my clients choose a location that has special meaning for their family (e.g. a park, family farm, etc.)!

If you don't have a location in mind, I'm more than happy to send you my list of suggestions!

Also, while I don't do them often, in-home lifestyle maternity sessions can be beautiful, too!

If this is something that interests you, let me know!



what about bad weather?

If we happen to have inclement weather the day of your session, we will reschedule!

I build 'rain dates' into my schedule for this reason. I typically do not cancel a shoot until about 2-3 hours before the session, though, because the weather can be so unpredictable here in the mountains!

If it's looking 'iffy' on the day of your session, please do not worry!! I will be in touch!



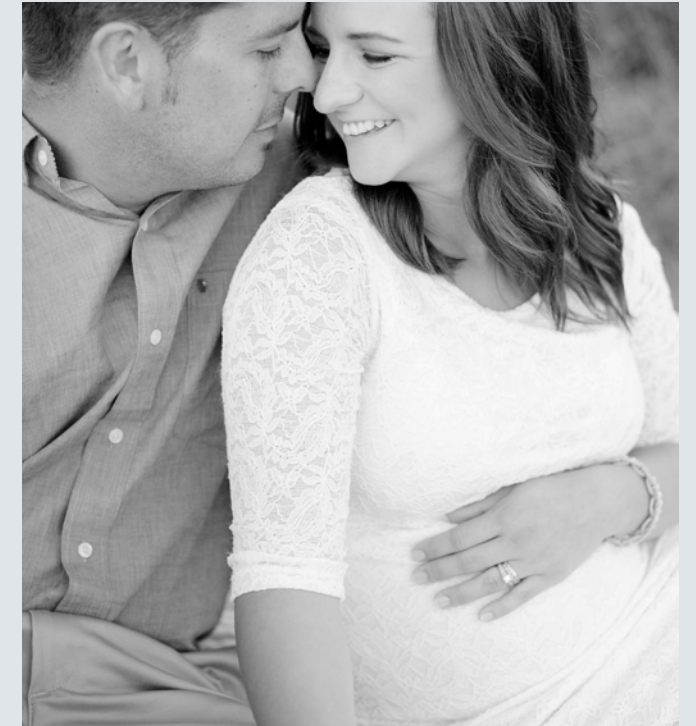


HAIR & MAKEUP

HAIR

This section is mainly for the mamas! :)

If possible, it is great to do a little something to your hair (even just blowdrying and straightening or putting a few curls into it makes a difference for photos!) No need to hire a professional hair stylist or anything, we're just going for a "polished" look!



MAKEUP

A little bit of mascara, foundation, lip gloss, and blush goes a long way! The camera will be able to better pick up your features if you add a little bit of makeup! We're not talking professional makeup (unless that's your thing)! Typically, a good rule of thumb is to do your make up a little bit heavier than you would on a normal day. We aren't aiming for full on glam...again, just polished! ;)





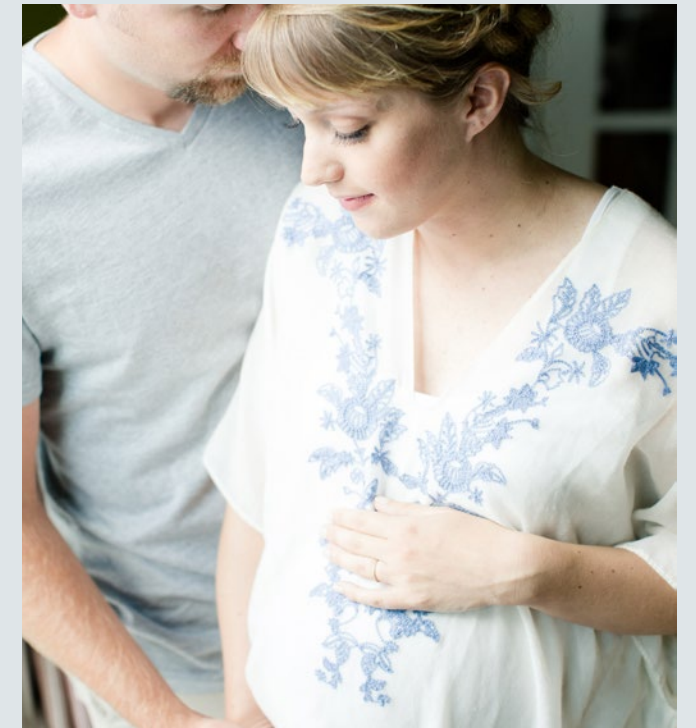
IMAGE DELIVERY

*how will you deliver the images
from our session?*

I use an online gallery system called PASS to deliver the images from all of my sessions.

I love PASS, because you can create an account with your email and a password of your choosing OR Facebook. After that you can easily download the images and/or order prints!

PASS also has an app that allows you to easily access & download your images onto your phone or tablet.



*what is the turn around time
after a session?*

It typically takes me two to three weeks to deliver your gallery. I will deliver your full gallery of images via email!





what about prints? do you offer them?

While I do not fulfill print orders myself or have print packages, you can order prints through your PASS gallery using the cart feature! I highly recommend the lab that fulfills the print orders for PASS. They produce very high quality prints that are delivered right to your doorstep! I actually use the same lab when I purchase prints for my family!



PRICING GUIDE

maternity & newborn



maternity

1.5 hour long session

online gallery of at least
50 professionally edited
images

blog feature

beginning at
\$525



newborn

2 hour long session

online gallery of at least
40 professionally edited
images

blog feature

beginning at
\$525

THE *motherhood* PACKAGE

book both maternity & newborn sessions together for
\$900

**Note: A 25% retainer is required to reserve a session date.*

MEET THE PHOTOGRAPHER

Hey, y'all!! I'm Ashley, a natural light , motherhood & family photographer in Roanoke, Salem, and the New River Valley! When I was 12 years old my family moved to Salem, and I fell in love with the mountains!! I married my high school sweetheart, and we've settled in this little mountain town!! When I'm not behind the camera you'll find me spending time with my sweet family (My husband, Robert, my baby boy, Jack, and our pup, Ellie Mae!), reading (or listening to!) a good book, working in my garden, or planning a weekend getaway for my family with a cup of coffee in hand! You can learn more about us & my business on my website, and you can follow along with our little family on Facebook & Instagram!!

WEBSITE: www.ashleypowellphotography.com
FACEBOOK: <https://www.facebook.com/ashleypowellphotography>
INSTAGRAM: <https://instagram.com/ashleypowellphotography>



any other questions?
Please feel free to email me at
ashleypowellphoto@gmail.com!