



THE
NEWBORN GUIDE

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P H O T O G R A P H Y

WELCOME

Hi there! Thank you so much for your interest in a newborn 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. It may sound odd, but for in-home sessions, I turn off all overhead lights & lamps, and I open all curtains & blinds in the rooms where we'll be shooting. Doing this allows me to gauge the amount of natural light that is in a room.

The softness in my images is achieved by using only natural, window light.

In clients' homes, I look for rooms with at least two windows! More on this in the "location" section!



LIFESTYLE

Lifestyle photography is another way of saying that I am going to capture you in your natural element. I want to photograph the moment when a newborn baby yawns, coos, or has a little smile while in your arms.

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 parents and their newborn baby.

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





BASKET PHOTOS

Because I like to keep everything looking as natural as possible, just like with the parents, I also do not overly pose babies.

I've seen countless photos (and I'm sure you have, too!) where babies are curled up in very interesting positions. While those photos can be precious, I prefer to keep things a little bit more natural!

By putting your baby in a basket, we can get those precious "baby only" photos without too much fuss and discomfort for your sweet baby!





YOUR 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!

For newborn sessions I encourage my clients to wear softer, lighter colors as they photograph best in lower light conditions inside the home. Also, textures 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.







what should my baby wear?

LIGHT & SIMPLE

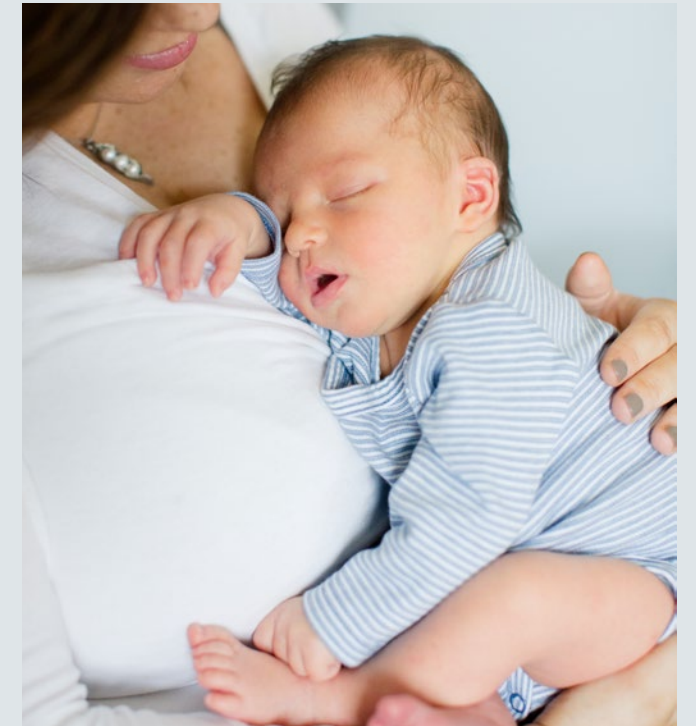
For babies I recommend light colors with no pattern or simple patterns & textures.

(We definitely don't want anything to distract from your precious baby's face, sweet hands, or tiny toes!)

Cream, white, gray, light blue, and light pink are all colors that work great for babies!

If you want to add a patterns or texture (totally optional), think soft. Small stripes, soft woven fabric, etc.

Note: It is usually a good idea to have a "back up " outfit ready in case of an accident! Newborns are known for that! ;)



THE SWADDLE

Often times towards the end of the session, we'll try putting your baby in a basket for a few sweet photos, and we may also try a few of baby in his crib or on your bed by himself or herself.

For these photos, we typically undress your baby down to his or her diaper, and swaddle him or her in a blanket!

This gives the "sweet naked baby" illusion and shows off those little hands and arms without making your baby too uncomfortable! If baby is cold, sometimes we'll put a short sleeved white onsie on underneath.

HAIR & MAKEUP

HAIR

This section is mainly for the mamas! :) I remember being so sleep deprived for the first few weeks after our little guy, Jack, was born. The only thing I wanted to do was to put my hair in a messy bun, haha!

I can totally empathize with the exhaustion of a newborn (precious!!) baby! That being said, 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 person 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 enhance them just a little bit! We're not talking professional makeup (unless that's your thing!), just a little bit to pull together that "polished" look!







what props do you bring?

For newborn sessions, I bring several blankets & wraps, a few baskets, my step stool, and my camera! Other than that, I like to use items (bows, outfits, special blankets, etc.) from my clients' homes. I think this makes the session that much more meaningful & special.

I picture my clients years from now sharing their newborn photos with their daughter & passing down the bow from their daughter's newborn session for her to put on her own baby to wear.







TIMING

how long will my session last?

Newborn sessions typically last for two to three hours, and I like to start them mid morning (at around 10 am). Lighting is best in homes during the middle of the day.

Because babies often need to be fed, changed, snuggled, throughout the session, we allow plenty of time for these things to happen. I never want my clients to feel rushed or stressed about time, so we let your baby set the pace!

That being said, typically babies are usually exhausted after three hours of light posing & being moved from arms, to crib, to basket, etc., and I don't like to push them when I can tell that they're finished with the session!



what if someone can't be there for the whole session?

I completely understand that people (usually dads!) have places they need to be! If this is the case for your session, know that I always try to be conscious of everyone's schedules while also working with baby!

For newborn sessions, the baby sets the pace & schedule, but if dad or siblings need to go somewhere, we try our best to do those photos first so that they don't have to hang around for the whole session!

This means that basket & baby only photos are usually at the end of the session.





LOCATION

where will we be shooting?

When I arrive at a client's home, I typically do a walk through of the main rooms to look for rooms with the best lighting! I'm usually looking for two large windows and no "sun spots" (where the light shines through the window onto the floor creating a bright spot).

I usually look at the master bedroom (putting a white sheet over the bed and having all of you snuggled up together makes for a beautiful lifestyle shot -- if lighting allows!), the living room, the entry way, and the nursery!

I try my best to at least get a few shots in the nursery, but lighting really dictates where we'll spend the majority of our time!



what if our house doesn't have much natural light?

We'll make it work! I've shot in all different lighting conditions, so there is no need to worry!

Sometimes I do rearrange furniture a little bit if something is blocking a window and we really don't have much light to work with. I've also been known to have my clients snuggle up to windows and storm doors! ;)

While this might seem odd, utilizing the good light is worth it, and you will be the only one who knows where the photos were actually taken!

The image above was taken right next to a window, but you'd never guess we were in a tight little spot because of the shooting angle!





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 full gallery. First I publish your blog feature with all of my favorites from your session, then shortly after that I will deliver your full gallery of images via email!







what about prints? do you offer them?

While I do not fulfill print orders 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!



A FEW OTHER QUICK TIPS

1. Feed

your baby right before your session is usually best so that he or she will be full & sleepy for the session.

2. Turn up

your heat or turn down your air conditioning so that your house will be a bit warmer than usual.

3. Relax!

Having a new baby is beautiful, but from experience, I know that it can also be a stressful time! Try not to worry too much about your session. We will keep things very low key, and I always do my best to make sure you feel comfortable while I'm capturing this sweet season of life for you! I'm excited to do this for you so that you can look back at these images for years to come!

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!



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.*

