



# Welcome Guide

NATURAL FAMILY  
PHOTOGRAPHY









# Welcome

Choosing your photographer is a big deal. It's not just about the images you end up with but the experience you have.

And with me, that experience is a little different. My pride myself on keeping it simple.

Simple but significant.

So I won't hook you with a low price for a few images, wait for you to fall in love with your entire gallery and then charge you more to keep them all.

But I will provide you with your whole story in digital and heirloom formats, and give you everything you need to make this entire process effortless.

So this guide is full of information to help you decide if I am the right photographer for you.

Take a look through and if you have any questions don't hesitate to give me a shout.

A stylized signature logo in a cursive font, consisting of the letters 'joe' in a light teal color. The 'j' is large and loops around, and the 'e' is a simple circle.





“I ABSOLUTELY LOVE THEM! THANK YOU SO, SO  
MUCH FOR CAPTURING SUCH AMAZING PICTURES OF  
THE TWO OF US”

NIAMH





## *Simple but* SIGNIFICANT

My one goal, besides creating gorgeous images of your family, is to make the entire process as effortless for you as possible. So my sessions include all of these lovely things that will make this a relaxed experience for you.

- ❄️ Your very own client portal to give you easy access to everything related to your session
- ❄️ Support in choosing the perfect location and backdrop for your session
- ❄️ A custom session guide tailored to the season to help you feel prepared on the day
- ❄️ A bespoke photography session tailored to you to capture some gorgeous memories
- ❄️ Comprehensive clothing advice so you feel confident dressing yourself and your family
- ❄️ No hidden fees. Pay for your session and receive your whole story without paying more



# All Inclusive Pricing

ONE PRICE FOR YOUR WHOLE STORY

## Maternity Session



All the digital images in your gallery are yours to keep, print and share as you wish. You will also receive a print credit towards heirloom quality prints, wall art or albums.

### INCLUDES:

10 expertly edited digital images  
£75 print credit

£40 off weekday term time sessions

£400

## Maternity Plus Newborn



A maternity session plus a discount on your newborn session when booked at the same time.

### INCLUDES:

Maternity Session  
10 expertly edited digital images  
£75 print credit

Newborn Session  
20% discount off your chosen newborn session

From £840



# All Inclusive Pricing

ONE PRICE FOR YOUR WHOLE STORY









# You have QUESTIONS

Why are you the right photographer for me?

Because I know that booking this session is a big deal for you. That real, authentic moments mean as much to you as everyone-looking-at-the-camera-and-smiling. That you want timeless, natural photos that won't date.

I'm nervous about being in front of the camera. Will you tell me what to do?

I won't put you into awkward poses and demand cheesy smiles. But I will give you some gentle direction and fun prompts so that those natural moments we're looking for flow freely.

Will you Photoshop my images?

Minor cosmetic edits will be made to all of your images, such as removing a scratch or blemish that isn't normally there and whitening the whites of your eyes. If there are specific edits you want, please mention this upfront. They may be chargeable according to the number and complexity.

Can I have all the images you take?

I don't provide galleries that include vast numbers of images. What do you actually do with 100 images?! Instead, I spend a lot of time curating your gallery so that each image counts. No padding out just to hit a magic number. Quality, not quantity.

Do I have to order prints through you?

I highly recommend ordering prints through me. I use a professional lab so the quality and durability is beyond comparison. They aren't cheap but if you are paying for professional photography then you shouldn't skimp on the printing.



# *I have* ANSWERS

Where will my session be?

I have many locations if you need help choosing. Or if you have somewhere in mind just let me know. Travel is included within a 20 mile radius of RH7. I am more than happy to travel further afield for a small travel supplement to cover the extra time and costs involved.

When is the best time to do it?

I advise having your session early morning. Firstly, the light is better. The later in the day we do it, the higher the sun is in the sky and the harsher the light is. And it also increases the likelihood that our chosen shoot location will not be too busy - no one wants an audience during their photoshoot!

When should I book?

Maternity photoshoots should ideally take place when you are between 32 - 37 weeks pregnant, although I'm happy to do them whenever you feel is best.

What if the weather is rubbish?

Well, we are in England so let's face it, that's a very real possibility! Blue skies and wispy clouds are of course lovely, but don't be put off by thicker cloud cover. Skies like these can make your photos really atmospheric. Whatever Mother Nature has in store for us, we can take a call the day before. If necessary we'll just reschedule for another time that's convenient for you.

How long will the session last?

My sessions can generally be done in less than an hour but I don't clock watch. It takes as long as it takes!





“I ABSOLUTELY LOVED OUR PHOTOS AND YOU CAN TELL HOW MUCH EFFORT JO HAD PUT INTO CAPTURING OUR SPECIAL MOMENTS. THEY WERE SO BEAUTIFUL AND THESE ARE MEMORIES THAT I WILL HAVE FOREVER.”

ANISA



## WHAT TO EXPECT

### *Booking*

Once you have chosen which session type you would like, my online booking process is simple. I'll send you a link where you can pay the deposit, take a squizz at the contract and fill out a questionnaire that will kick start the planning for your session. Everything will be accessible to you via your own client portal. A deposit is due at the time of booking.

### *Before*

To help you get ready for your session, I will send you a detailed session guide that's full of practical advice to help you prepare. I'll also send you a what to wear guide, tailored to the season, because I know you're already wondering about what to dress everyone in. These will be available in your client portal. The balance of session price is due 7 days before your session.

### *During*

I plan for up to an hour although we don't normally need that long. But I don't clock watch. It takes as long as it takes and if that means stopping for some nappy changes or snacks or cuddles then that's what we'll do. I keep things super relaxed and calm.

### *After*

I will carefully curate a gallery for you of beautifully hand-edited images. This usually takes about two weeks. You can then download your images whilst I design your album or print your chosen fine art prints.

IF YOU HAVE ANY QUESTIONS,  
PLEASE GET IN TOUCH



## LITTLE (BUT IMPORTANT) DETAILS

Maternity photoshoots are for the parents-to-be only. If you have other children you would like included, please book a family session instead.

A deposit of £150 is due at the time of booking to secure your date and is non-refundable. The balance of your chosen session is due 7 days before your session date.

Travel is included within 20 miles of Lingfield. Small travel fees may be applied further afield





## CONTACT

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