



MATERNITY

welcome guide

NARELLE WILLIAMS PHOTOGRAPHY



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WELCOME *about me*

Hello! I'm Narelle, an Adelaide-based photographer who specialises in maternity and baby photography. After having children of my own, I can understand what a pregnant woman needs to feel comfortable and the overwhelming excitement about birthing and meeting your little one.

As a maternity photographer, I aspire to create a relaxing environment where an expecting mother can be totally immersed with the feeling of contentment, excitement and proudness of her body for creating life. A time when a woman should be honored and celebrated. I can help document some of your most precious memories for you to enjoy forever.

This guide will assist you in preparing for your session by providing details on choosing a location, styling tips, and what to expect during and after your session. Please do not hesitate to reach out to me via text or email with any questions before your session.

Narelle Williams

LET'S CONNECT!



contact@narellewilliamsphotography.com



[@narellewilliamsphotography](https://www.instagram.com/narellewilliamsphotography)



[@narellewilliamsphotography](https://www.facebook.com/narellewilliamsphotography)



WHAT TO *expect*

Congratulations! You have a little one on the way, and what an exciting time this is! The birth of a child marks one of the most defining moments in your life, bringing a new reason for living and loving. Maternity and newborn sessions are my favorite subjects to photograph because they capture such a special time in a family's life.

During the session, I will guide you through poses and provide direction to ensure you feel comfortable and confident in front of the camera. I will work with you to capture the essence of your unique story and provide advice on wardrobe, location, and other details to help make your photoshoot a success. I am passionate about creating images that you will cherish for a lifetime and will work with you to achieve your vision for your maternity session.

Throughout the process, I will communicate clearly and respectfully, ensuring that you feel heard and supported. My goal is to provide you with a memorable and enjoyable experience and to create stunning images that capture this special time in your life.

To ensure we have plenty of time to schedule and prepare for your session, I recommend booking as soon as you start announcing your exciting news. The best time to take your maternity photos is between 28-36 weeks, when your belly is round but you're hopefully not too uncomfortable. In the days leading up to your session, I'll reach out to ensure we've gone over every detail. Communication is essential because your body is working hard to grow a baby, and your health and your little one's health are always our priority during the session.







- BEFORE THE SESSION

At the time of booking, I will send you an email containing information and an invoice for the retainer fee. The retainer amount will be subtracted from the session fee, and the final amount will be due on the day of the session. You may wish to share with me what photos inspire you and what you feel comfortable with, so I can plan and tailor the session accordingly. Alternatively, if you have seen a photo you particularly like in this booklet, or have something new in mind, please let me know. Otherwise let's discuss on the day and I will find a style that I think would suit you on the day. Whether it is a studio dress, open shirt with lingerie or more intimate, there is a style that will suits that is elegant and you.

- THE SESSION DAY

Yay, it's the day of your session! Please ensure that you pack any outfits, lingerie (tan and or white set) and meet me at the designated meeting point with your hair and makeup done. For indoor sessions, they are usually done bare feet. I can recommend to bring a water bottle and snack to keep you hydrated and restore your energy. If a studio wardrobe was booked I will bring the items with me to the location.

During the session, I will guide you through every step of the way and show you poses and more. Don't worry about being nervous! It's my job to make sure you have the best possible experience and that I capture you at your best. This is where we can relax, have fun, laugh, and capture some amazing photos. So, relax, have fun, and enjoy spending time honoring your amazing body and baby inside while I create stunning photos that you will cherish for a lifetime.

- AFTER THE SESSION

After your session, I understand that you'll be excited to see your images. I will be fine tuning your images to bring back the colour and magic into your images. I select the images that show the greatest details and that express love. Typically, it takes 2 weeks for me to complete your digital gallery. Once your digital gallery is ready, I'll provide you with a link that you can use to download your images and share them with your loved ones.





LOCATION

You can do your maternity session in outdoor locations carefully selected by me or my comfortable photography studio. If you choose to shoot outdoors, I have favorite locations based on the season and weather. Two southern beach locations have been selected with breath taking backdrops with either sand dunes or breath taking cliff faces as displayed throughout this information guide. The south eastern field/forest location offers a range of settings that are stunning at different times of the day.

The studio has access to the wardrobe that allows for a broader selection of outfits, multiple wardrobe changes and can accommodate for sessions that are on cold days or include more intimate photography.

TIMING

Shooting at the best time of day is essential for a beach or forest/field session. A popular time of day is called the Golden Hour and it occurs about 1 hours before sunset in the sunny months. Typically during this time, you will have golden light around you that will warm everything in the lens.

If younger children are in the session with you, a morning session may be more appropriate as summer time sunset can be late for little ones .

Whether you feel more comfortable in a studio or in nature, it is a strong belief of Narelle Williams Photography that you should feel cared for and are as comfortable as possible during a photography session. Respect, patience and care are strong values at Narelle Williams Photography.





*choose your
location*



STUDIO

My studio is the perfect place to capture classic and timeless maternity portraits that showcase the beauty of pregnancy and its curves. With a simple and clean background, the focus is on you and your bump, creating stunning images that will stand the test of time. Additionally, studio sessions offer the chance to create either dramatic portraits with yards of floating fabric or intimate and elegant maternity portraits, including stunning pregnancy elegant nude portraits.

The studio has all the amenities, tea or coffee, music to inspire you, comfortable chairs to take a break and a bathroom to change into your outfits. It's perfect on those cold or hot days.

OUTDOOR

The natural beauty of a pregnant woman in a beautiful outdoor backdrop is simply breathtaking! Nature can make you feel inspired, calm and connected to the environment, and is captured beautifully in photos. Choose a location that portrays the image and style that you would like to convey to your audience. Some notable examples would be a more a gorgeous field or beaches at sunset.

It pays to apply your sunscreen and bug spray, and bring water and a snack. I have selected locations that require a short, easy walk. I can provide outfits to bring to an outdoor location that are stretchy enough to change into with a little help to retain your modesty.





WHAT TO *wear*

YOUR WARDROBE

Choosing what to wear during your sessions is exciting. The photography studio has plenty of options for all types of people. You may choose something minimal or take advantage of the yards of silky flowing fabric or be embraced in a mountain of tulle. You can see some examples of what is available in the 'Style' magazine located on the homepage of my website, or bring your own outfits.

You may consider elegant, nude photography in the privacy of the studio, bringing matching lace lingerie, bikini for the beach or for an urban look use your open leather jacket, jeans or heavy knit cardigan.

At no extra cost, please be our guest and use a dresses from our studio wardrobe in sheer tulle, delicate lace, earthy linen, contouring jersey, natural cottons or be wrapped in yards of silky, floating fabric.







COORDINATING A GROUP?

Need to coordinate multiple peoples wardrobe in the photography session? Here are some tips I have put together to help simplify the outfits.

PICK A PALETTE

When it comes to selecting your wardrobe for a maternity photoshoot, one factor to consider is the color palette. Neutral colors, such as black, white, and beige, are a popular and enduring choice for these portraits. These colors have a timeless quality, are versatile, and can be effortlessly paired with other items in your outfit. Additionally, wearing neutral colors can produce a simple yet refined appearance that will always remain in style.

DADS AND CHILDREN

Neutral colors work well, and there are various combinations that can be made with a white plain t-shirt, white shirt, jacket, and formal trousers or chino's.

To keep the emphasis on the family connection, it's best to dress siblings in neutral tones, like what dad is wearing. Again, it's important to stick to muted and neutral colors so that your children's faces are the main focus of the images, rather than their clothing. Avoid bright colors or patterns that may be too distracting and take away from the natural beauty of your children's expressions.



MAKEUP

A camera will struggle to pick up the finer details of your eyelashes and lip colour if you don't wear any make up and can fade away in images. Make up applied like you were going out to dinner would be perfect to bring out your natural beauty. If it's within your budget, you may consider hiring a professional to do your hair and make up. At a minimum, I recommend eye liner and lipstick. Choose a lipstick colour that is more earthy pink or red and avoid brown or ice pink.

You may consider wearing nail polish as your hands will be featured as they are often placed around your face or belly. I recommend wearing muted pink or browns.

HAIR

Keep your hair loose and flowy instead of tight and pulled back. Free hair is more inspiring and fun to photograph than perfect hair! However, if a small clip may be worn on one side to allow the camera to see your face when you are looking down at your belly and save you time moving your hair away from your face the whole time. If your hair looks good in wavy curls, go for it as it will photograph beautifully. Plus, if it's windy, it will add some fantastic movement to your photos.

KEEP IT SIMPLE

Remember, the focus in your pregnancy photos is your bump and your love for this new life, so opt for no jewelry or simple and elegant pieces or items of earthy tones.

HAVE FUN

This moment is fleeting. Pregnancy won't last forever. Embrace the present moment during your session and savor every minute because it passes so quickly! Take pride in being yourself and let the camera capture the happiness in your heart.



FAQ PT 1

HOW LONG IN ADVANCE SHOULD I BOOK?

The sooner it is, the better it is to organize perfectly the photo shoot and be sure that I'm available for your date. I like to schedule maternity sessions when mom is between 28-35 weeks. This time frame is ideal to ensure a perfect baby bump and avoid being too far into the pregnancy where mom might feel uncomfortable. Maternity sessions are done at her pace and are a time for her to feel pampered and cherished.

WHAT SHOULD I BRING TO MY SESSION?

You can bring a water bottle, a snack to keep up your energy and any hair and makeup touch up. This is your maternity session. I will guide you and suggest ideas about posing, looks, locations and props but you are more than welcome to send me anything that inspires you.

CAN I INCLUDE MY FAMILY OR PETS?

You can either have a maternity session for you, on your own, or bringing your husband/partner and any older children to your maternity session. Including your family in the shoot will provide an opportunity to capture more family-oriented images, showcasing their love and excitement for the arrival of your little one. Additionally, intimate images of just yourself and your partner can also be created during the session, emphasizing the connection and love between the two of you.

DOES IT INCLUDE THE UNEDITED IMAGES?

No. You won't need to go through hundreds of images because I carefully select and edit only the best shots. I use my experience as a professional photographer to select the most outstanding images and edit them if they need to. Editing will help bring out the magic felt and experienced on the day by adjusting colour, correction or enhance the images to remove blemishes, correct color, enhancing details, and creatively developing the final portraits. Please note that unedited images will not be provided, as only the final, edited portraits will be presented to you digitally.

FAQ PT 2

DO YOU SHARE IMAGES ON SOCIAL MEDIA?

As a professional photographer, I proudly share the top images from each sessions, and may also use some of the final images on my website or social media however, I do not mention any names. If after viewing your images you prefer your images not be shared, please let me know in writing.

WHAT IF I FEEL SELF-CONSCIOUS DURING THE SESSION?

It's normal to feel a little self-conscious during a photo session. Just remember that you are beautiful just as you are, and these photos will serve as a cherished memory of this very special time in your life. I will also work with you to make you feel comfortable and confident throughout the session and have poses that are flattering for any body shape.

DO YOU OFFER ANY PACKAGES OR DISCOUNTS?

Yes! I offer a Maternity + Newborn Package. See prices on price tab on website

WHAT IF THE WEATHER IS BAD ON THE DAY OF THE SESSION?

The week before your session, I'll be watching the weather to make sure everything looks peachy. But if it looks like there's going to be inclement weather the day of your session, I'll reach out a few days in advance to start formulating a game plan. Typically, if the weather forecast calls for a high chance of heavy rain during the time of the session or high winds at the time of the session, our policy is to reschedule.

HOW LONG DOES IT TAKES TO GET MY PHOTOS?

It takes up to two weeks to sort and edit your photos to bring out their best. The images will then be uploaded for you to a secure online gallery. From there you may order prints, download or share straight to social media.

I'M READY! HOW DO I BOOK?

Great! Email me at contact@narellewilliamsphotography.com and leave your estimated desired date for the session and the type of session you would like to have (maternity or newborn) and the location if you have decided yet. I will suggest times and dates and discuss further via email your session. After we agree on a date, I will email you an invoice that includes a \$100 retainer to be made before your booking date is confirmed.

Once the retainer of \$100 is paid (this amount comes off your total price) you are booked and I will be in touch further down the track to discuss your session in further detail.



WHAT MAKES

Narelle Williams Photography

STAND OUT AS ONE OF THE TOP
MATERNITY PHOTOGRAPHERS?

I am committed to bringing out your best for your very special photography session by providing you a stunning studio wardrobe from around the world, experience and training in photography, posing, lighting, editing, beautiful location selection, experience in pregnancy and a dedication to honor you the way you should be.

BECAUSE YOU DESERVE THE BEST

PRICE GUIDE

Maternity

MATERNITY PHOTOGRAPHY SERVICES

Capture your fleeting moments of pregnancy during a relaxed studio, beach or field photography session. You will be provided access to the studio wardrobe offering a variety of styles to choose from for an individualised portrait session. If you prefer, partners and siblings are welcome to join you in your shoot for a family experience.

MATERNITY PHOTOGRAPHY

\$295

A maternity session includes:

- access to the studio wardrobe
- location at either beach, forest/field or studio
- one hour photography session
- 15 edited digital images through an online gallery for you to download or share directly to social media.

MATERNITY & BABY PHOTOGRAPHY

\$595

A combined package includes:

- access to the studio wardrobe
- one maternity studio session
- 1.5hr newborn session
- 15 maternity edited digital images
- 15 newborn edited digital images



MOTHERHOOD PHOTOGRAPHY PACKAGE

\$750

A Motherhood package includes:

- access to the studio wardrobe
- 30 min maternity sessions at 6, 7 and 8 months pregnant with 3 edited images each.
- 45 min maternity studio session at 9 months pregnant with 9 edited images
- 1.5hr newborn session with 15 edited images
- 3 month old baby and mother session with 6 edited images

Capturing 6 milestone moments in your Motherhood with 40 edited images.

Limited Time Only



THANK YOU!

get in touch

I hope this guide has helped to answer a few of the basic and most frequent questions you may have. I want to make your session experience something you will look back fondly on for years and years to come. At the end of the day, though, the location you choose and the outfits you select won't matter nearly as much as the memories you make. Your future memories are the most important thing to me and I want your session to be a time for you to just be yourself and enjoy it! If you have any additional question, please feel free to contact me directly. I look forward to working with you!

Love,

Narelle



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