



# NEWBORN

*welcome guide*

NARELLE WILLIAMS PHOTOGRAPHY



# CONTENTS

PG 4 | ABOUT ME

PG 6 | MATERNITY

PG 8 | WHAT TO EXPECT

PG 10 | HOW TO PREPARE

PG 12 | WHAT TO WEAR

PG 16 | PRICING GUIDE

PG20 | FAQ





# 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 baby and new parents need to feel comfortable during a session. A new baby is an exciting moment in your life and worth celebrating with timeless photos that capture these feelings. Time flies during those first few weeks when you are bonding and cherishing their little bodies. A perfect time for newborn photos. I am honored to be able to photograph babies and showcase the love and adoration between them and their parents. Each baby is distinct, breath taking and unforgettable. My photography embraces and celebrates the uniqueness, ready to share with loved ones and to be treasured 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](mailto:contact@narellewilliamsphotography.com)



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



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





# MATERNITY

*session*

As you prepare for the arrival of the newest member of your family, you probably have a to-do list of things you want to do before your baby arrives. I believe a maternity session should be on your bucket list because, whether you are having your first baby or you are adding a new member to your family, a maternity session allows you to capture the beauty and love that you are feeling in the final months of your pregnancy. I will help guide you through the basic poses, such as how to hold your belly and where to look, and give you some actions and tips to make things feel more candid and fun! I highly recommend adding a maternity session to your newborn collection package. I promise you will love it! Find out more about maternity sessions in our price guide.



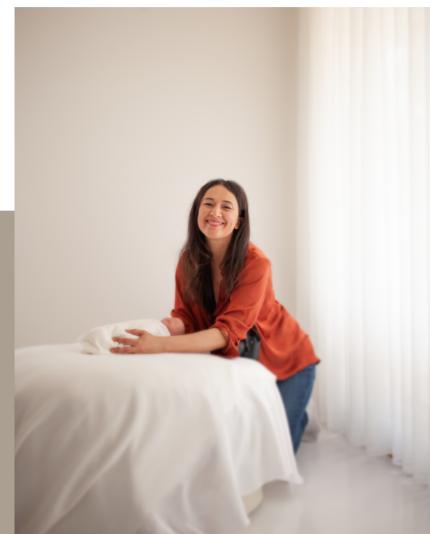
# WHAT TO *expect*

A baby can give life a completely different meaning. My newborn photography sessions are specially planned and designed to celebrate the love of your growing family and to capture those moments that mean so much! My studio is fully equipped with props and accessories, which we will use to design, create, and plan your newborn photography session in earthy, light tones to draw focus to you and your baby. Each baby is unique and special, and I want each session to be just as unique and special.

In this guide, we will go over what you need to know to make the most of your newborn session, as well as some information about the process. I want to make sure the end result is a set of beautiful images that are an honest reflection of your family. You will find details on how to prepare, styling tips, and what to expect during and after your session.

My joy is capturing the perfect fleeting moment, the mischievous look and giggle of a child, the graceful curve of an expectant mother's belly, the gentleness in a father's big hands as he holds his newborn child, and the tenderness of real love. After your session, I will work hard behind the scenes to select the best photos (eliminating duplicates, blurs, and blinks) and bring out the photos best through editing (adjusting colour/tone, light blemishes). Your gallery is typically ready within 2 weeks of your session allowing you to download instantly or share straight to social media. Don't worry, it will be worth the wait.

Please note that RAW (unedited) images are not provided for viewing for downloading. I select the images that are the best and creates a well rounded gallery.





# HOW TO *prepare*

## • BEFORE THE SESSION

If you are scheduling your newborn session ahead of time, it is best to get your due date on my calendar as soon as possible, ideally in the second trimester. However, if you have already had your baby or are about to, I will do my best to accommodate you in my schedule. Since the arrival of your baby is typically unpredictable, I reserve space on my calendar around the time of your due date to accommodate early or late arrivals. Please contact me as soon as your baby arrives to schedule a date and time.

If you are looking for photos of your newborn curled up and sleepy, the ideal time is 6-10 days old. After 10 days babies are more alert with eyes open with fleeting facial expressions. Both styles of photography are adorable and have their advantages. Please be aware that babies may be a little more unsettled at times during the session if they are more than 12 days old. Either way, we will have a lovely gallery by the end of the session that is lead by the babies needs first.

## • THE SESSION DAY

The session can take around 1.5 hours depending on how he/she is doing. We will take our time and never rush! It's recommended to stimulate and keep the baby awake for an hour or so before the session. This helps to make the baby extra sleepy for the session, and when the baby is in a deeper sleep, it makes posing and going from one set to another easier. The baby should be changed and fully fed just before the session begins. A baby with a full tummy is almost always a happy baby!

When the baby needs a break, we'll take a break. Don't worry if the baby is fussy, as they are not used to being moved so much, and it may take a while for them to settle down again. Most babies need to a feed at least once during their session. You'll notice that the studio is warm when you arrive, so dress in light layers. I tend to heat the studio to approximately 24 degrees for newborn sessions, as your baby will be undressed and needs to be kept warm.





# WHAT TO *wear*

## MUMS

It's best to start with the mom's outfit when selecting clothing for your postpartum photoshoot. I know it may seem daunting, but trust me, you will regret it if you only focus on the baby's outfit. I will position you in a way that makes you look your best and captures the special bond between you and your baby.

When choosing your outfit, consider a color that is calm and is flattering to wear. A dress that is stretchy on top and more flowy on the bottom, or a lace or sheer top paired with pants, could work well. Soft and lighter colors are better for newborn photos, as they help to keep the focus on the baby rather than bright colors stealing the attention.

Our studio has a selection of dresses and shirts perfect for newborn sessions. It is worth mentioning that it is unlikely for you to notice your swollen postpartum stomach in the images as often the baby or draping dress/baby blanket is covering it. The focus will be on your proud expression and your tender arms holding them so no need to worry.





## THE BABY

There's no need to bring anything for the baby to wear. I provide all the wraps, headbands, clothes, and props. Unless you have something special in mind that you want to bring for your newborn's photos, don't worry about outfits.

However, you may want to consider bringing some essentials, such as diapers and wipes. A few cloths for feeding spills and a comb or brush. There is a feeding chair and pillow, change table and nappies for the session that are small.

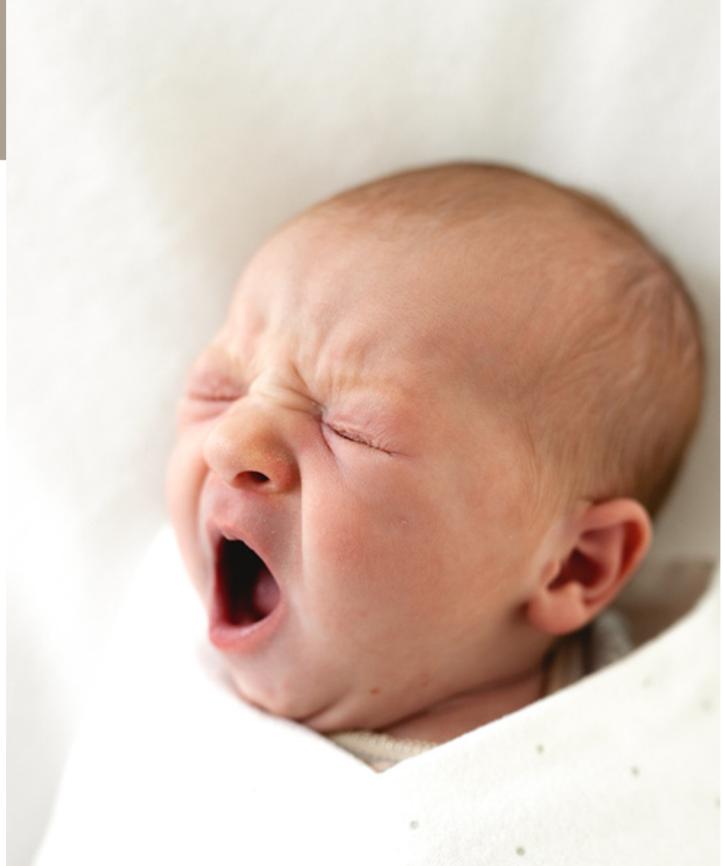
Many parents bring a dummy along to the session just incase they need it.

## THE FAMILY

Focus on achieving a cohesive look and dressing in outfits that will give your photos a timeless feel.

Keep a color scheme in mind, but choose various hues. Soft, neutral colors like grey, brown, rust, sage or cream make great dominant colors, as they keep the focus on the baby and the family connection.

I recommend classic, timeless outfits (dresses or chino pants) and suggest avoiding bold patterns, logos and shirts with writing. These can be distracting in photos, drawing attention away from meaningful moments.





# PRICE GUIDE

Baby

## BABY PHOTOGRAPHY SERVICES

*Capture your babies first moments in life in a relaxed studio 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.*

### BABY PHOTOGRAPHY

\$395

A newborn session includes:

- access to the studio wardrobe
- location at studio
- 1.5hr photography session
- 15 edited digital images through an online gallery for you to download or share directly to social media.
- Please note that RAW (unedited images are not provided to view or download.





# FAQ

## HOW LONG IN ADVANCE SHOULD I BOOK?

The sooner you can schedule the photo shoot, the better. This will allow us to plan and organise everything perfectly, and ensure that I am available on your preferred date. Ideally, you should schedule the shoot during your second trimester, but if you are past that time frame, please do not hesitate to contact me.

## HOW DO YOU PLAN A SESSION DATE WHEN DUE DATES AREN'T FOR CERTAIN?

I pencil in a time around your due date and reschedule the session if the baby. That means that if your baby arrives a little early, I'm still available close to your due date. And if your baby arrives late (which I sure hope isn't the case!) I can still adjust for that week or two after your due date. Once baby arrives, I have parents contact me via email with the happy news. Then we set our official session date and time to fit within that optimal newborn window for the photographs.

## DO WE NEED TO BRING ANYTHING?

I have all kinds of props, blankets, wraps, headbands for both boys and girls mostly in earthy tones or white to allow the baby to be the focus of the image. Bring the usual dummy (if you are open to using one for the session to help settle) a brush or comb if they have a lot of hair and any spill cloths when feeding.

## WHAT IF MY BABY CRIES OR DOESN'T SETTLE?

It's natural for babies to cry during the session at times. However, with time and patience, most babies will eventually settle, and we will be able to create beautiful images whether they are awake, asleep or being held in your arms. We go at the pace of the baby, allowing them to have what they need when they need it.

## MY BABY HAS ALREADY BEEN BORN. CAN I STILL BOOK A SESSION?

Absolutely! If I have had a last minute cancellation or a baby has arrived early/late I may have some availability so it is always worth asking if your baby is already here.

## DO YOU SHARE IMAGES ON SOCIAL MEDIA?

As a professional photographer I share a few photos from each session to add to the gallery later down the track. Additionally, I may use any images from your gallery on my social media pages or website to share what I do. Most parents love to see their child featured in this way, but if you prefer not please let me know before your session.

## WHAT POSES OR SETUPS ARE USED FOR THE SESSION?

You will find some examples of favorite poses throughout this guide. The ones used for your session depends on how settled your baby is. If they are unsettled, we can do some beautiful poses where they are in the parents hands the whole time. However if they are settled and sleepy, we can do some lovely curled up poses that is similar to that of being in the womb. Babies tend to stir once moved but can settle back down. I will prioritise your baby's safety and comfort above all else.

## WHAT IF MY BABY MAKES A MESS?

It's not uncommon for babies to have accidents during a newborn session, such as spitting up or having a diaper leak. I will be prepared for this by having extra props, wraps, and blankets on hand for use during the session. It's also a good idea for you to bring extra diapers, wipes, and a change of clothes for your baby.

## HOW LONG DOES IT TAKES TO GET MY PHOTOS?

Once your session is over you'll receive your edited digital gallery within 2 weeks. You'll be able to download them all and share directly to social media. You will have the option to order prints and products through the online gallery at a high quality professional printing lab.

## WE ARE READY! HOW DO WE BOOK?

Great! Please email me with your due date then to get the booking process started! I'll collect a \$100 retainer from you to get your session date reserved and then your session balance will be due the day of your session.





# 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.*

*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*



NARELLEWILLIAMS PHOTOGRAPHY.COM