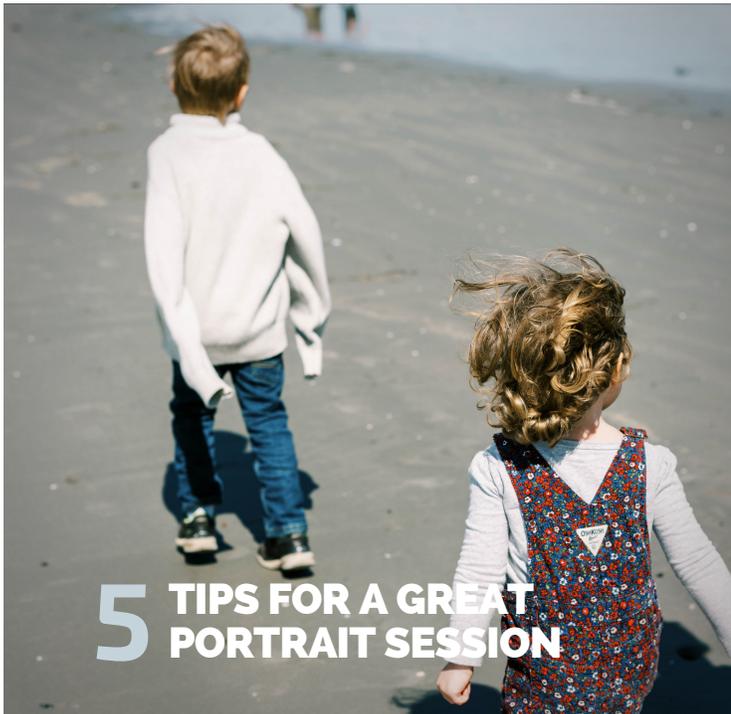


# CLIENT GUIDE

FOR NEW AND  
RETURNING CLIENTS

SERENA BURROUGHS PHOTOGRAPHY LLC

# CONTENTS



## 5 TIPS FOR A GREAT PORTRAIT SESSION



### NO NEED FOR GUESSING GAMES

With these tips, I hope to ease possible concerns and make your session fun. No guessing game here. Let me show you how we will approach your session together - No one will be left wondering!



### GET THE MOST OUT OF YOUR SESSION

The average portrait session is \$450. Enough to make you think - what if my kids completely blow it? Nah, nah ... I will tell you some secrets - Get ready!

#### HOW TO PREPARE FOR YOUR SESSION

### 01 WHAT TO WEAR

*Like to dress up? Or are you more the casual type? This section is all about the many options and color palletes that could work for you.*

### 02 KEEP IN MIND

*Is your session outdoors? Indoors? There are different aspects to each option. Will you have to bring bug spray? If your session is indoors - do you need to deep clean? Answers are found here.*

### 03 PLAN AHEAD

*Is your child prone to run low on energy at your session time? Worried that your photos will go horribly and you'll be out of hundreds of dollars? No way. Read these tips to help your session go smoothly*

## EVERY SESSION IS DIFFERENT, BUT WE CAN WORK TOGETHER AND ELIMINATE COMMON STRESSORS.

### 04 GET THEIR COOPERATION

*How to avoid saying no and keep your child engaged and most of all, eager to cooperate.*

### 05 WHEN IN DOUBT

*if you still have questions, take advantage of plain ole communication! I am here for you and will answer any questions you may have left.*



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# 01 WHAT TO WEAR



## WHAT YOU'LL WANT TO AVOID

### 1.1 MATCHING OUTFITS

*While it might be tempting to wear the same outfit as your mini-me, I do not recommend it. During our session I will break things down, and pair up mom and child, dad and child and try to get pretty much every possible combination. Things just don't look as nice as they could if you're wearing the same exact pattern/color etc. Try to make everyone look well together for those parent/child portraits.*

### 1.2 NEON OR LOUD PATTERNS

*This might be a no-brainer to most, but I've seen it happen. Therefore it will get mentioned. Do not - under any circumstances - wear neon or crazy loud patterns. It will not look good, believe me. Very vibrant color such as neon will reflect back onto your skin and make it look unnatural. And wild patterns - well, remember we want to focus on your family, emotion and overall connection. Not anything overly distracting.*

### 1.3 IMPRACTICAL WARDROBE

*Love that shirt or dress with a V neck that runs extra deep? It may look fabulous, but keep in mind you'll want to wear something flattering that also functions well enough to bend down, pick up your child and so on. You'll likely run after your littles and play wild - don't wear high heels in a meadow, or anything that could make you say: "you do this, I can't do that with this dress"*

*I want you to look great, but also to be able to have fun without having to watch from the sidelines.*

### 1.4 DON'T GET A HAIRCUT NOW

*Right before your session is a bad time for a new haircut. Avoid it, trust me!*

*Unless you have a super good and trusty stylist. But even then, try to schedule any hair appointment 1 or 2 weeks before your session date to avoid getting documented with a temporary bad do.*

## WHAT TO DO INSTEAD

### DRESS LIKE YOU WOULD ON A GOOD DAY - DON'T OVERTHINK IT

*Easier said than done. Agreed. Consider all things mentioned before and you'll be left with this: Dress so you can sit down, run and play. Look your best, but be practical. Combine colors that compliment each other, if you wear patterns, keep them on the mild side and make sure they work with the rest of the family without clashing. When in doubt, ask me! Send me photos and I will gladly help you out. Also, if you'd like to shop for your session - knock yourself out! But by no means is that a necessity. Most of us have the perfect combinations in our closets already, waiting to be found!*

# 02 KEEP IN MIND

## OUTDOOR? INDOOR? A FEW THINGS TO CONSIDER

### 2.1 OUTDOOR SESSION

*If your session is taking place outside, there is a chance we will be walking through tall grass. Usually I will carry an extra bottle with me, but it's never bad to bring a back up bug spray. If you prefer deet-free, all organic - it never hurts to bring your own.*

### 2.2 RAINY DAYS

*Indoor sessions don't have to worry about this, but everyone else listen up: If the forecast says rain, I will not cancel until the day of the session. The weather forecast is by no means a guarantee and I have had my fair share of rescheduling happen and the day turning out to be very sunny. Be prepared to not hear the final word until the day of.*

### 2.3 CONSIDER BACK UP PANTS

*Many of my clients are potty training their little munchkins. Perhaps bring back up or have them wear a diaper just to be safe! You do not want to end up with your toddler suffering a pee-accident at the beginning of your session. This can luckily be avoided pretty easily.*

### 2.4 NO NEED TO DEEP CLEAN

*If your session is indoors, please relax with the cleaning. There is no need to go on a crazy cleaning spree. The bedroom, the nursery and living room are the places we will likely shoot in. If you declutter a little - great! We wan't distractions out of the way. In case you miss a few things, I will move things out of the frame if need be. But don't worry. I am a mom of two myself and if you could see my office as I type this... you'd know I'd be the last to judge. ;-)*



# 03 PLAN AHEAD

## TIPS TO KEEP THINGS GOING SMOOTHLY

### 3.1 KIDS ARE POWERHOUSES

*But on an empty stomach, like us, they might get hangry. And then you can abandon everything right then and there, because if your kiddo is mad and hungry, no list of tips is going to help! Bring snacks, or eat not long before your session.*

### 3.2 BRIBING

*not always a fan of this one, but if it works and you know it will - why not? Maybe make plans to go out for ice cream after the session, chicken nuggets or something else you know your child responds well to. If your child is old enough to respond to this, it could certainly be a good way to keep everybody happy!*

### 3.3 PLAY AND DON'T WORRY ABOUT YOUR HAIR

*Maybe this seems a bit repetetive, but I cannot stress it enough. If you are making yourself interesting, and are the center of attention you can take control of the situation and most of the time, your childs emotional state. They will be more interested in playing with you and not have an ounce of care for the camera, allowing me to move around freely and get amazing shots of real fun.*



# 04 COOPERATION

## HOW TO GET THEIR COOPERATION

### 4.1 AVOID THE WORD 'NO' IF POSSIBLE

*Now, as parents we say no a lot. A looooot. Why? Well our kids are crazy and we need to keep 'em alive. So when they wanna jump off the ledge and into a pond, we have to say no of course. During your session however we need to try as much as possible to avoid saying it too much. When things get out of control, or your kids are about to do something dangerous - say no. That is not what I mean. What we need to try and avoid is the no, when your kids says: "let's race!", "Can I have another snack?", "Can I go in the water?", "Whoa look at the huge stick I found" etc.*

*Try to respond in a way that steers your kids in a different direction rather than shutting them down. If they feel being told off too much, it will cause them to get pretty upset over the course of our session. We want to try and keep them happy and engaged!*

### 4.2 BRING A TOY

*If your kids are not older yet, or old enough, anyway - perhaps bring a stuffed animal. Something you know they respond well too and enjoy playing with. This could keep them happy in between shots, could make for a sweet portrait of your child and their favorite lovey, or be reason for more fun and engaged play between you and your child.*

### 4.3 TRUST ME TO WORK WITH THEM

*This means, when I take individual portraits, a portrait of a child by themselves - feel free to relax. Depending on the age, you may even want to back off a bit, to let them feel less watched and awkward. This counts for teenagers especially. I have had a fair share of parents giving lots of direction over my shoulder, which has caused the child to get visibly stiff and uncomfortable while getting a portrait taken. Getting good portraits after that could be difficult, especially when you ask them to smile over and over again. Not saying this is what you may do, just saying it has happened, unfortunately. Avoiding this is simple. Sit back, watch from a few feet away if you can and trust me to get the shot you want. I have my ways and cues, no worries - there hasn't been a child yet that has not cooperated with me at all. Knock on wood ... :)*



# 05 WHEN IN DOUBT



GOT A UNIQUE QUESTION? ASK!

## 5.1 COMMUNICATE WITH ME

*This one is gonna be short and sweet. Sometimes there is a unique problem, a question or concern. Whatever it is, you should always take advantage of communicating with your photographer, in this case - me! If it's about wardrobe, family dynamics you need me to be aware of, or aaaanything else - I am here for you and am listening! You can always reach me at serenaburroughs211@gmail.com or at [www.serenaburroughs.com/contact](http://www.serenaburroughs.com/contact)*

## 5.2 CHECK OUT THE BIZ

*If you haven't already done your research, do it now! Find me on instagram at @serenaburroughs and look around on my website and definitely visit the blog for more useful tips and featured client sessions.*

## 5.3 ASK FOR SAMPLE GALLERIES

*Curious what the gallery will look like? I can send you a sample or two. Those are always a great way to preview what digital galleries look like before you get your own. These galleries are real paid sessions, just like yours and are a great way to get a little taste of my work.*

That's it!

**You're basically a  
Pro now!**

**I'll see you soon at  
your session!**

Lots of love!  
xx Serena



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