## - LILO PHOTOGRAPHY -

## newborn & baby welcome guide





## Don't worry, this is going to be easy.

GETTING READY TO WELCOME A BABY CAN BE STRESSFUL AND OVERWHELMING!

THE GOOD NEWS IS THAT IT DOESN'T HAVE TO BE! MY MISSION IS TO MAKE THE PROCESS EASY AND ENJOYABLE FOR YOU AND YOUR LITTLE ONE. IN ORDER TO MAKE YOUR EXPERIENCE RELAXED AND STRESS FREE, I'VE PUT TOGETHER THIS GUIDE TO WALK YOU THROUGH EVERY STEP OF THE JOURNEY.

FROM WARDROBE DECISIONS TO LOCATION CHOICES, MY GOAL IS TO ANSWER ALL YOUR QUESTIONS, CAPTURE AMAZING PHOTOS, AND HELP YOU ENJOY THE PROCESS.

I HAVE BEEN DOING THIS FOR OVER 10 YEARS (AND HAVE 3 KIDS OF MY OWN) SO YOU CAN BE CONFIDENT IN MY SKILLS AS A PHOTOGRAPHER AND TRUST ME WITH YOUR PRECIOUS NEW BABY!

DOCUMENTING YOUR BABY'S FIRST FEW WEEKS (AND MONTHS) IS IMPORTANT BECAUSE IT FLIES BY QUICKLY! YOU WILL NEVER REGRET CAPTURING THIS SPECIAL TIME IN THE LIFE OF YOUR FAMILY. CONGRATULATIONS ON TAKING THE FIRST STEP!







## FEELING OVERWHELMED? LET ME HELP!

LIKELY THE LAST TIME YOU HAD PROFESSIONAL PHOTOS TAKEN WAS YOUR WEDDING DAY AND IT WAS PROBABLY OVERWHELMING.

LET ME PUT YOUR MIND AT EASE.

MATERNITY, BIRTH AND NEWBORN
PHOTOS ARE VERY DIFFERENT! I HAVE A
RELAXED AND EASY PACE THAT HELPS
EVERYONE ENJOY THE SESSION, MAKING
THE PHOTOS AUTHENTIC AND TRUE TO
LIFE.

I WILL GUIDE YOU EVERY STEP OF THE WAY. REST ASSURED I WORK HARD TO MAKE EVERYONE AT EASE AND WIN OVER THE HEARTS OF EVERYONE (EVEN HUSBANDS).

EVERY FAMILY AND EACH CHILD IS UNIQUE, THEREFORE, I OFFER SEVERAL DIFFERENT OPTIONS TO MEET THE NEEDS AND COMFORTABILITY OF EACH FAMILY.

WHETHER YOU WANT MATERNITY
PHOTOS, NEWBORN PHOTOS OR
EVERYTHING IN BETWEEN, WE CAN MAKE
A CUSTOM PACKAGE TO FIT YOUR NEEDS.

LET'S CREATE SOMETHING PRECIOUS THAT WILL BE CHERISHED FOR GENERATIONS TO COME.

IT IS BEST TO GET IN TOUCH WITH ME AT LEAST 2 MONTHS PRIOR TO YOUR DUE DATE SO WE CAN START DISCUSSING OPTIONS.

I LOOK FORWARD TO MEETING YOU AND YOUR BABY!









## MATERNITY SESSION

YOUR MATERNITY SESSION CAPTURES THE SPECIAL SEASON BEFORE YOUR FAMILY ADDS AN EXTRA MEMBER. IT WILL BE A BEAUTIFUL KEEPSAKE THAT YOUR CHILDREN WILL TREASURE ONCE THEY ARE ADULTS. I HAVE ALWAYS REGRETTED THAT I NEVER HAD MATERNITY PHOTOS TAKEN WITH ANY OF MY THREE KIDS.

I STRIVE TO CAPTURE THE MAGIC AND EMOTION OF THE NEW LIFE GROWING INSIDE YOU WHILE ENSURING THAT YOU ARE COMFORTABLE IN FRONT OF THE CAMERA. THE PHOTOS ENCAPSULATE THE LOVE YOU SHARE AND CAN INCLUDE THE ENTIRE FAMILY!

BEFORE YOUR SESSION, YOU'LL RECEIVE A GUIDE TO HELP YOU WITH CLOTHING AND STYLING AND TO MAKE SURE YOU FEEL BEAUTIFUL, CELEBRATED AND COMFORTABLE EVERY STEP OF THE WAY. LET ME WALK YOU THROUGH THE PROCESS TO CREATE BEAUTIFUL IMAGES THAT WILL BE PASSED DOWN FOR GENERATIONS.

THE BEST TIME TO SCHEDULE YOUR MATERNITY PHOTOS IS BETWEEN 30-35 WEEKS. THIS WAY YOU HAVE A CUTE LITTLE BELLY, CAN STILL MOVE AROUND COMFORTABLY AND YOU DON'T MISS OUT IF THE BABY MAKES AN EARLY APPEARANCE! MATERNITY SESSIONS ARE A GREAT ADD-ON TO BIRTH OR NEWBORN PHOTOS. LET'S CREATE A PACKAGE TAILORED JUST FOR YOU!



## BIRTH PHOTOGRAPHY

BIRTH PHOTOGRAPHY IS MY FAVORITE! IT IS SUCH AN PRIVILEGE TO BE INVITED INTO SUCH A SACRED EVENT AND I DON'T TAKE THAT HONOR LIGHTLY. MANY SCOFF WHEN THEY HEAR ABOUT BIRTH PHOTOGRAPHY THINKING IT'S "GROSS". REST ASSURED I AM NOT ALL UP IN YOUR BUSINESS AS THE BABY IS CROWNING.

INSTEAD, I CAPTURE THE STORY OF HOW YOUR BABY ENTERS THE WORLD. THIS INCLUDES SOME OF YOUR LABOR, PUSHING AND DELIVERY. AFTER THE BABY IS BORN, I STICK AROUND TO CATCH THE WEIGHT, BONDING TIME AND OCCASSIONALLY A BATH! I HAVE EVEN CAPTURED A FEW CESAREAN BIRTHS.

OFTEN PEOPLE DON'T UNDERSTAND THE SIGNIFICANCE OF HAVING A BIRTH PHOTOGRAPHER. HAVING A PHOTOGRAPHER MEANS THAT YOU HAVE AN EXTRA PAIR OF HANDS, AN EXTRA SUPPORT PERSON AND SOMEONE WHO CAN CAPTURE THE RAW LOVE AND EMOTION ON ONE OF THE MOST IMPORTANT DAYS OF YOUR LIFE! AFTERWARDS, IT IS OFTEN THE DAD WHO IS MOST THANKFUL FOR MY PRESENCE AS IT TAKES THE PRESSURE OFF OF HIM TO TRY TO DOCUMENT THIS SPECIAL TIME.

TYPICALLY WE MEET OR TALK BEFOREHAND SO WE CAN DISCUSS YOUR BIRTH PLAN AND OTHER DETAILS OF THE DELIVERY. THEN I AM ON CALL FOR 1-2 WEEKS BEFORE/AFTER YOUR DUE DATE. YOU KEEP ME INFORMED AS TO YOUR DOCTOR APPOINTMENTS AND LABOR PROGRESSION. I WILL MEET YOU AT THE HOSPITAL WHEN YOU ARE MAKING SIGNIFICANT PROGRESS.

ALL ASPECTS OF THE BIRTH ARE DOCUMENTED IN A NON-INVASIVE AND DISCREET MANOR AND I SET UP SO I AM OUT OF THE WAY BUT ABLE TO CAPTURE THE BIG MOMENTS. LET'S TALK ABOUT HOW TO DOCUMENT YOUR BABY'S ARRIVAL!



## FRESH 48 NEWBORN SESSION

FRESH 48 SESSIONS ARE TAKEN WITHIN 48 HOURS OF YOUR LITTLE ONE'S ARRIVAL AND ARE DONE AT THE HOSPITAL OR BIRTHING CENTER. THIS SESSION IS PERFECT FOR THOSE WHO WANT TO DOCUMENT THEIR TIME AT THE HOSPITAL AND PERHAPS CAPTURE THE MEETING OF FAMILY MEMBERS AND SIBLINGS. THE PHOTOS ARE JUST AS MUCH ABOUT YOU AND YOUR PARTNER (AND OTHER CHILDREN) AS THEY ARE YOUR BEAUTIFUL BABY.

TAKING QUALITY PHOTOS IN A HOSPITAL ROOM CAN BE DIFFICULT. PROFESSIONAL PHOTOGRAPHY GEAR AND AN EXPERIENCED PHOTOGRAPHER MEAN YOU'LL RECEIVE PHOTOS THAN YOU COULD TAKE YOURSELF DURING THESE FIRST FEW HOURS OF LIFE. IT ALSO ALLOWS YOU TO BE "IN THE MOMENT" DURING THIS SHORT BUT SIGNIFICANT TIME.

THESE PHOTOS ARE MORE DOCUMENTARY IN STYLE AS IF I WERE A FLY ON THE WALL. I WILL DIRECT YOU TO HELP MAKE THE PHOTOS FLATTERING AND TO HELP TELL YOUR STORY. THE IMAGES ARE NOT OVERLY POSED NOR DO THEY INCLUDE PROPS.

NOTIFY ME AS YOU HEAD TO THE HOSPITAL SO THAT I'M PREPARED IN ADVANCE. ONCE YOU HAVE GIVEN BIRTH, WE'LL SET UP A TIME THAT SUITS YOU BEST. SOME PARENTS WANT TO CATCH THOSE FIRST FEW HOURS - OTHERS WANT THE CHANCE TO FRESHEN UP A BIT, REST AND ALLOW TIME FOR SIBLINGS TO ARRIVE- EITHER WAY IS TOTALLY FINE.

THE BEAUTY OF THIS KIND OF SESSION IS THAT IT CAPTURES THIS SIGNIFICANT MOMENT IN YOUR STORY AND IS 100% REAL. THIS SESSION IS 60 MINUTES.



## IN-HOME LIFESTYLE NEWBORN SESSIONS

LIFESTYLE SESSIONS FOCUS ON CAPTURING YOUR FAMILY & IT'S NEWEST LITTLE MEMBER IN A CANDID & REAL LIFE WAY. ONE OF THE BEST PARTS ABOUT THESE SESSIONS IS THAT THEY TAKE PLACE IN YOUR OWN HOMETHIS MAKES THE PROCESS MUCH EASIER AND LESS STRESSFUL FOR THE ENTIRE FAMILY.

WHEN I ARRIVE WE'LL HANG OUT FOR A FEW MINUTES SO I CAN GET TO KNOW YOU AND FIND GOOD LIGHTING WITHIN YOUR HOME. THAT WAY ONCE WE BEGIN EVERYONE WILL BE FEELING COMFORTABLE AND READY FOR PICTURES. WE MIGHT MOVE SOME FURNITURE AROUND TO GET THE BEST SET UP, BUT EVERYTHING WILL BE RETURNED TO IT'S ORIGINAL PLACE BEFORE I LEAVE!

IT'S LIKELY WE'LL USE YOUR BEDROOM AT SOME POINT DURING THE SESSION, SO PLEASE TRY TO PUT ON A LIGHT DUVET OR COVER ON BEFOREHAND - CREAMS, PASTELS & MUTED COLORS WORK BEST WITH A NEWBORN'S SKIN TONES.

WE WILL DO A FEW "POSED" PHOTOS BUT THE BABY WILL REMAIN WRAPPED MOST OF THE TIME. IF WE FINISH WITH EXTRA TIME, WE CAN TRY A FEW NAKED, POSED PICTURES. HOWEVER, YOU CAN PLAN ON MOST OF THE IMAGES FROM THE NEWBORN SESSION TO BE CASUAL, RELAXED AND ORGANIC INSTEAD OF POSED, STUDIO PHOTOS. WE CAN INCLUDE A FEW PROPS IF DESIRED AND IF TIME ALLOWS.

I WILL SEND YOU A GUIDE WITH EXACTLY HOW TO PREPARE FOR THIS SESSION TO ENSURE THAT YOU ARE COMFORTABLE AND READY FOR OUR TIME TOGETHER. THESE SESSIONS TYPICALLY LAST 90 MINUTES. \*TRAVEL FEES MIGHT APPLY



## OUTFIT TIPS & EXAMPLES:

THE OUTFITS YOU CHOOSE FOR YOUR SESSIONS ARE ONE OF THE MOST IMPORTANT FACTORS IN YOUR PHOTOS.

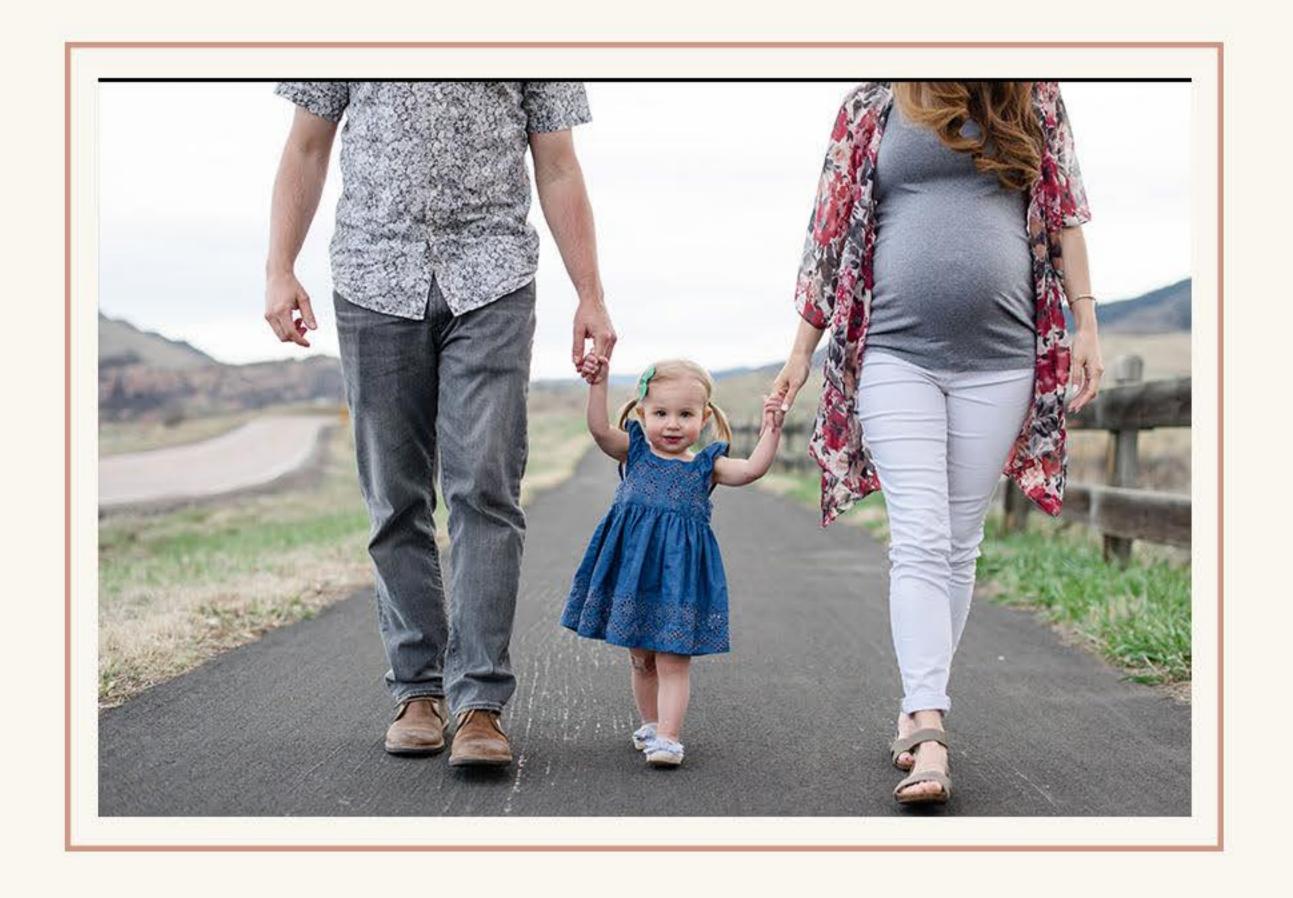
BELOW I HAVE SOME SUGGESTIONS FOR OUTFITS, BUT THE MOST IMPORTANT TIP I CAN GIVE YOU IS TO ALWAYS PLACE COMFORT AT THE TOP OF YOUR PRIORITY FOR YOU AND YOUR NEWBORN.

- 1) CHOOSE PASTELS, EARTHTONES & NEUTRALS. THEY PHOTOGRAPH WELL AND ADD LIGHT TO THE PHOTOS. WHITES, CREAMS AND LIGHT COLORS WORK BEST WITH NEWBORN SKIN TONES.
- 2) FOR MATERNITY AND NEWBORN SESSIONS THINK ABOUT COORDINATING COLORS, BUT DON'T OVER-MATCH. NEUTRALS WILL HAVE THE BEST RESULTS ON CAMERA AND GIVE YOUR PHOTOS A COHESIVE LOOK WITHOUT BEING "TOO MATCHY".
- 3) ADD LAYERS FOR TEXTURE & ACCESSORIES FOR INTEREST. A SHAWL, DRESS OR LOOSE JACKET WILL ACCENTUATE MOVEMENT IN PHOTOS. NECKLACES, HATS, SCARVES, BRACELETS, FLOWERS, ETC. ADD AN EXTRA LITTLE TOUCH TO AN OUTFIT AND TRANSLATE REALLY WELL IN PHOTOS.

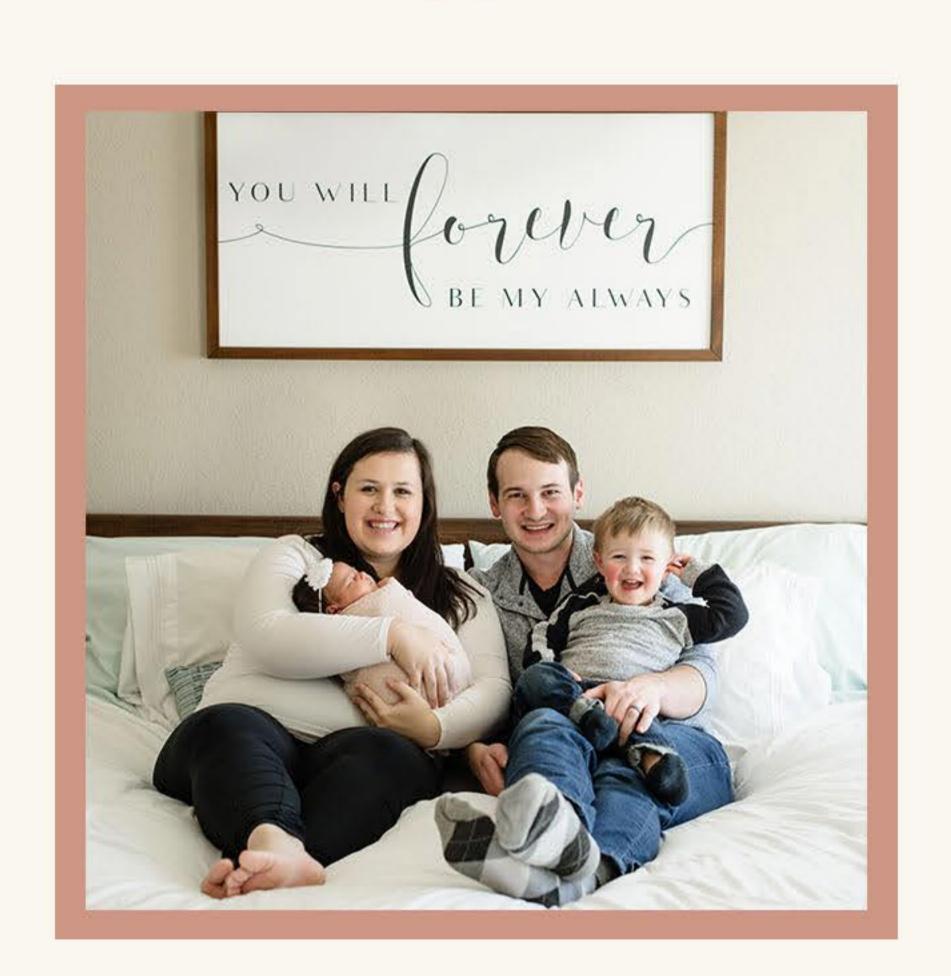
THE MATERNITY GUIDE HAS A MORE COMPREHENSIVE STYLING SECTION.







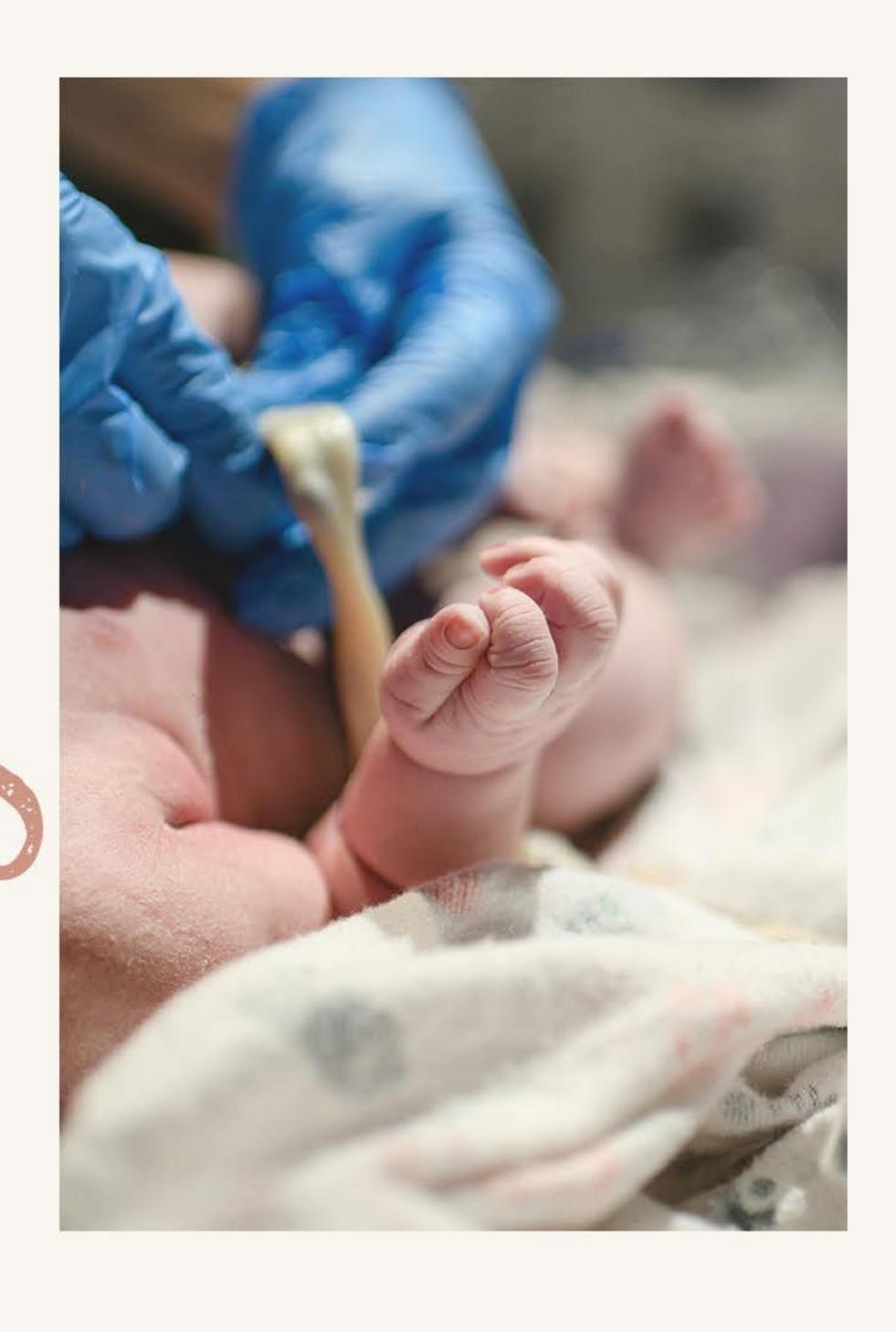




- AIM FOR NEUTRAL COLORS / PASTELS
- LAYERS ARE YOUR FRIEND!
- AVOID ANYTHING WITH INTENSE PATTERNS.
- ADD ACCESSORIES FOR EXTRA INTEREST

my full examples





## BIRTH

BIRTH SESSIONS CONSIST OF A CONSULATION, 1-2 WEEKS OF ON-CALL SERVICE, MULTIPLE HOURS OF LABOR, BIRTH AND 60 MINUTES AFTER BIRTH. INCLUDES 100+ DIGITAL IMAGES, AN ONLINE GALLERY AND A PRINT RELEASE.

PRICE: \$999

### FRESH 48

A 45 MINUTE SESSION IN THE HOSPITAL DURING THE FIRST 24-48 HOURS AFTER BIRTH. INCLUDES 40+ IMAGES, AN ONLINE GALLERY AND A PRINT RELEASE. PRICE: \$549



## IN-HOME LIFESTYLE

A 90 MINUTE LIFESTYLE SESSION IN YOUR HOME WITH MINIMAL PROPS. INCLUDES 40+ IMAGES, AN ONLINE GALLERY AND A PRINT RELEASE.

PRICE: \$649



## MATERNITY

A 45 MINUTE OUTDOOR
SESSION WITH YOU AND YOUR
FAMILY. INCLUDES 40+ IMAGES,
AN ONLINE GALLERY AND A
PRINT RELEASE.

PRICE: \$549

ADD ON TO ANOTHER SESSION FOR \$350

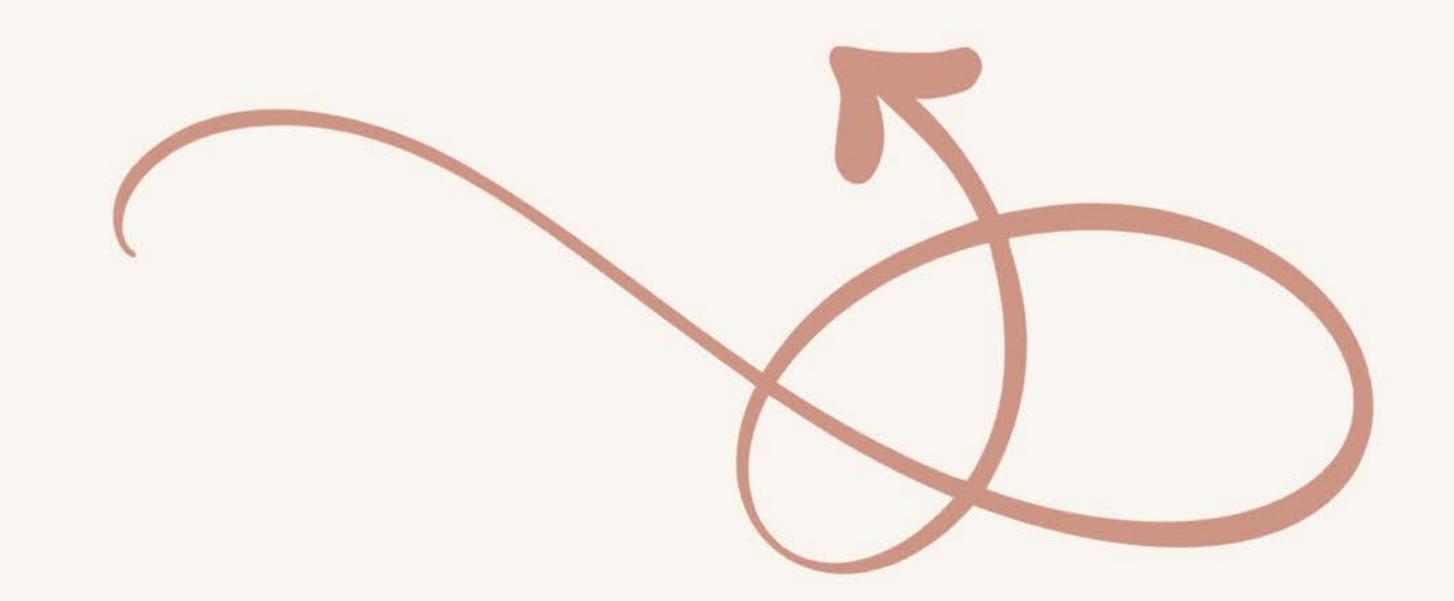
## COMBINATIONS

BABY'S FIRST YEARNEWBORN OR FRESH 48
AND 3- 30 MINUTE
SESSIONS FOR BABY AT 4, 8
AND 12 MONTHS. ALL
DIGITAL FILES INCLUDED.
\$1249

THE WHOLE ENCHILADA-MATERNITY, BIRTH,
NEWBORN AND BABY'S
FIRST YEAR (4, 8 AND 12
MONTH). \$2549

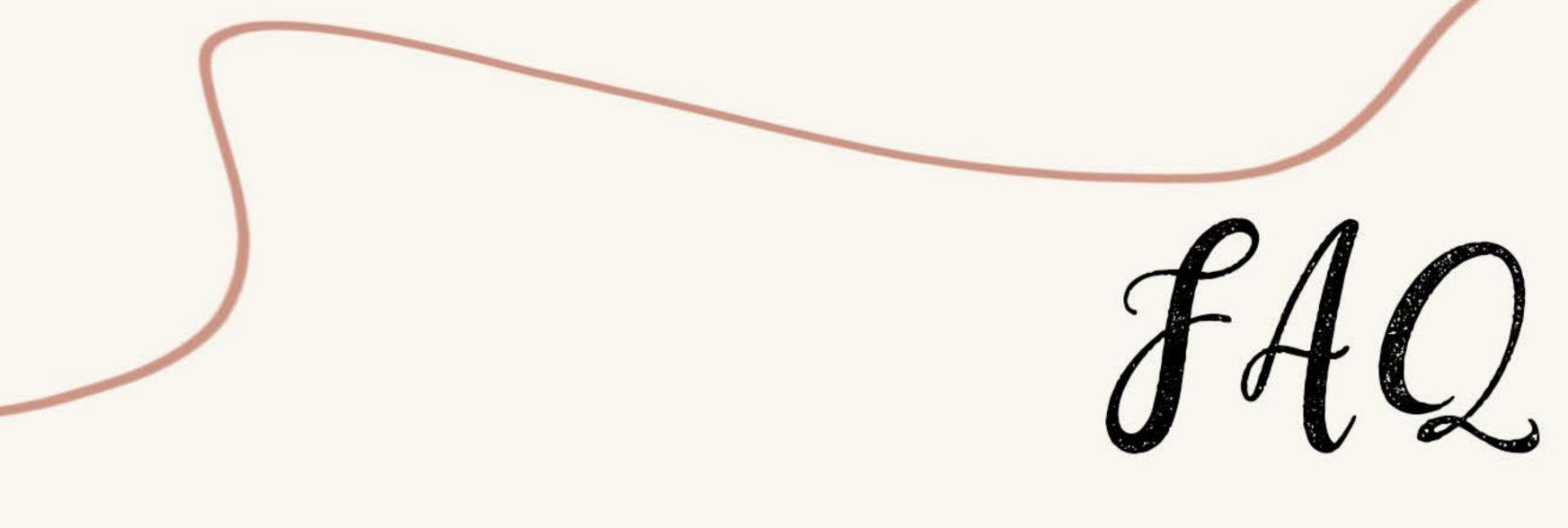


DON'T SEE A PACKAGE THAT FITS YOUR NEEDS? JUST ASK! LISA@PHOTOLILO.COM









#### HOW DO I PREPARE FOR MY SESSION?

DON'T WORRY! I AM HERE EVERY STEP OF THE WAY.

DEPENDING ON THE TYPE OF PHOTOS YOU WANT, I WILL SEND YOU A PREP GUIDE TAILORED FOR THAT SPECIFIC SESSION. THE GUIDE OUTLINES HOW TO DRESS, WHAT TO BRING, HOW TO PREPARE SIBLINGS AND MUCH MORE!

#### WHEN SHOULD WE SCHEDULE?

MATERNITY SESSIONS ARE BEST DONE FROM 30-35 WEEKS. FRESH 48 SESSIONS ARE DONE WITHIN THE FIRST 24-48 HOURS AFTER BIRTH. IN-HOME NEWBORN SESSIONS ARE BEST BETWEEN 5-10 DAYS OLD. REACH OUT AT LEAST 2 MONTHS BEFORE YOUR DUE DATE SO WE CAN BEGIN THE PROCESS.

#### WHEN / HOW WILL WE RECEIVE OUR PHOTOS?

BE ON THE LOOKOUT FOR A SNEAK PEEK ON MY SOCIAL MEDIA WITHIN 24 HOURS OF YOUR SESSION. YOUR FULL, ONLINE GALLERY WILL BE READY IN 14-21 DAYS FOR INSTANT DIGITAL DOWNLOAD AND WILL INCLUDE PRINTING RIGHTS.

#### HOW DO WE BOOK OUR SHOOT?

TO BOOK, SIMPLY SEND AN EMAIL TO LISA@PHOTOLILO.COM AND WE'LL FIND A DATE TOGETHER! IN ORDER TO HOLD YOUR SESSION, I REQUIRE A 50% RETAINER & SIGNED CONTRACT (DONE ONLINE). YOU CAN ALWAYS CALL OR TEXT ME IF YOU WANT TO TALK FURTHER. 303-570-1751

#### DO YOU PROVIDE ALBUMS & PRINTS?

ABSOLUTELY!! WHILE YOUR SESSION FEE INCLUDES THE SESSION & DIGITAL FILES, I ALSO OFFER CUSTOM DESIGNED ALBUMS, KEEPSAKES, ANNOUNCEMENTS, CANVASES AND PROFESSIONAL PRINTS FOR AN ADDITIONAL FEE. I WOULD BE HAPPY TO DO A CONSULTATION TO SHOW YOU SAMPLES AND HELP YOU CHOOSE WHAT YOU MIGHT NEED.

#### DO I HAVE TO ORDER PRINTS THROUGH YOU?

MANY PHOTOGRAPHERS ADD A WATERMARK OR FORCE YOU TO PRINT THROUGH THEM - I'M NOT A BIG FAN OF THAT ROUTE. I DO OFFER ALBUMS AND PRINTS AND ORDERING THROUGH ME IS EASY AND AFFORDABLE. IT ALSO ENSURES THAT YOU RECEIVE PRODUCTS THAT ARE COLOR MATCHED AND ARE OF THE HIGHEST QUALITY. HOWEVER, YOU'VE INVESTED A LOT OF MONEY FOR GREAT PHOTOS, SO YOU SHOULD HAVE THE FREEDOM TO PRINT THEM WHEREVER YOU WANT FOR PERSONAL USE!

#### WHAT IF MY KIDS WON'T COOPERATE?

WORKING WITH KIDS CAN BE A CHALLENGE. BUT DON'T WORRY! I HAVE BEEN DOING THIS FOR OVER 10 YEARS AND HAVE 3 KIDS OF MY OWN. TRUST ME (AND THE PROCESS) AND LET ME WORK MY MAGIC. TALKING TO THE KIDS BEFORE HAND ABOUT HOW IMPORTANT THESE PHOTOS ARE TO YOU IS HELPFUL. BRIBERY IS A GOOD MOTIVATOR AS WELL! IN MY 10 YEARS OF DOING THIS, I HAVE ONLY EVER HAD TO RESCHEDULE ONE TIME DUE TO UNCOOPERATIVE KIDS. DON'T SWEAT IT AS KIDS PICK UP ON YOUR STRESS. IT IS BEST TO RELAX AND JUST ENJOY SPENDING TIME WITH YOUR FAMILY!

#### HOW DO I LET YOU KNOW IT IS TIME?

THE EARLIER, THE BETTER! IF YOU OPT FOR BIRTH PHOTOS WE WILL BE IN CONTACT WELL IN ADVANCE AND GO THROUGH HOW TO GET A HOLD OF ME WHEN YOU ARE IN LABOR. FOR NEWBORN CLIENTS, LET ME KNOW AS SOON AS POSSIBLE THAT YOUR BABY HAS ARRIVED. THE SOONER WE CAN PUT A DATE ON THE CALENDAR, THE BETTER.

#### DO YOU DELIVER RAW FILES?

ALL SESSIONS INCLUDE DELIVERY OF YOUR EDITED PHOTOS IN FULL RESOLUTION WITH NO WATERMARKS AND NO PRINTING LIMITATIONS. THESE ARE DELIVERED IN JPG FORMAT AND CAN BE OPENED AND SHARED ON ANY DEVICE. I ONLY DELIVER EDITED PHOTOS, AS I WANT TO GIVE YOU THE VERY BEST PRODUCT POSSIBLE AND EDITING IS PART OF THIS PROCESS.

#### ARE SESSIONS INDOORS OR OUTDOORS?

MATERNITY SESSIONS AND 4, 8 AND 12 MONTH SESSIONS ARE GENERALLY DONE OUTDOORS. BIRTH, FRESH 48 AND NEWBORN SESSIONS ARE TYPICALLY DONE INDOORS.

#### WHEN IS MY PAYMENT DUE?

YOUR 50% RETAINER IS DUE WHEN YOU SIGN THE CONTRACT AND BOOK YOUR SESSION. THE REMAINDER OF YOUR BALANCE IS TO BE PAID AT LEAST 24 HOURS PRIOR TO YOUR SESSION. PHOTOS WILL NOT BE EDITED UNTIL PAYMENT HAS BEEN MADE IN FULL. PAYMENT PLANS ARE AVAILABLE.

#### WHAT FORMS OF PAYMENT DO YOU TAKE?

I ACCEPT PAYMENT VIA ONLINE VIA BANK TRANSFER OR CREDIT CARD. I ALSO ACCEPT VENMO OR CASH. CONTACT ME FOR PAYMENT DETAILS & TO BOOK YOUR SESSION.

#### DO YOU BRING PROPS?

I BRING A FEW HATS, HEADBANDS AND WRAPS TO IN-HOME NEWBORN SESSIONS BASED ON THE QUESTIONNAIRE THAT IS SENT OUT PRIOR TO THE SESSION. WE CAN ALSO USE PROPS THAT YOU HAVE, BUT I LIKE TO KEEP IT SIMPLE AND FOCUS ON THE BABY AND YOUR NEW FAMILY!

#### STILL HAVE QUESTIONS?

IF YOU STILL HAVE QUESTIONS, PLEASE FEEL FREE TO REACH OUT TO ME DIRECTLY VIA EMAIL LISA@PHOTOLILO.COM OR PHONE/TEXT AT 303-570-1751 AND I'LL BE HAPPY TO HELP!





# Welcome Baby!

CONGRATULATIONS ON THE UPCOMING ARRIVAL OF YOUR LITTLE ONE. I AM THRILLED TO WALK THROUGH THIS NEW SEASON OF LIFE WITH YOU. MY GOAL IS TO MAKE THE PROCESS EASY AND COMFORTABLE AND TO PROVIDE IMAGES THAT WILL BE TREASURED FOR GENERATIONS TO COME.

I CAN'T WAIT TO HEAR FROM YOU! TO BOOK YOUR SESSION OR ASK A QUESTION, EMAIL ME AT LISA@PHOTOLILO.COM OR 303-570-1751.

HUGS!

-LISA