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THE INVESTMENT GUIDE
Families

KAITLIN NOEL & Co.

A *Luxury* Experience

From Start To Finish

WELCOME

Family Investment GUIDE

Thank you so much for viewing the KNP Family Guide! Here you will find everything you need to know about your upcoming family session. From investment, to tips and tricks and even outfit inspiration, this site has it all. Shooting families is actually how I got my start in photography. Long before shooting Luxury International weddings, my heart was captivated by the candid magic and love that families of every size exude. Whether I am shooting an expectant mother -to-be, a newborns first few days of life, a growing young family or even a large family reunion; my heart explodes with joy getting to meet new families.

As a mother of 2 very spirited little boys, I know family pictures are not always the easiest to plan and coordinate. But, please, let me tell you how wonderful it is that you are here and realize the importance of family portraits. In the blink of an eye, time passes by far too fast. Our little ones change so quickly, family members spend long months apart and pictures are what we are left with as tangible memories that last generations to come.

My mission is to show you that even in the chaos of taking family portraits, candid magic can and will be captured. Your family, as they truly are, will not only have a blast taking photos, they will also cherish these moments that were captured right now.

I encourage you to explore this Family Investment guide and hopefully we will get to meet and work together soon.

TIPS & *Tricks*



I. PICKING THE PERFECT PORTRAIT LOCATION

Nobody wants to stand in the hot sun, or in the freezing cold, for too long. Time your portrait around the season. In summer, always plan on sunrise or sunset to avoid the heat of the day (and to capture the best light). This is usually the hour OF sunrise and for sunset it is the final 2 hours before the sun finally sets. In winter, er may need to shoot on a weekend if it's getting dark before you can get out of work/school. As weekends are normally booked with weddings, please plan far in advance. Otherwise, we would be looking at shooting on days off from school during the week. Because I can not predict or control the weather, have a Plan B! When you book, plan a location that has an option of a awning or covered porch. A back up day and location are always great ideas! Just in case you didn't know, but an overcast day can often lead to the best images, with even light across faces and nobody squinting into the sun. However, if you dream of glowing sunset shots, we may need to find another day if the weather is not cooperating.



2. OUTFITS ARE IMPORTANT, BUT SO IS SESSION PREP...

I am here to help when it comes to planning outfits for yourself and your loved ones. But before going into color schemes, please be sure you are picking the RIGHT clothes for the location and weather. If its windy on the beach, long dresses for ladies and a cover up, light sweater or shawl is recommended. It can get chilly....especially if you got too much sun during the beach day. This goes for the kiddos as well. If your little one is in a diaper or pull up, shorts or a skirt/dress with bloomers is recommended. If we are on the beach, BAREFOOT is the way my friends. Flip slops kick up sand and sneakers look silly....so embrace the sand and go barefoot. PLEASE DO bring flops however to walk on hot, rough sand and boards.

Please be sure to tie back hair and keep away from eyes. When it comes to make up, matte lipstick and powder is best to avoid smears and shine. If we are shooting in the summer, PLEASE avoid bathing suits that leave tan lines. This goes for sunglass tans as well. Long beach days on shooting days also tire out children very quickly. Late naps and dinners are suggested with the promise of a sweet treat (like ice cream, boardwalk, etc) to help increase the chance of smiles :) Salt water and air tend to dry out skin and eyes, so please wear goggles in the ocean/pool and wear a non greasy lotion.

If you have allergies, please take a medicine before the shoot. I would hate for you to be miserable with itchy, watery eyes and sneezing. Bug spray is always great to have on stand by if we are shooting in woody areas or near green head flies on the beach.

If we are shooting in the winter, LAYERS ARE KEY! If you are too cold your eyes will water, nose will run and ears will turn bright red. Dress for the weather we will be in and dress warmer than you think you may need to. Its much easier to shed a layer than wish you had more to put on. Goosebumps are not a good look on anyone : P

For outfits, light and airy colors ALWAYS shoot best. Jeans and white/blue polos are often. staple here at the beach, but that does NOT means that is a set uniform. Mixing prints is fine as long as they compliment each other. Keep the kids in solids if the parents are wearing prints or vise versa.

3. IF THE KIDS ARE HAPPY, EVERYONE IS HAPPY...

Like I mentioned above, short beach days in the summer is a great way to avoid heat and exhaustion. Late naps, early dinners and having snacks in tow are recommended. Full bellies and rested kids are HAPPY, SMILEY KIDS! Feel free to bring along a toy or device that makes your little one giggle. If we are shooting little ones in the summer/fall, the promise of a fun family activity post shoot always is a great bargaining chip :)

Before the session date, pump your kiddos up. Tell them how much fun the shoot will be and ease any of their fears or concerns before the day. The last thing I want its for them to come in nervous, scared or unsure. I know working with a new photographer is like asking them to be best friends with a stranger and that is no east feat. So, help them feel your energy and excitement and they will be excited, too!



4. EXTRA TIME!

Like I mentioned above, short beach days in the summer is a great way to avoid heat and exhaustion. Late naps, early dinners and having snacks in tow are recommended. Full bellies and rested kids are HAPPY, SMILEY KIDS! Feel free to bring along a toy or device that makes your little one giggle. If we are shooting little ones in the summer/fall, the promise of a fun family activity post shoot always is a great bargaining chip :)

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5. RELAX AND TRUST

The best way I can promise you photographs you'll truly love is if you feel comfortable being yourself. Choose clothing that reflects your style and feels natural to you – there's no need to dress far outside of your comfort zone. When you feel confident and relaxed, it naturally shows in the photographs.

If you know your husband isn't a huge fan of photos, we can absolutely plan to capture those images with dad first. And if a pre-session brew helps everyone relax a little, that's perfectly fine by me.

One small request: try to resist the urge to stand behind me encouraging the kids to "cheese" or "smile." It often adds pressure for them and can make the moment feel less natural. Instead, give me a little space and time to connect with them. I promise I have plenty of tricks up my sleeve. Of course, if you'd like to dance, sing, or make silly faces behind me to get those genuine giggles, I fully support that – just be prepared that I might turn the camera toward you, too.

After photographing families for more than a decade, one thing I hear often is parents apologizing for their children being... well, children. Please don't. Truly. Some of my favorite images come from the moments that feel a little chaotic, a little wild, and completely real. That's where the magic lives – in the way your family truly is.





THE KAITLIN NOEL CO.

Family COLLECTIONS

FOR ALL SESSIONS YOU WILL BE GIVEN ALL THE RIGHTS TO THE IMAGES BOTH IN COLOR AND BLACK AND WHITE VIA A DIGITAL LINK DELIVERY WITH RIGHTS TO REPRINT THE IMAGES ON YOUR OWN AND SHARE ON SOCIAL MEDIA, ETC. NO PESKY CD NEEDED. THE IMAGES ARE ALL EDITED, IN HIGH RESOLUTION AND ARE WATERMARK FREE.

FULL & MINI SESSIONS

FULL 1HR
FAMILY SESSION
\$850

MINI 30MIN
FAMILY SESSION
\$650

LARGER FAMILIES & REUNIONS

THESE SESSIONS ALLOW TIME FOR PICTURES OF CHILDREN WITH PARENTS,
GRANDPARENTS, PARENTS WITH SPOUSES, ETC.

FAMILIES 8 OR LARGER,
90MIN SESSION
\$1150

FAMILIES 15-30 OR LARGER,
2 HOUR SESSION
\$1650

ACCEPTED METHODS OF PAYMENT:

W/O FEE CASH, CHECK, VENMO,

AND ALL MAJOR CREDIT CARDS & PAYPAY 4.5% FEE

TAX IS INCLUDED IN COLLECTION PRICING

FOR TRAVEL OUTSIDE OF CAPE MAY, THERE IS A TRAVEL FEE THAT WILL BE ADDED ON TO THE SESSION TOTAL OF 100/HR OF TRAVEL. THIS COVERS ROUND TRIP.





Newborn LIFESTYLE SESSIONS

OPTION ONE

MINI SESSION, ENOUGH TIME TO SHOOT IN ONE LOCATION,

ONE OUTFIT, GROUP FAMILY SHOTS.

60 MINUTES OF SHOOTING

RIGHTS TO ALL EDITED/HIGH RESOLUTION IMAGES,

COLOR AND BLACK AND WHITE

\$1450

OPTION TWO

FULL SESSION, ALLOWS TIME FOR UP TO TWO LOCATIONS, TWO OUTFITS,

AND PHOTOS OF YOUR NEWBORN ALONE

2 HRS OF SHOOTING TIME

RIGHTS TO ALL EDITED/HIGH RESOLUTION IMAGES,

COLOR AND BLACK AND WHITE

\$2100



MATERNITY *Sessions*



OPTION ONE

MINI SESSION:

ENOUGH TIME TO SHOOT IN ONE LOCATION,
ONE OUTFIT

30 MINUTES OF SHOOTING

RIGHTS TO ALL EDITED/HIGH RESOLUTION IMAGES,
COLOR AND BLACK AND WHITE

\$650

OPTION TWO

FULL SESSION:

ALLOWS TIME FOR TWO LOCATIONS
AND UP TO TWO OUTFITS

90 MINUTES OF SHOOTING TIME

RIGHTS TO ALL EDITED/HIGH RESOLUTION IMAGES,
COLOR AND BLACK AND WHITE

\$950



SENIOR SESSIONS



OPTION ONE

MINI SESSION:

ENOUGH TIME TO SHOOT IN ONE LOCATION,

ONE OUTFIT

30 MINUTES OF SHOOTING

RIGHTS TO ALL EDITED/HIGH RESOLUTION IMAGES,

COLOR AND BLACK AND WHITE

\$650

OPTION TWO

FULL SESSION:

ALLOWS TIME FOR TWO LOCATIONS

AND UP TO TWO OUTFITS

90 MINUTES OF SHOOTING TIME

RIGHTS TO ALL EDITED/HIGH RESOLUTION IMAGES,

COLOR AND BLACK AND WHITE

\$950



FAQ'S



01. WHAT IS YOUR PHOTOGRAPHY STYLE?

Family photography is where my journey began, and it remains one of the most meaningful parts of my work. My style blends refined portraiture with natural, candid storytelling.

Sessions typically begin with a few gently guided portraits so everyone can become comfortable in front of the camera. From there, the experience unfolds naturally. As families relax and interact with one another, the most genuine moments begin to appear – the laughter, the quiet embraces, the playful chaos that makes your family uniquely yours.

Those in-between moments are often the most meaningful, and they are almost always the images families treasure most.

02. HOW WILL WE RECEIVE OUR PHOTOS?:

Your images will be delivered through a beautifully designed online gallery that allows you to view, download, share, and print your photographs with ease. The gallery is simple to navigate and accessible for the entire family – even grandparents find it wonderfully easy to use.

For added privacy, galleries can be password protected and downloads are secured with a unique PIN.

03. HOW LONG DOES IT TAKE TO RECEIVE OUR IMAGES?

Please allow up to three weeks for delivery during peak season, as outlined in your contract. That said, most families receive their gallery much sooner. In many cases, galleries are delivered within 5–7 business days. I know how exciting it is to relive your session, so I always aim to deliver your images as promptly as possible.

04. WHAT IS REQUIRED TO RESERVE OUR SESSION DATE?

To secure your session date, a 50% retainer and signed contract are required at the time of booking. The retainer is non-refundable and reserves your date on my calendar.

If weather requires us to reschedule, your retainer will be applied toward your new session date.

05. DO YOU OFFER ANY DISCOUNTS?

Yes. I proudly offer a 10% courtesy discount for members of the military, police, and fire departments as a small way to thank you for your service.

06. WHAT FORMS OF PAYMENT DO YOU ACCEPT?

Payments may be made via cash, check, or Venmo. Credit card and PayPal payments are also accepted, with a 4% processing fee applied.

Final galleries are delivered once the balance has been paid in full.

07. HOW DO PROFESSIONAL PRINTS WORK?

Your online gallery includes an integrated print shop that allows you to order museum-quality professional prints directly through my trusted lab.

Simply select your favorite images, choose your print size, adjust the crop if needed, and enter your shipping details. Your prints will be professionally produced and delivered directly to your door, typically within five business days.

08. ARE GIFT CERTIFICATES AVAILABLE?

Yes. Gift certificates are available in any denomination and make a wonderful gift for families, new parents, or special occasions. Certificates can also be beautifully packaged and mailed directly to the recipient.

Please contact me directly at info@kaitlinnoel.com for details.

09. CAN WE INCLUDE OUR DOG IN THE SESSION?

Absolutely – four-legged family members are always welcome. I simply recommend bringing a friend or family member to help handle your pet when we capture a few portraits without them.

A leash, treats, water, and perhaps a small accessory such as a bow tie or floral collar can make for beautiful, playful images.

10. IS THERE A TRAVEL FEE?

Sessions within Cape May County are included. For locations outside the county, a travel fee of \$100 per hour of travel applies. This covers round-trip travel time as well as associated expenses such as tolls and parking.



THANK You

THANK YOU SO MUCH FOR REACHING OUT TO KAITLIN NOEL CO. REGARDING YOUR FAMILY SESSION. IT TRULY MEANS SO MUCH TO BE CONSIDERED TO DOCUMENT SUCH MEANINGFUL MOMENTS IN YOUR FAMILY'S STORY.

WE HOPE TO HAVE THE OPPORTUNITY TO MEET YOU, SPEND TIME WITH YOUR FAMILY, AND CREATE TIMELESS IMAGES THAT REFLECT THE CONNECTION, LAUGHTER, AND LOVE THAT MAKE YOUR FAMILY UNIQUELY YOURS. THESE SEASONS OF LIFE PASS SO QUICKLY, AND IT IS AN HONOR TO HELP PRESERVE THEM IN A WAY THAT FEELS GENUINE AND LASTING.

WE LOOK FORWARD TO GETTING TO KNOW YOU AND HOPEFULLY CAPTURING BEAUTIFUL MEMORIES YOUR FAMILY WILL CHERISH FOR YEARS TO COME.



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