



welcome to
ashton malone

PHOTOGRAPHY

PORTRAIT SESSIONS FOR EVERYDAY LIFE LOVERS



Capture the
Connections
Intertwined in
Spontaneous Belly
Laughs, Deep Looks,
and Snuggles



hello there,

Thanks so much for reaching out! I'm so excited you've found me and are interested in documenting the fun, sometimes frazzled, always beautiful moments in life. I hope we can clear the formalities and become fast friends, because I'm all about creating a wide circle of wonderful people to do life together with. And ya know, if I'm going to be photographing your life in this moment, we might as well get to know one another, right?

IN THIS WELCOME GUIDE, YOU'LL:

- ✓ Get an overview of my process and your experience with me, because I'm all about giving you a dreamy photoshoot experience and making you feel super loved and cared for while I take pretty pictures
- ✓ Review my packages, prices, and payment terms, so you understand the investment upfront and know exactly what I fill your hands (and your frames) with when we wrap up your session.
- ✓ See testimonials from real life clients, so you can see what other people are saying and what they loved most about me.
- ✓ Learn a bit more about me, so you know who you're hiring, what my background is and get an inside look at what makes me tick (besides big adventures, big snuggles from my kiddos and hubby, and big mugs of coffee)
- ✓ Explore frequently asked questions, so that by the time you're finished reading this, you know everything there is to know about when you should book by, how soon I deliver final photos, how many images I shoot, and more
- ✓ Follow the next steps for scheduling an introductory phone call, because I would love to book a session with you and help you grab hold of the everyday joys that make up your life in picture format.

GRAB A CUP OF COFFEE AND READ ON,

xo, Ashton



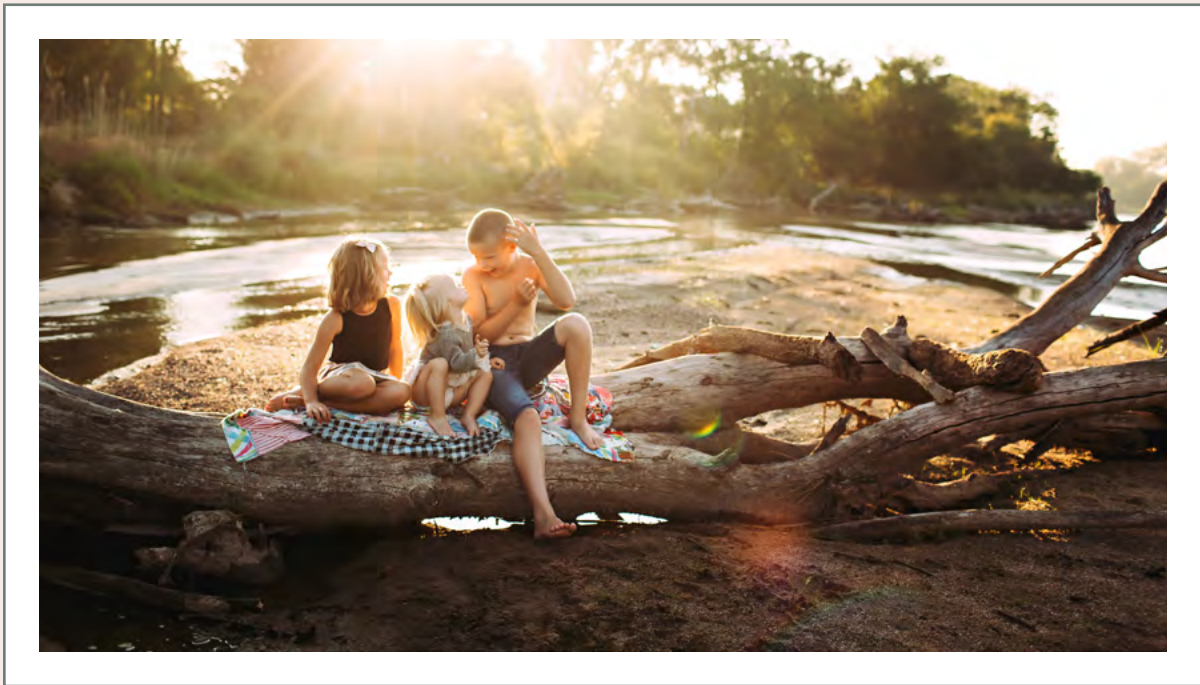
what to expect

A SESSION WHERE HOSPITALITY TAKES THE WHEEL

*And You and Your Family Become the Adventure
As we Journey to Capture All of Your Authentic Glory*



From the moment I meet you until the moment I deliver your final images, I want you to know how much heart and passion I pour into your session. It's important for me that you have stunning images to hang on your walls and share, but I also really care about giving you a happy and hospitable client experience. Just call me your photographer and the Chief Happiness Officer, because I want us to have so much fun as we document meaningful magic on camera.



THE PHOTOGRAPHY EXPERIENCE

When you hire me as your photographer, I send you a questionnaire to find out what matters most to you in your everyday life, so I can get to know your personality and values. I also send you tips and tricks to help make your portrait session go fabulously.

I plan your session meticulously and shoot in my signature style. You won't find me regurgitating other photographer's work as I've studied, mentored, and developed myself artistically to the point that my style is unique to me. It's my hope that you're here because you love it and the way I capture families in their element.

here's what you can expect:



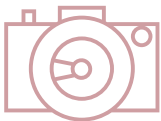
01. LET'S BOOK IT

Once you've read through this welcome guide and are like "when can we get in?!", give me a call to book your session or shoot me an email letting me know you want on my calendar. After you notify me, I'll send you a contract via Honeybook (my swanky online management system) and you'll pay your \$100 deposit.



02. TIME TO PREP

I'll send you my What to Wear guide with tips and tricks and you can indulge in a good Pinterest browse to plan the perfect outfits. I'll also send you a questionnaire to get a feel for the location and props you might want for your shoot.



03. LET'S SHOOT

At your shoot, we'll document the real and raw moments that make your family special. I'm all about catching those spontaneous, unposed shots that make true works of art your family will cherish. Your shoot will be a mix of documentary style and a few posed shots for good measure.



04. TIME TO GET EXCITED

Within 10 days from your shoot, I'll share some sneak peeks on social media to get you filled with anticipation to see the rest of your shots. In 2-4 weeks following your shoot, I'll send you a link to your online viewing gallery where you can download all of your images.

HOW WE STAY ORGANIZED AND COMMUNICATE

Once you've booked, I'll send you your unique password and username for Honeybook, which is how we'll organize the entire experience and communicate. All communication will take place via Honeybook (email) up to the week of your session. During the week of your session, we'll switch to communicating by phone (if necessary) so I can answer any quick questions you might have.



COMMUNICATION TURN-AROUND

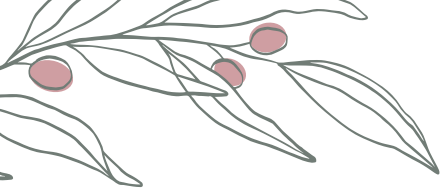
Due to the nature of my work and because I'm often on photoshoots on the weekends or in the evenings, my work hours vary and I am in and out of the office regularly.

If you send me an email, you can expect to hear back from me within 48 business hours, which means if you email me on a Friday you can expect to hear from me by close of business on Monday. I often reply much faster than that, but please keep that in mind if you don't hear from me right away (I may be on a shoot or snuggling my littles because I had a late shoot the night before).

we chase the sunset

Or Style it Up for a Beautifully Authentic Session in Your Home





I know your little ones grow up faster than you dreamed possible and capturing #allthestages is super important. With each package, I make sure we capture plenty of posed and candid shots so you can treasure these sweet seasons of life for the joy and wonder that they are.

I offer two session options to suit your family's needs:

PETITE SESSION

This session is a “just the basics” shoot where we capture a variety of shots in a beautiful outdoor location or lifestyle session in your home. It lasts 20-30 minutes and you’ll get to select 20 of your top favorite images to keep. This session is scheduled on limited evenings and is not guaranteed a prime sunset time if we shoot in an outdoor location.

the investment is:

\$300 weekday

\$350 weekend

A \$100 deposit is due at booking

**additional images
available for purchase*

LUXE SESSION

In the luxe session, we capture all the posed and unposed shots that tell your family’s authentic story and highlight your dynamic and individual personalities. It lasts 30-60 minutes, includes all digital files of your images, and is booked at a beautiful outdoor location at a prime sunset time or at your home in a lifestyle session.

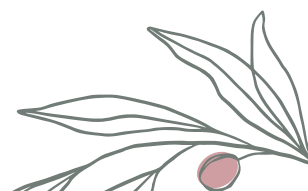
the investment is:

\$500 weekday

\$550 weekend

A \$100 deposit is due at booking

**includes all 40+ digital files
of session*





NO MATTER WHAT SESSION YOU SELECT

they both include:

- ✓ A *Pre-session consultation* - We will discuss the options of a studio session or if you want a lifestyle session in your own home. Before your session, I'll get in touch with you to fill out a questionnaire and answer any additional questions you might have.
- ✓ *Fully-edited, high resolution digital negatives of your images* - Whether you're selecting your 20 favorite images from the petite session or get all of the images from your luxe session, you receive fully edited, high resolution digital negatives to print or share online.
- ✓ *Private online viewing gallery* - You get access to a password protected online viewing gallery, so you can easily download your images directly.

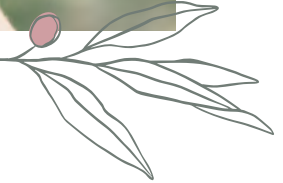


Client Love

“Ashton is a wonderful mix of charisma, talent, energy, and sincerity. She was so patient with our rambunctious two-year-old and even kept him happily entertained while she took some shots of my husband and I alone. I don’t even know how to express how much I love our photos. They capture our family perfectly.”

-THE EDISON FAMILY





meet Ashton

THE ARTISTIC PERFECTIONIST

I'm a photographer (*hopefully your photographer*) who believes each day is full of sweetness ready to extract, if only we'd go out and hunt for it in the same way Pooh Bear hunts for honey. If you can't tell from that last reference, I'm a mama to five babies (well, only one of them is technically a baby now, but they're always our babies, right?!).

When I'm not at home snuggling them and saddling up next to my handsome hubby, you'll find me out photographing the most amazing people and capturing the joy that holds their *everyday moments and everyday people*.

I'm obsessed with that golden sunset light and unposed photos that show the raw genuineness of who your family really is. I love REAL images and my greatest calling as a photographer is to gift you that. My style is relaxed and happy. If that's you, I can't wait to work together.

frequently asked questions

*How many *actual* pictures do I get in my online gallery?*

It depends on the package you select. For Petite sessions, you get to keep your top 20 favorite images, which I will edit. For the Luxe session, you get to keep all of your images. I take 40+ images at each session (sometimes more if it's a luxe and longer), so even if you do choose the Petite session and decide you want them all later, you can purchase the Luxe session minus what you paid for the Petite and keep them all.

How soon do you deliver my digital files to me after our session?

I work diligently to deliver all of your images within 2 weeks from the time of your session. During busy season, it can take up to 4 weeks, but please know that I do my best to give you a fast turnaround, because I know you wanted them yesterday. For the petite session, I give you access to your online viewing gallery within 10 days from your shoot and then you select the top 20 you want. Within 2 weeks from the date you let me know, I then deliver those 20 images fully edited.

Can I print my digital images or use them on social media or on a blog?

Yeppers! You sure can. You receive the rights to all of your images, so you can print them or share them, whatever you fancy.

How far in advance do you book?

I book on a first-come, first-served basis, so reach out to me as soon as you know you're ready for a session. Sometimes I can get you in within that month and sometimes you have to wait a little longer.

Do I have to pay the full amount of my package up front?

Of course not! You'll pay a \$100 deposit upfront and then the remaining balance is due one week prior to your session date. I'll send you a reminder email two weeks before if you haven't already paid it in full.



*Your Experience is Just as Important to Me
As Your Final Shots*

shall we chat?

Thank you so much for taking the time to inquire about my photography services and read through this welcome guide. I'm so glad you did and I would love to help you:

- ✓ Capture the connections (and the wild-hearted chaos) that exists within your family
- ✓ Feel comfortable and relaxed in front of the camera so you can be yourself and let your personality come through
- ✓ Get your final images back quickly, so you have beautiful photos to hang in your hallway, share online, or add to your holiday cards

Send an email to ashton@ashtonmalonephotography or give me a call on 202-854-1628 to book your session.



HEART MY WORK?

*I'd Love for You to Heart it in Real Time
When You Follow Me on Social*

