



CLIENT EXPERIENCE
GUIDE



Hello, Friend!

I am so excited to begin this journey with you! My passion is to capture beauty in everyday life so that families have memories to treasure forever. Thank you for giving me the honor of capturing these memories for you! In this Client Experience Guide you'll find everything you'll need to know about a session with me. I've included some helpful tips to hopefully make this process as smooth as possible for you. If there is anything I can do for you along the way, please don't hesitate to ask! I'm here to serve you the best that I can. I can't wait for our session together!

Best,

Lauren Sly



WHAT TO EXPECT

BEFORE

About a week before your session, I will send you an email with directions for how to get to your session location. You'll also receive a reminder to make your final payment. If you have any questions leading up to your session, feel free to reach out

DURING

During our time together, you can expect high energy, lots of funny noises, and probably some squeels as I snap photos! I will pose you and tell you what to do with your hands, so you won't have to worry about any of that. I take LOTS of photos to make sure I get the great shots we need, so you'll hear my shutter snapping pretty rapidly. I also love to capture candid moments in between!

AFTER

You can expect your photos to be sent to you in an online gallery via email about 1-2 weeks after your session! You'll be able to download your high-resolution images straight from your gallery. Then the best part begins - sharing your beautiful images with friends and family!



STYLING TIPS

FOR *the family*

DRESS IT UP!

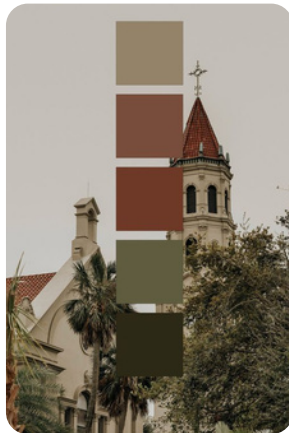
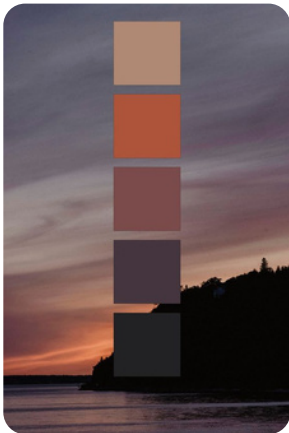
There is no such thing as “too dressy” for your portrait session. Dressy photos always stand out amongst those who go the more casual route, and they are so captivating to see.

AVOID “MATCHY-MATCHY”

Although it may be tempting to dress everyone up in the same plaid print or in that white tee and jeans, photos really look stunning when there is nice coordination without overly matching. I typically suggest dressing no more than two people up in the same print or color. This helps to balance out your photos so the attention is drawn to YOU!

PICK 2 OR 3 COLORS

Instead of having everyone wear the same color, try picking two or three colors that blend well together and coordinate that way! Try experimenting with different shades of colors, or adding different prints or fabrics to the mix.



STYLING TIPS FOR *her*



1. GO FOR THE DRESS

I always encourage women to consider going for a dressier look over a casual one. Dresses and skirts are great for portrait sessions because they're flattering for any body type! Long and flowy dresses and skirts always photograph well and help add some dimension and flow to your photos. Chiffon or tulle are great fabrics for this look. Be prepared to walk though, so I recommend booties or boots to walk the property in. If you love heels, I'd advise a platform or wedges for a bit more stability.

2. STATEMENT ACCESSORIES

Once you have the dress picked, don't forget about accessorizing! Adding a statement necklace or earrings will help complete your look, and add a little flair and pop to your photos.

3. TREAT YOURSELF

This is a great time to treat yourself and go pro! Pamper yourself by getting your nails, hair, and makeup done professionally. It makes you feel beautiful, and it looks stunning on camera!

STYLING

TIPS FOR *him*



1. KEEP IT DRESSY

We can't forget about our men! I always suggest dressing the men up to match their lady. Fitted dress pants or slacks and close-toed shoes are the perfect combination for men. For your session, it's best to leave the shorts, sandals, and loose-fitting pants at home.

2. BRING IN LAYERS

Layers on men like blazers, sweaters, or vests always photograph really well (even if it's hot outside). They add some nice dimension, and look nice and sleek. I know it may be a little uncomfortable, but I PROMISE it will be worth it when you see the final product!

3. DON'T FORGET DETAILS

Yes, even men can add in some details to their outfits! Ties or bowties, colored socks, suspenders, and watches are nice compliments to any outfit for men. Although small, they add great pops of class to your photos.

STYLING TIPS

FOR *them*



DRESSY OVER CASUAL

I always suggest dressing the little ones in something more dressy instead of their casual playwear. Dressy clothes, even on kids, will automatically make your photos stand out! Some great places to look for unique, beautiful outfits are [Moderne Child](#) or [Etsy](#)! Remember, there is no such thing as “too dressed up” for your portrait session, so have some fun!

THINK LIKE ADULTS

I know they may be little, but many of the tips [For Her](#) and [For Him](#) still apply to the kids. (They’re basically little adults anyway, right?) For the girls, dresses and accessories are perfect! Maybe add a fun flower crown or bow for an extra pop of beautiful. For the boys, layers are adorable! And don’t forget about the cute details like suspenders or a fun bowtie!

LOCATION

THINK FARM

10 Acres on my private property has it perks! There will be no people or cars to avoid. No awkward feeling of being in the way. There are farm animals on the property so closed toed shoes are highly recommended.

FINDING OPEN SHADE

My first priority during your session is finding a place with nice, open shade. This open shade ensures that your family won't be squinting, and the light hitting you will be soft and beautiful. I like to shoot within 2 hours of sunrise or sunset to avoid the harsh sunlight that casts unflattering shadows and hot spots on you.

STAYING IN EVEN LIGHT

The next thing I look at is keeping you in beautiful, even light. If there are any trees around that are casting spotty light over the shaded area, I'll work to get your family away from those hot spots and into complete shade with even light. Those pesky spots can be quite distracting in photos, so I'll do my best to eliminate that to keep the focus on you.



WORKING WITH THE KIDS





WORKING WITH THE KIDS

STAY FLEXIBLE

Kids can be unpredictable at times, so I find it best to stay flexible and follow the kids' needs. If they need to run around, I'll let them run and be silly before being still to capture the shots we need. If they don't want to stand but will be held, we'll do that instead. I tend to read each child for cues to capture the best photos we can!

MAKE IT FUN

This one's a big one! I love interacting with the kids to get the genuine smiles you know and love. This may mean me making crazy noises, or you helping by playing peek-a-boo behind me. Whatever gets those sweet giggles!

BRING BRIBES

When all else fails, bribes usually save the day. Be prepared by bringing some sweet favorites like candy or gummies! We can take quick bribe breaks if we need to throughout your session.





FINAL NOTE

I can't wait for our session together! Hopefully you found this information helpful. If you have any questions or concerns leading up to your session, please don't hesitate to reach out to me. My goal is to serve you the best that I can! This is going to be a fun session, so don't stress. Relax and enjoy making these memories with your family that you'll get to treasure forever. See you soon!

Lauren Sly
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