

MELISSA JOY

PHOTOGRAPHY

Client Guide





Hi there!

First, thank you so much for choosing me as your photographer. It's an honor to be a part of your most important memories! I cannot wait to serve you and give you memories you will cherish forever!

I wrote this guide with you in mind. I put myself in my clients' shoes and asked myself, "What would I like to know ahead of my photo session?" And this is the result! Within these pages you will find what to expect before/during/after your sessions, as well as helpful information, tips, and education to make our session go as smoothly as possible.

If you have any questions along the way, please feel free to ask! I am so excited to serve you and I look forward to seeing you soon!

Warmly,
Melissa

CONTENTS

What to Expect (4)

Timing (7)

Styling Guide (8)

What to Wear (10)

Preparing Your Children (12)

Final Note (14)



WHAT TO EXPECT



BEFORE

If you haven't signed your contract yet, now is the time! It's also super important to complete your questionnaire, read over the Client Experience Guide (what you are doing now!), and make your final payment (due no later than 24 hours before our session. You will receive a reminder when it is due). If you have any questions leading up to your session, feel free to reach out!

DURING

My sessions look different from what you might think of a traditional photo session. Almost all of my favorite photos are when family members are interacting—giving kisses, hugs, and exchanging laughs. I also aim to get those “money shots” where everyone is looking at the camera, but my ultimate goal is to capture the genuine connection between you and your child(ren). I give lots of prompts to do this, and I also give gentle posing guidance to help you know what to do with your body.

Continued on next page

WHAT TO EXPECT



AFTER

Once we've wrapped up our session and gone our separate ways, you can expect to receive your full gallery (sent via an online gallery) within 2 weeks from our session date. You are free to send this gallery link to friends and family for them to view as well. From your online gallery you will be able to choose and download your 5 high-resolution digital images, as well as purchase any additional digital images as well as prints from the built-in lab. If you do intend on printing your photos, I highly encourage you to use the built-in lab because the quality will be unmatched, and you won't run into any color issues.

I'd love to serve even more amazing clients like you, so if you plan on sharing your photos to social media, it would be so helpful if you tag me! Instagram: [melissajoy.photography](https://www.instagram.com/melissajoy.photography) & [Facebook](#). Thank you so much!



TIMING



AN IMPORTANT NOTE ON TIMING

This section is super important in order to maintain order and consistency to each mini session. All of my mini sessions are booked back-to-back, with each family having 15 minutes total. If you are even a couple of minutes late to your session, you will miss an opportunity to get all of the must-have shots. However, if you are 10 or more minutes late, you will have missed your session opportunity and you will not be refunded for your session. So please aim to be there at least 5 minutes early to ensure you are ready to go when your session starts. I aim to be prompt and keep everyone on a tight schedule--so being there early ensures that everyone is taken care of. Thank you for understanding!



STYLING GUIDE



Choosing outfits for your whole family can feel like an overwhelming task! I hope to give you some tips and ideas to make it a little less daunting!

DRESS IT UP

While you don't have to choose fancy outfits for your photos, getting all dressed up can make the photos feel extra special. While there's absolutely nothing wrong with everyone wearing jeans, choosing a flowy dress can take your photos to the next level and make your photos that much more exciting to look back on.

CHOOSE COMPLEMENTARY COLORS & AVOID MATCHING

While it might be tempting to have everyone wear the same color shirt, I recommend choosing 2-3 neutral colors that complement each other. Here are some examples of what I mean by complementary colors:

- White, light blue, and light pink
- Earthy green and beige
- Light blue, white, and tan

Neutral colors and pastel colors tend to look best with my style of photography and really give that light and airy look. However, if those colors aren't your thing, you can choose your favorite color and then choose another one that complements it (you can always google what the complementary color would be if you are unsure).

Continued on next pages

STYLING GUIDE



WEAR WHAT MAKES YOU HAPPY

Ultimately, these are your photos that you are going to look back on and cherish forever, so you should wear whatever makes you happy and comfortable. If your favorite dress is black, wear it. My tips are here to help make this process easier for you, not give you rules that you have to follow.

USE GOOGLE SHEETS TO BRAINSTORM

A super helpful way to visualize the outfits is to take screenshots/photos of them and paste them into a Google Sheet so that you can see everything side by side. Or if you already own the outfits, you can lay them out on a bed to see how they look together.

BORROW A DRESS

If nothing in your wardrobe is making you feel excited, I highly encourage asking your friends and community if they have any dresses you could borrow.

Ultimately, you should wear what makes you feel happy.
See the next pages for some color/outfit inspiration.



WHAT TO WEAR



Google Sheets brainstorming:

Family photo session outfit brainstorm ☆ 📷 🌐

File Edit View Insert Format Slide Arrange Tools Add-ons Help Last edit was 9 days ago

Background Layout Theme Transition

1 2 3 4 5 6 7

1 2 3 4 5

Dress:
<https://oldnavy.gap.com/browse/product.do?cid=765425002&cid=72926&pid=71026&vid=18&sr=median%3A%20Toddler%3A%20Shop%20Toddler%20Girls%20Categories%3A%20Dresses%20%26%20Jeans%20&os=20&os2=2023&uid=CategoryID%3A3047926&v=16898&type=Landing&pid=2112295814387716941074&wds-page=content>

<https://www.shein.com/Toddler-Girls-Dress-Straw-Print-Short-Sleeved-Dress-p-2644489-cat-2005.html>

Baby:
<https://oldnavy.gap.com/browse/product.do?cid=764801002&cid=71026&pid=71026&vid=18&sr=median%3A%20Baby%20Shop%20Baby%20Categories%3A%20Dresses%20%26%20Jeans%20&os=20&os2=2023&uid=CategoryID%3A3047926&v=16898&type=Landing&pid=2112295814387716941074&wds-page=content>

<https://www.carter's.com/carter-s-16-50621>

<https://oldnavy.gap.com/browse/product.do?cid=73914100212177&cid=61777&sr=median%3A%20Shop%3A%20Baby%20Categories%3A%20Dresses%20%26%20Jeans%20&os=20&os2=2023&uid=CategoryID%3A3047926&v=16898&type=Landing&pid=2112295814387716941074&wds-page=content>

WHAT TO WEAR



Outfit inspiration:



PREPARING YOUR CHILDREN



Ok so it's really no secret that most kids don't really want to get their photo taken. However, between me keeping my sessions fun and natural, and a little preparation ahead of time, we will be ready to roll come session time!

[Click here](#) to read my blog post with all of my tips for prepping your toddlers for your upcoming photo session (most of it applies for older kids too!). Here are the hot takes:

COMMUNICATE AHEAD OF TIME

Explain that you're going to have so much fun at a photo session with Melissa. Hype it up and make it seem like a really fun event.

SHOW THEM A VIDEO/PICTURE OF ME

This can be really helpful for children who are timid and need time to warm up around strangers.

ROLE PLAY

Bust out your kids camera or grab a block and make a pretend one so you can practice smiling for the camera.

BRING/PREPARE A BRIBE

If all else fails, you can at least offer them a treat for participating.



FINAL NOTE



I am so looking forward to serving you. I hope that you found this information helpful and instills you with confidence for our session!

If before our session you have any questions or concerns, please do not hesitate to reach out! I will see you soon!



<https://melissafehlinger.com>



info.melissajoyphotography@gmail.com



[@melissajoy.photography](https://www.instagram.com/melissajoy.photography)



[/melissajoyphotographyphilly](https://www.facebook.com/melissajoyphotographyphilly)



267-908-9764

MELISSA JOY
P H O T O G R A P H Y