



Preparing for a Successful Newborn Session

- **LET'S PENCIL YOU IN!**

I recommend that you schedule your newborn session PRIOR to your baby's birth to ensure a spot on my calendar. Contact me during your second or third trimester and I'll pencil you in.

Then, shoot me, your baby's photographer -Andrea an email (photos@vmagik.com) or call me direct at 920-321-8278 as soon after you deliver so we can arrange a time for the session.

(And I always feel super special when dad's put us on the official "baby is here!" call list! Just sayin'...)

- **Cost –Newborn Session: \$325 + tax**

This is a 2-4 hour session depending on baby's cooperation. Session includes 10- creatively enhanced high-resolution magazine wow photos on CD (or your supplied Jumpdrive) + copy release for FULL printing and ownership rights. Also includes an on-line viewing/sharing gallery with option to purchase hi-quality prints and products direct. Finally, it also includes a digital custom 5x7 baby announcement when requested/specified. Please make sure to let Andrea know if you want the digital birth announcement no later than the day of the shoot.

- **BIRTH DAY!**

Newborn sessions MUST be scheduled within the first 10 days of life. However, the BEST time is between 3-7 days after their arrival.

I'll be moving them around and scrunching them into those sweet sleepy newborn images, so I want to make sure they're sleepy enough to allow us to handle them. Plus, babies just tend to do a lot better with the session within their first 7 days. Somewhere around day 8 they discover the joy that is stretching! Once that happens...they're not about to let us get them into those curly poses without a fight! After day 14, it's almost impossible to get baby into that deep sleep that came so easily in their first few days...so it's unlikely that we'll be able to get them into any of the more bendy newborn poses. Keep in mind that newborn acne (and sometimes colic) is likely to flare up after

day 14. While I can easily edit problem areas, I prefer to do as little retouching as possible to baby's skin.

- **WHERE?**

The majority of Andrea's newborn sessions take place in her home studio: *1142 Hummingbird Ln. Plymouth, WI 53073*. In home/nursery- sessions may take place but do cost a bit more for travel/set up time/work.

- **SLEEPY?**

Most of the image I'll be shooting work best if the baby is in a deep sleep. To encourage this, I recommend that you do whatever it takes to make sure baby is nice and exhausted. Keeping your little one awake on top of your own sleep deprivation might feel like torture, but I think it will be worth it in the end!

- **HUNGRY?**

A well fed baby is a happy baby! Please feed and burp baby right before your session to ensure a happy, sleepy ("milk drunk") baby. I'll also be more than happy to take as many breaks as needed to help him/her re-fuel. It's tough work being a model!

- **VOLUME CONTROL!**

Please do whatever you can to keep the noise level to a minimum during our session. If you have other children that might create noise, try to find a sitter or family member to take them away from the home for a few hours * If you have children and would like them to be included in some photos, I recommend bringing them in at the beginning or end of a session and then having someone take them. Only those being photographed should be present to help maintain a calm environment.

- **PATIENCE IS KEY!**

Newborn sessions can last anywhere from 2-4 hours. It all depends on baby's mood and willingness to sleep. Unfortunately...this isn't something we can predict! I ask that everyone remain calm, should he/she not want to sleep, since your baby will pick up on any frustration in the room. And if sleep doesn't happen, that's okay! Wide-eyed newborn photos can be beautiful too.

- **RELAX!**

Let me say it again... *Relaxxx!* I've very comfortable holding and posing newborns.

Moms tend to stress out because this is a new experience...and they aren't used to the waiting game that is *newborn photography*. They see their baby being fussy or having a difficult time getting

settled and panic: *“This is a disaster! They aren’t going to get ANY good photos!”*

It isn’t, and I will! I take the baby’s lead; getting them to sleep before posing takes time and they may need to be fed or cuddled a few times first. In fact, we’d say that a good 50% of your session will involve feeding, diaper changes, and cuddling to get baby comfortable. If that doesn’t work, we’ll take a break or we’ll work with what baby is giving us. Sometimes that best photos happen when baby isn’t doesn’t what we want. Just remember: Babies can sense stress and anxiety (especially from their mommy’s!) It’s super important that EVERYONE remain calm and relaxed during this session. Keeping the environment as mellow as possible is pretty much the only way we’re going to get the shots I’m looking for.

- **POOP HAPPENS!**

Your baby is going to be in the buff for the majority of this shoot. Please don’t panic if your baby decides to use our blankets (or us) as his/her own personal potty. This is natural and I always expect it! Please don’t feel embarrassed or worry when this happens, because they all do it. We wash all of our baby props and blankets between each session with non-scented baby detergent. (This is why I only schedule one newborn session per day!)

It would definitely be helpful if you had a stack of old towels, extra wipes and blankets available for when things get messy though.

- **PROPS!**

We have a collection of bowls, baskets, blankets, backdrops, outfits, tutu’s, knit hats, headbands and tons of adorable other things to create several different scenes in studio. You are also; of course, welcome to use any of your own props. Looks for items with texture and color to help make your images unique. If you have any family heirlooms, toys, hats, props, etc. that you would like me to use in your session, please gather them before we arrive. We may not get the chance to use ALL of the items, but we’ll look through them with you to determine what will work best.

*We also recommend that you discuss any ideas, props or poses you have in mind at least a week prior to your session. We start planning out your session weeks in advance, so dropping a huge idea on us mid-session (that requires an unavailable prop) can cause stress on everyone! So talk to us early on and let us know what you have in mind!

- **BUT WHAT DO *I* WEAR?**

I know! You just had a baby and aren’t feeling your best. But we think this is the perfect time to

pamper yourself! Go have your hair + makeup done (or better yet, have someone come to you!), schedule a massage or have your nails done. Looking super relaxed and at your best will make you feel more comfortable during the session. This is an exciting time in your life and we want to capture all of that...so take care of yourself first! And feel free to tell your husbands that we're making you if they need a little convincing! As far as clothing? Keep it simple. Throw in a little color if you'd like, but skip the busy patterns. (And please don't feel the need to match everyone in white shirts and jeans – there's simple...and then there's boring!) For moms, we suggest neutral tone cotton knit camis and knit tops. Andrea is a HUGE fans of skin-on-skin portraits with you holding your baby against you. They're so simple + timeless! So if you want some portraits like this with your newborn consider a strapless top or tank as an alternative. Feel free to bring a couple different shirt options and we can go over which will look best!

- **FOR THE MEN.**

Your hands, and possibly even your feet, will play a major role in this session, so it's important that you tend to them too! Even if you aren't planning on participating much in the session, you'll still be handling your baby a bit, so it's a good idea to touch up on your grooming.

Trim and tidy your nails and apply lotion to any dry skin. A little clothing advice? Long or short sleeved knits are best. We suggest you NOT wear shorts, and make sure your t-shirts are free of logos or too much writing. Feel free to bring a couple different shirt options and we can go over which will look best! *Wrinkles do show up in photos, so please make sure all clothing is ironed or steamed. The retouching involved is extensive and will incur an extra fee.

The “Musts” to bring With:

- **Payment of course – cash or check preferred**
- **DO NOT forget the pacifier!! If the baby takes a pacifier, you can trust me that you’ll want it there during the session!**
- **Formula and/or a couple bottles of mommy’s milk ready to feed baby as necessary even if just nursing .**
- **Extra diapers and wipes**
- **Your adorable newborn!!**

Did we miss anything? Have a more specific question?

We’re more than happy to help in any way we can
so just shoot Andrea an email: photos@vmagik.com

or give me a call: 920-321-8278

