



rebecca groller
PHOTOGRAPHY

Newborn Session

Prep Guide



As your newborn photography session approaches, here's a guide to help you prepare for a seamless and enjoyable experience.

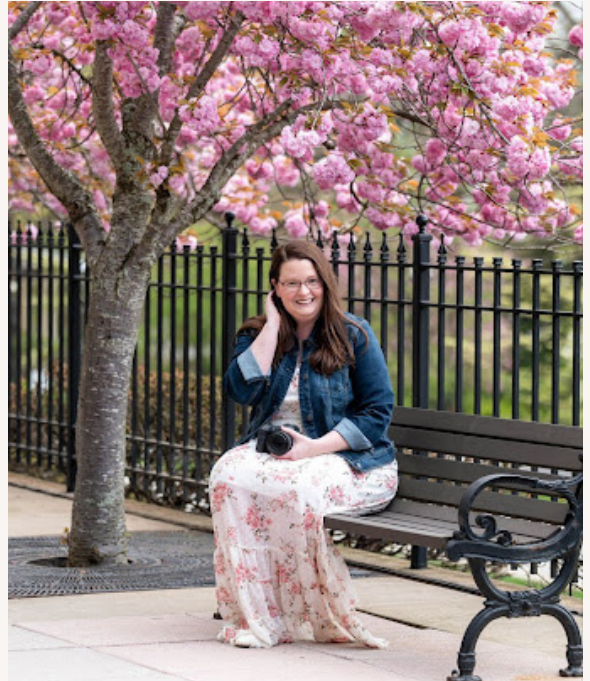
Welcome!

Hi, I'm Becky!

Thank you for choosing me to work with your family! I look forward to working with you to capture your upcoming newborn session. I know that planning for a photo shoot can feel overwhelming, but I'm here to help prepare you and give you the tools to make this as stress-free as possible.

I've been a professional portrait photographer for over 15 years, and I absolutely LOVE my job. I'm excited to show you how fun your session can be!

On the day of your session, I'll guide you to ensure a relaxed and enjoyable atmosphere while capturing sweet moments. I'll be in touch to confirm details and address any questions before we meet. After the session, you can expect to receive your proofs within a few weeks, with options to order prints and additional products.



Please know I'm only an email, text, or phone call away and I'm more than happy to assist you through this entire process... from preparing for your session to ordering products of your beautiful images to display in your home.



Phone: 814-973-7272

Email: rebecca@groller.net

What to expect

How to Prepare for Your Newborn Studio Session

To help ensure a smooth, sleepy session, please follow these steps:

Before You Leave Home

Give baby a full feeding right before heading to the studio.

Keep baby awake for 1–2 hours beforehand. Try:

- A warm bath
- Letting baby kick in just a diaper
- Tickle their toes or let them fuss a little (no pacifier during this time)

Avoid letting baby nap before the session, even if they usually sleep well at that time.

If breastfeeding, try to avoid caffeine and foods that may upset baby before the session.

On the Way

After feeding, place baby in the car seat and head straight to the studio.

A full belly + car ride usually helps baby arrive sleepy and ready to pose.

What Baby Should Wear

Dress baby in a simple sleeper (no onesies, no snaps, and nothing over the head).

If using cloth diapers, please switch to a disposable diaper for the session (they photograph better!).



What to Bring

- Baby's hairbrush for touch-ups
- Extra bottles (baby may eat more than usual)
- A Soothie pacifier (green, blue, or orange—the kind that doesn't leave marks). Even if you don't normally use one, it often helps during posing. If you prefer not to use a pacifier, that's totally okay—just let me know!
- Extra diapers

During the Session

The studio will be warm (around 75°F), so dress comfortably.

Expect the session to last 2–3 hours, sometimes longer.

Be ready to feed baby off and on to keep them sleepy and content.

Parent add-on

Capturing Your New Love

No matter your vibe, I'll help you choose a studio set that feels relaxed, natural, and true to you.

For set selection, please visit the "Backdrop" tab on my website.
Make sure to select "Larger backdrops for families"



Feel free to come in comfy clothes and bring your outfit to change. The parent photos take place at the end of the session. There is space at the studio for you to change into your outfit. Please make sure you pack your outfits and undergarments needed ahead of time. I do not provide outfits.

I offer neutral and simple sets. If you need help choosing your backdrop, feel free to reach out. If you choose this add-on, I take about 15 minutes at the end of your session to capture a few images together.



Sibling add-on

Capturing Sibling Love

For set selection, please visit the “Backdrop” tab on my website.

- If you are adding on sibling photos, this portion is typically scheduled on a separate day. This works better for busy schedules and avoids restless little ones waiting during the newborn session.
- Siblings can change outfits when they arrive at the studio. I use neutral blankets/backdrops so the focus is on the baby. I'm happy to help you choose a backdrop or set that will work best for your child(ren).
- This add-on includes about 15 minutes of sibling photos.



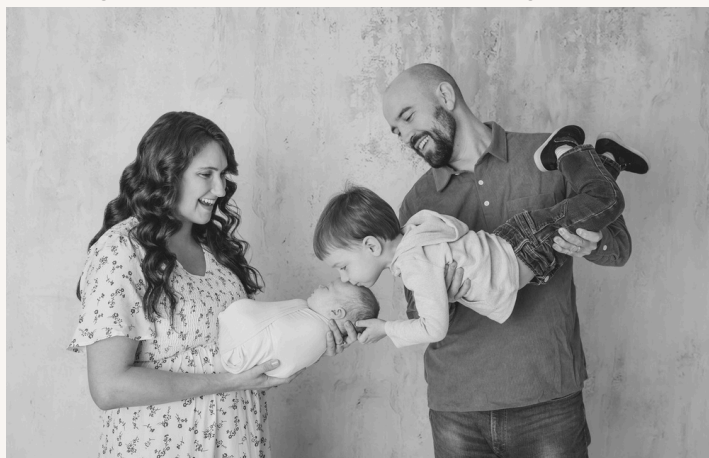
Parent & Sibling add-on

Capturing Your First Family Photos

For set selection, please visit the “Backdrop” tab on my website.



- If you are adding on both parent and sibling photos, family photos are usually scheduled on a separate day. This way sibling(s) are coming in fresh and ready to go without waiting through the newborn session.
- Siblings can change outfits at the studio.
- I use neutral blankets/backdrops so the focus is on baby. I'm happy to help you choose a backdrop or set that will work best.
- This add-on includes 30 minutes of family & parents photos, plus a few sweet shots of your child(ren) with the baby.



What to wear

Styling Tips for Women

WOMEN

I suggest neutral colors and timeless styles as you will want to be able to display these images in any room in your house. Avoid busy prints as we want the focus to be on baby! Dresses are always a favorite as they flatter most body types.

Keep in mind:

- **Pick your outfit first.** Then coordinate the rest of the family with your outfit.
- **Skip the fuss.** You don't want to be adjusting your outfit every five minutes.
- **Proper fitting undergarments.** It's so important to the overall look. Make sure that they don't show through clothing. (nude tones work best)

Bottom line: wear what makes you feel good. That comfort and confidence? It shows.

Don't forget, add a little more makeup than you normally do. A colored lip and extra blush will really look great in pictures!

Favorite Shops

Joyfolie

Morning Lavender

Rent the Runway

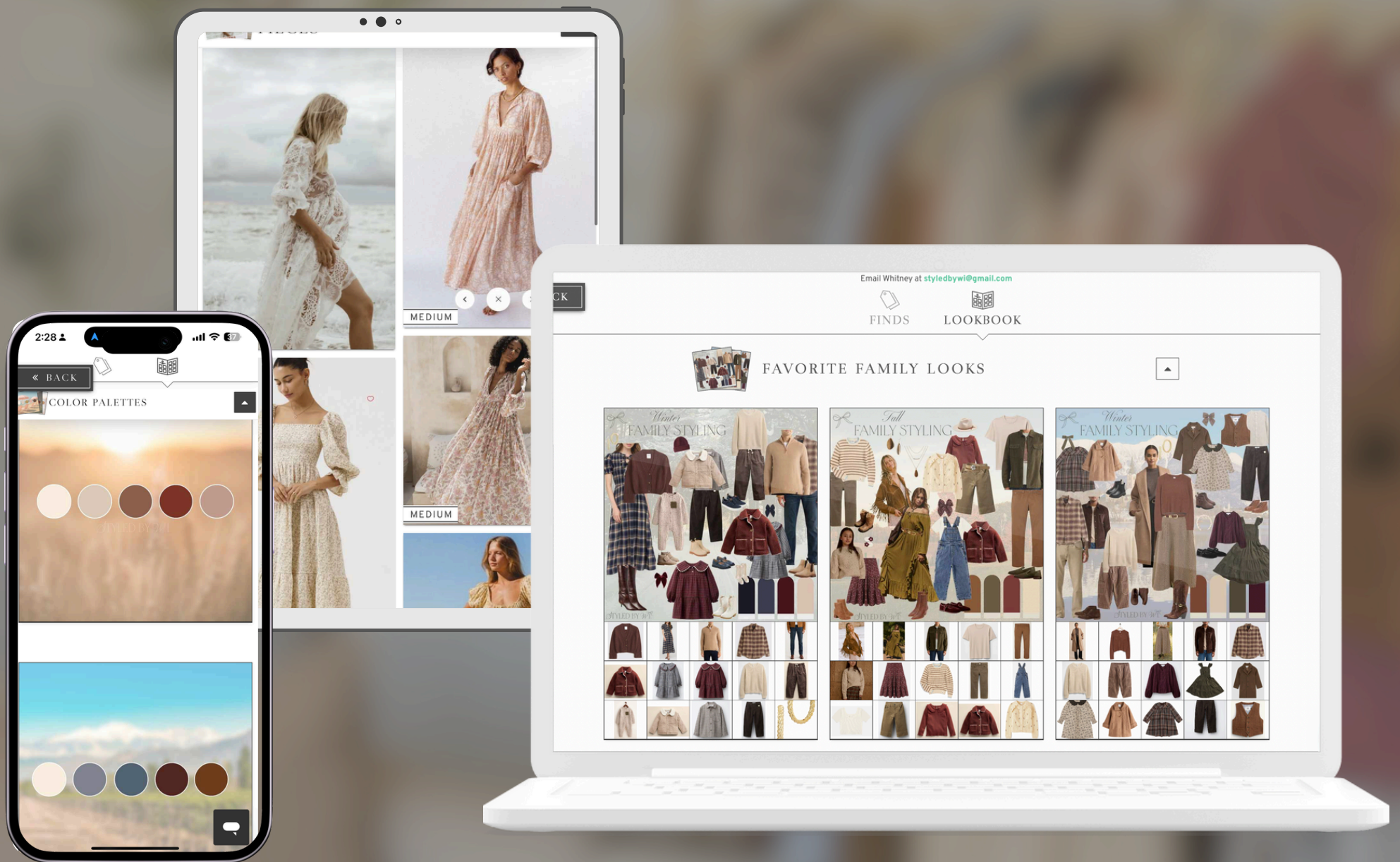
The Red Dress Boutique

For your convenience, I have a **FREE seasonal online shopping/style guide available** with links to purchase everything online from boutiques as well as Target, H&M, and Amazon. It's one stop shopping for the whole family! The info to access this free service is on the next two pages. Feel free to reach out if you have questions.



a live
STYLE GUIDE

UPDATED WEEKLY WITH NEW STYLES
& MOODBOARDS!



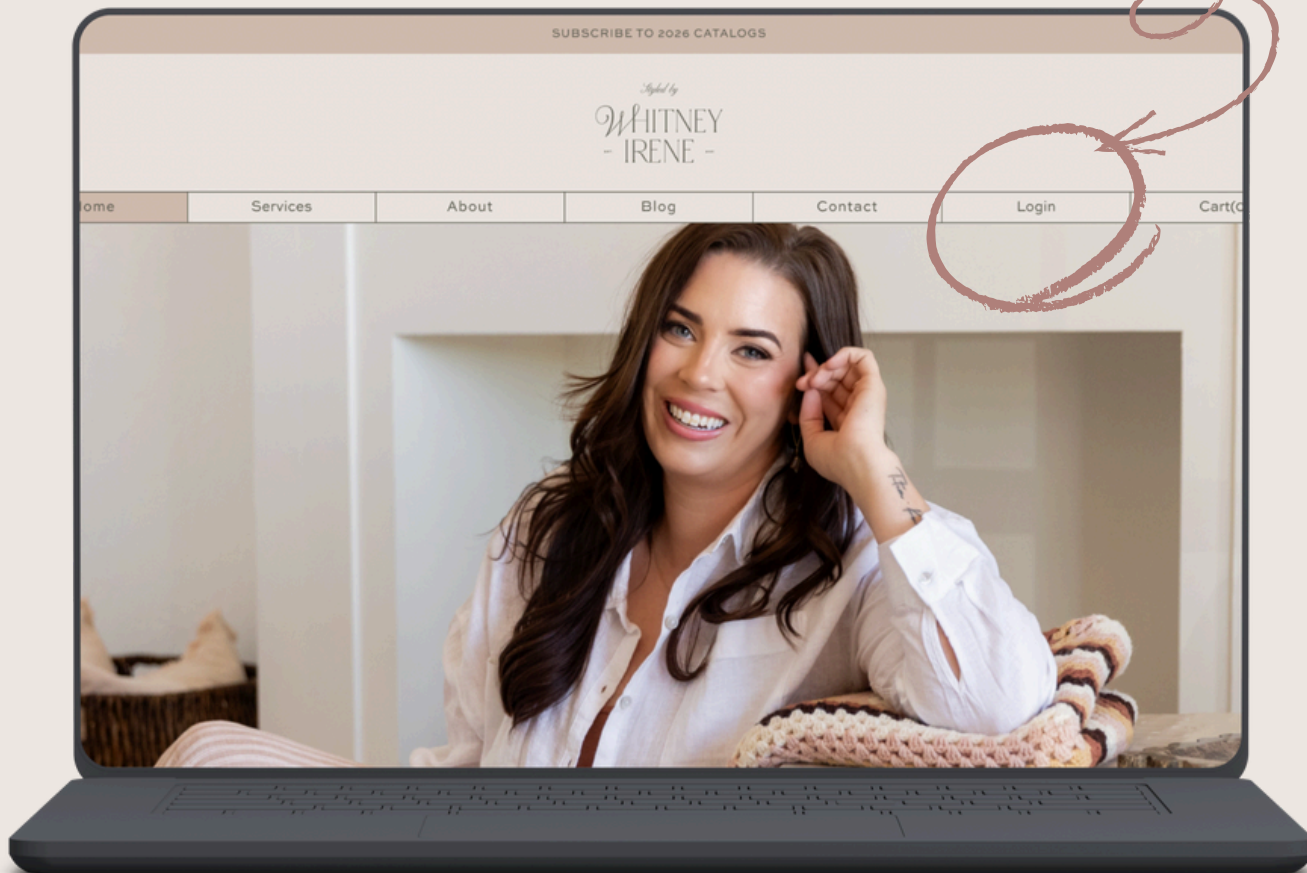
FREE ACCESS FOR MY CLIENTS VISIT:

STYLEDYBYWI.COM

VISIT [STYLED BY WI.COM](https://www.styledbywi.com)

HOMEPAGE
CLICK "LOGIN"

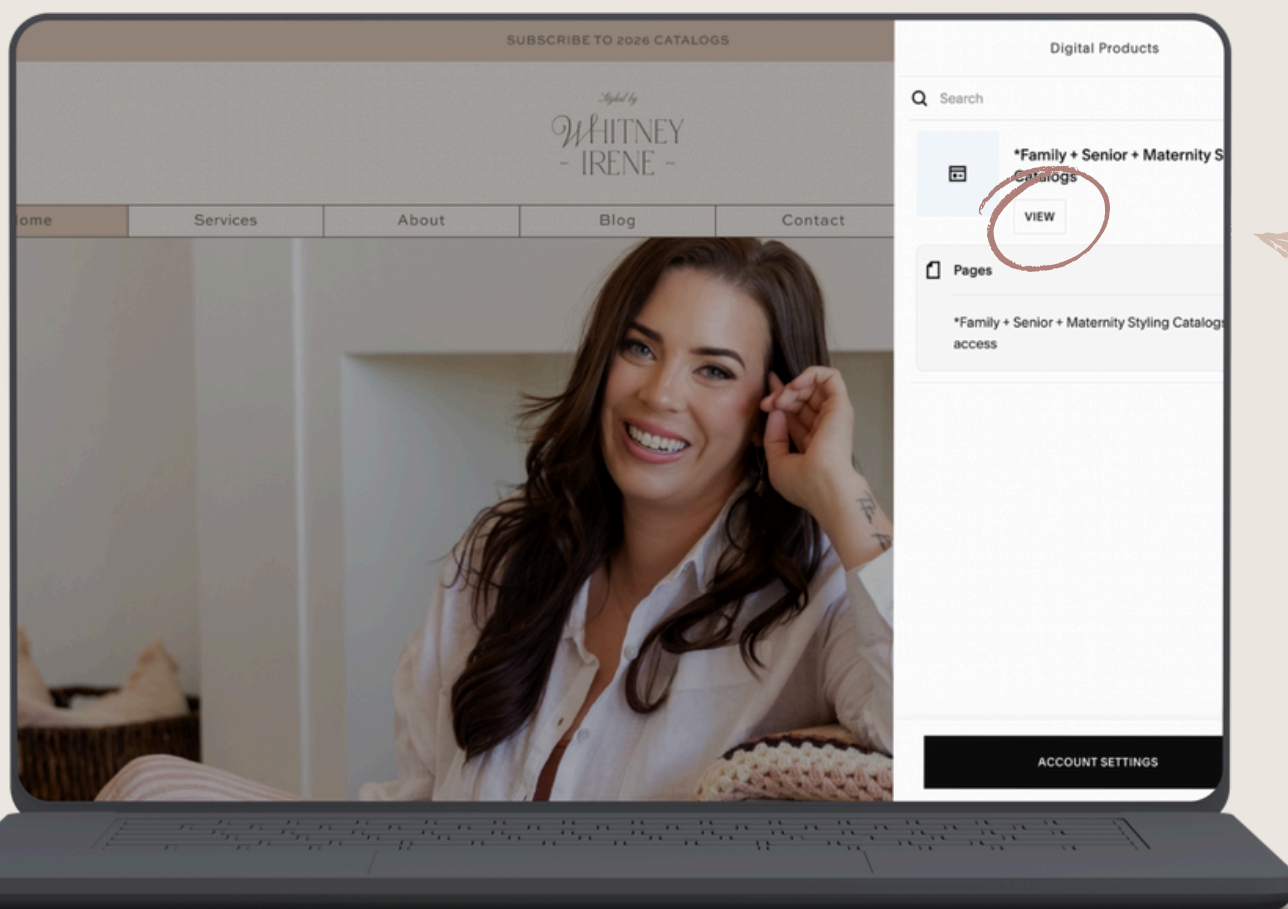
Client LOG IN



- ✓ USERNAME: rebeccagroller@gmail.com
- ✓ PASSWORD: [RGPstyling](#)

Once LOGGED IN

CLICK "VIEW" TO
OPEN CATALOG



What to wear

Styling Tips for Men



Favorite Shops

H&M

Everlane

Banana Republic

JCrew

MEN

I suggest sticking with **neutral and solid colors**. Avoid logos as we want the focus to be on baby!

Simple always wins. A button-down shirt (untucked) with jeans or casual pants photographs effortlessly and feels timeless.

Don't forget to add the details: blazer/ suspenders/watch

A few things to avoid:

- Cargo shorts. Choose styles without bulky pockets.
- Performance polos. Sporty golf shirts may be comfy, but they're clingy, see-through, and, yes —nipple-prone.
- Super small prints / plaids. They tend to mess with camera sensors and create crazy colors and patterns on your images that are difficult and sometimes impossible to edit out. (Feel free to send me cell phone photos of outfits to avoid this issue.)

Cotton polos are okay, but a **classic tee, henley, flannel, or button-down** is even better.

Bottom line: choose pieces that feel comfortable but look a step above everyday wear. Easy, clean, and confident.

What to wear

Styling Tips for Children

KIDS

Classic styles and neutral, solid colors are best! Avoid logos and shirts with words as they are difficult to capture with moving children.

Comfort is key. If your kid's outfit is itchy or annoying, it'll show. Try everything on early to check for scratchy tags, shoes that are too big or too tight, and anything they don't like. (Feel free to skip the shoes altogether!)

Cover the diaper. Even if it's hidden while standing, a saggy diaper can peek out when your little one gets scooped up. A cute diaper cover keeps things photo-ready.

Ditch the constant adjusting. If a shirt won't stay tucked, let it stay out, or choose something longer. Movement is part of the fun so outfits should keep up.

If any sibling is under the age of three, the sibling photos are captured laying on a fuzzy blanket on the floor (as shown below). For the best outcome, it's a great idea to have sibling(s) **practice laying on their back on the floor next to baby for a photo from above.** (Make sure to have a helper for baby's safety.)



Favorite Shops
Joyfolie
Morning Lavender
Zara
Alice and Ames

I'm more than happy to help you choose colors and outfits that will photograph beautifully and make your family feel confident, comfortable, and completely like yourselves. Feel free to email/text photos of outfits and I'll help you get it all squared away!

What to wear

The Details

Should I Wear My Glasses?

If you wear glasses daily, you should wear them in your photos. I've worked with dozens of glasses-wearers and have a few tricks for reducing glare.



Quick Fit Check

Try everything on beforehand. If you are adding on family photos, your toddler will be held. Give their outfit a test run to make sure nothing rides up or hides their face and shoes fit properly or skip shoes altogether!

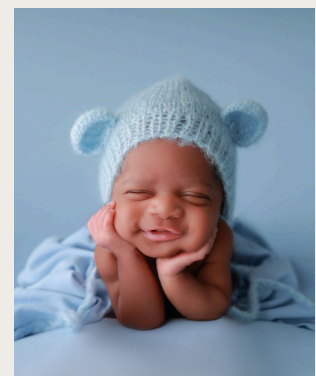
Pro Tip: Once everything is set, **remove ALL tags** including stickers on the bottoms of shoes. Press/steam any pieces ahead of time to alleviate last minute stress right before your session.

Posed newborn images

Perfect Squishy Poses

POSED NEWBORN IMAGES

My goal is to create timeless, peaceful images that celebrate your little one just as they are. The posed portion of your session is gentle, unrushed, and baby-led. I follow their cues every step of the way. Expect soft wraps, cozy textures, and simple setups that keep the focus on your baby. I'll guide them into classic, natural poses while keeping their comfort and safety as my top priority. If baby needs a break for feeding or soothing, we pause... no stress, no rush. This part of the session typically takes about 1.5–2 hours. You'll be able to relax and watch from a comfy couch while I work quietly and intentionally to capture every tiny detail you want to remember forever.



Props for newborns

Set Ups & Prop Shots

STYLED PROP SETS

I love including a few styled prop setups that add variety without overwhelming your gallery. This can include cozy baskets, rattan beds, or wooden bowls... each paired with natural textures and simple accessories to highlight your baby's tiny features.

These setups are prepared in advance based on your style preferences and color choices. Once baby is sleepy and settled, I gently position them into each prop, always prioritizing safety and comfort. You're welcome to request favorites or leave it to me to choose a beautiful, cohesive look.

This portion typically includes 2-3 styled setups and takes about 45-60 minutes. Baby stays swaddled and content, making these images sweet and serene with just the right touch of personality.



The tiny details

Little Fingers & Toes

DETAILS

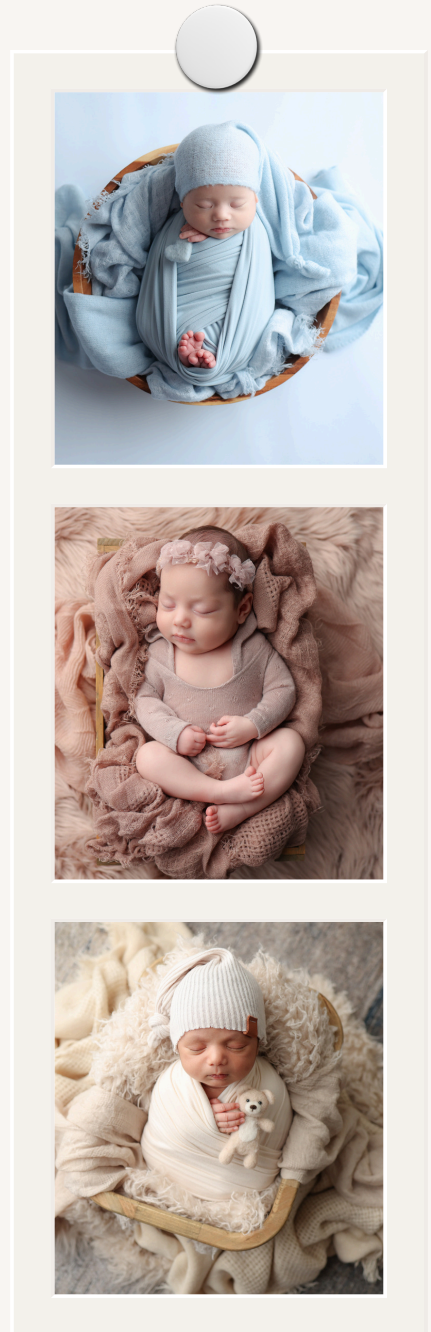
I take time during every session to focus on the tiny details that change all too quickly... wispy hair, curled toes, tiny fingers, and those squishy lips you can't stop kissing. These close-up images are captured in soft, natural light using neutral wraps and simple backdrops so nothing distracts from your baby. Whether they're snoozing soundly or stretching out those brand-new fingers, I work quietly to preserve every little feature. Detail shots are taken throughout the session, sometimes between poses or while baby is swaddled and settled. Please let me know which details are most important to you!



Things to do

Prep for Baby

- ✓ A **questionnaire** will be emailed 1 week prior to your session. Please take some time to fill out the details for the success of your session.
- ✓ **Give baby a full feeding right before** heading to the studio.
- ✓ **Keep baby awake for 1-2 hours** before heading to the studio for your session.
- ✓ **Dress baby in a simple sleeper.**
- ✓ Bring **extra bottles/milk.**
- ✓ **Bring extra diapers.**
- ✓ **Bring a hair brush/comb** to fix your baby's hair during the session.
- ✓ **Bring a soothie pacifier.**
- ✓ **Bring any props or heirlooms** you'd like to incorporate into the session.



Things to do

Prep for Sibling

- ✓ **Make sure your child naps and eats** before the session if appropriate for time of day.
- ✓ **Bring puff or a dry snack and sippy cup** in case your child needs an incentive during the session.
- ✓ **Bring your older child(ren) dressed** in their outfits ready for the session.
- ✓ If your child is in a diaper, please bring or have them wear a matching **diaper cover**.
- ✓ If your child is **teething**, it may be a good idea to **give your child some Tylenol** before the session for their comfort.
- ✓ **Bring a hair brush/comb** to fix your child's hair during the session.
- ✓ **Remove items** from their pockets as well as temporary tattoos, chipped nail polish, band-aids & hair ties, Fitbits, Apple watches as they will show in the photos.



Things to do

Prep for Parents



I do not allow anyone who is sick in the studio. If your child or anyone in your family is not feeling well the day of the session, please call, text, or email to reschedule.



Use GPS and arrive early to allow for any unexpected delays and to start the session feeling relaxed.



If adding on family photos, **clean glasses** right before the session starts... you'd be surprised how noticeable dirty lenses are in the photos.



Remove items from your pockets as well as temporary tattoos, chipped nail polish, band-aids, hair ties, Fitbits and Apple watches as they will show in the photos.



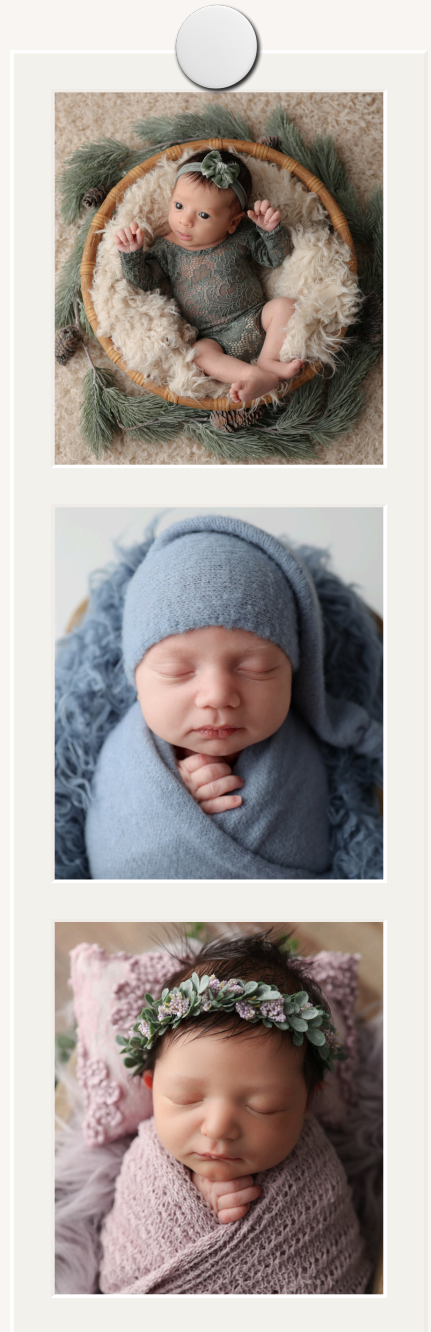
If there is inclement weather or it is wet outside, please wear different shoes to the studio and **bring separate clean shoes for the photos.** Thank you for your help keeping my sets clean.



Things to do

During the Session

- ✓ **Relax!** Feel free to take a nap on the couch, scroll your phone, take a break!
- ✓ **Be ready for extra feeds**, if baby needs. Typically they will eat a bit more during a newborn photo session.
- ✓ **Come prepared for diaper changes.**
- ✓ **Help yourself to snacks & water bottles** at the studio.
- ✓ **Feel free to bring lunch**, or have food delivered to the studio. I am located close to several options for food pick-up as well.
- ✓ Feel free to **take behind the scenes photos**. If you have any you'd like to share with me, please text or email them! Thanks!





Frequently asked

Questions With Answers

01. **What do I do if someone in my family is not feeling well?**

Safety is my highest concern. Since I photograph newborns in my studio, **I do not allow anyone who is sick in the studio.** If your child or **anyone** in your family is not feeling well the day of the session, please call, text or email to reschedule. It is my job to capture everyone as they are, however, we would all prefer a happy, smiley child. If you need to reschedule, I would appreciate notice within four hours of the session or even a heads up a day or two in advance should any family member be start to come down with something. Your paid retainer will be transferred to the reschedule date and I appreciate you making safety for even my tiniest clients a priority.
02. **Can we add on grandparents or another relative to our session?**

Extra adult subjects can be added on to the session. The fee is \$25 for each additional subject.
03. **What if I want extra digital files after my session?**

Each session includes a set amount of digital files. Extra digital images can be purchased for \$30 each plus tax. Entire galleries can be purchased as well. Fees vary depending on the type of session. I also offer a print promotion for each session where if you reach the print order minimum you will receive your whole gallery of digital images at no extra cost.
04. **Can I order professional quality prints and products?**

Absolutely! I offer professional grade prints and products that can ordered directly through your online gallery and are shipped directly to your home.



Have another question?
Email me: rebecca@groller.net



Frequently asked

Questions With Answers

05. **How long will it take to receive my print order?**

The timeline for receiving your book/prints will vary based on product.

- Prints- 7-10 days
- Classic Photo Books- 4-6 weeks
- Premium Photo Books- 2 weeks
- Canvases/Metals/Acrylics- 3-4 weeks
- Framed Prints- 3-4 weeks

06. **Can I bring my dog(s) to the session?**

Please email me before choosing this add-on during booking. I love adding pets to sessions, however I need to be extra vigilant with cleaning due to allergies. It will depend on if my schedule allows time for cleaning between sessions. I have experience in capturing the unique bond between families and their furry friends. There is an extra fee of \$25 per dog. I would suggest bringing a friend or family member as your “pet handler” to assist.

07. **What's your rescheduling policy?**

If you need to reschedule your photo session, your paid retainer will be applied to a rescheduled session if two weeks notice is given or the reason is due to illness. Retainers may only be transferred one time per session for any reason other than illness. In the event that you need to reschedule more than one time, a new retainer payment will be required.



Have another question?
Email me: rebecca@groller.net

What's next?

After Your Session



YOUR GALLERY

You'll receive a proof gallery within 3 weeks.

Choose your included images as favorites. Upgrades are available if you'd like more. Selected images go through a round of final edits.

Extensive edits (like head swaps) will have an additional fee.

Final gallery includes a print release and is ready for digital download.



PRINTS & PRODUCTS

You will have the option to order professional-quality prints, canvases, photo albums, and more directly through your final gallery.

All products are shipped straight to your home within a couple of weeks.

Prefer your images on a USB flash drive? USB drives are available for a \$40 fee (plus tax).



REFER A FRIEND & REBOOK

Referral Rewards: Receive a \$20 print credit for each new referral who books a Full Session. Receive a \$10 print credit for each new referral who books a Short & Sweet or Mini Session.

Loyalty Rewards: Earn 3 points for each Full Session you book. Earn 2 points for each Short & Sweet/Mini Session. Once you reach 8 points, you'll receive an \$80 print credit (valid toward prints only).

Send any questions to:



rebecca@groller.net

Thank you!

Thank you for taking the time to read through this guide. I truly appreciate your trust and confidence in my services as a newborn photographer. My goal is to provide a relaxed and personalized experience that captures your baby in their first few weeks of life. If you have any questions or would like to discuss your session further, please don't hesitate to get in touch. I look forward to working with you!

