



rebecca groller

PHOTOGRAPHY

Headshots Session

Prep Guide



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

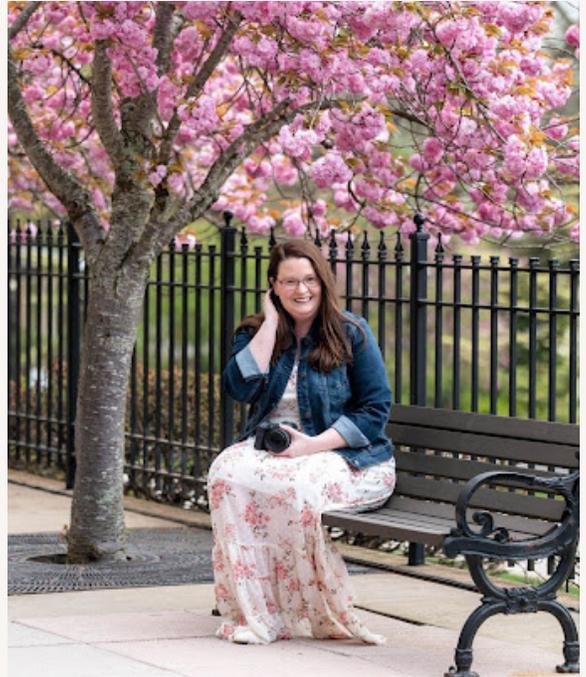
What to expect

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 headshots. 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 genuine 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 on in your home.



Outdoor location

Choosing the Perfect Outdoor Location

HOW TO CHOOSE YOUR LOCATION

Not sure where to shoot your session? I've got you. Here are a few favorite outdoor looks to help you decide what vibe is most fitting:

- **Classic Park Vibes**- Grassy open space, tree-lined paths, willow trees, flower gardens, and the occasional wooden bridge. Parks offer a timeless, family-friendly setting with soft, natural backdrops.
- **Urban / Industrial**- Downtown alleys, staircases, industrial steel structures, and bold lines. This look brings a little edge and modern contrast, great if you want something less traditional with lots of visual interest.
- **Rustic**- Weathered barns, gravel roads, fences, open fields, and even the charm of a covered bridge. These locations bring a cozy, lived-in feel with lots of texture—especially gorgeous at golden hour.
- **Campus Charm**- Beautiful old stone buildings, classical columns, and well-kept grounds at your choice of several local colleges. A campus gives you a refined, elegant feel and is perfect for any season!

No matter your vibe, I'll help you choose a location that fits you and the season so your session feels relaxed, natural, and true to you.

For location selection, please visit the "Locations" tab on my website.



Studio Session

Perfect in Any Weather

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



Feel free to arrive at the studio in a comfy outfit to avoid wrinkling your clothes. There is space at the studio for you to change into your outfit.

Studio sets are simple and neutral so the focus is on you.

I will guide you through various poses to give you lots of options in your proof gallery.

Please let me know why you're having these headshots captured so I can give poses that match your purpose.

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



Branding Session

Outdoor & Studio

Branding sessions are all about showcasing YOU, your brand colors, and the mood you want to convey. I will work with you to help select an outdoor location that speaks your brand as well as assist you in choosing studio backdrops. Remember in a branding session, it's so important to keep your brand colors in mind and incorporate them as much as possible! Feel free to bring any props (laptop, work tools, etc)



What to wear

Styling Tips for Women

WOMEN

Suits are always a favorite!

What you wear completely depends on the reason you're having these headshots captured.

Keep in mind:

- **Dress for confidence.**
- **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!

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.



Favorite Shops

Pink Blush

Baltic Born

Piper & Scot

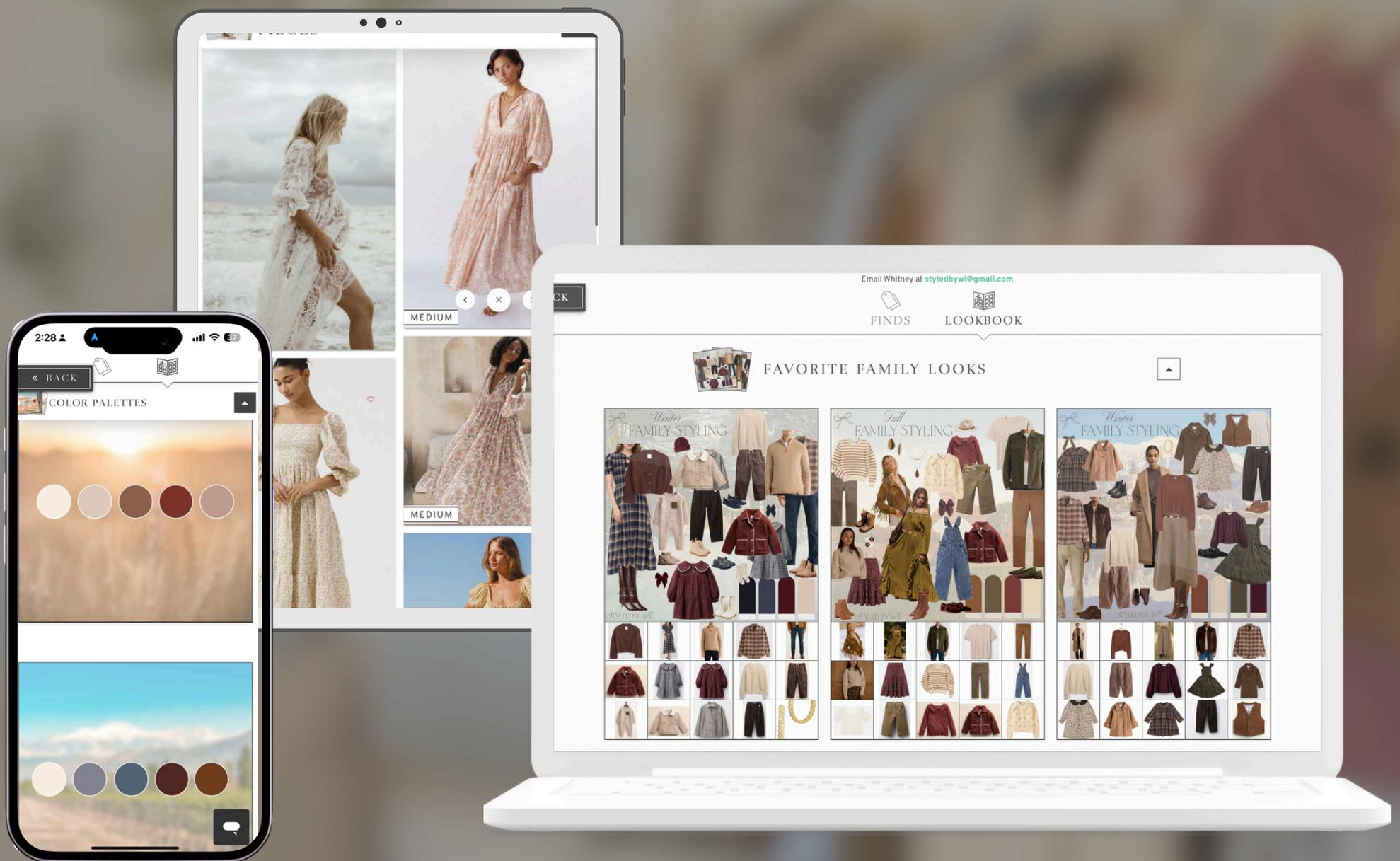
Target

Old Navy



a live
STYLE GUIDE

UPDATED WEEKLY WITH NEW STYLES
& MOODBOARDS!



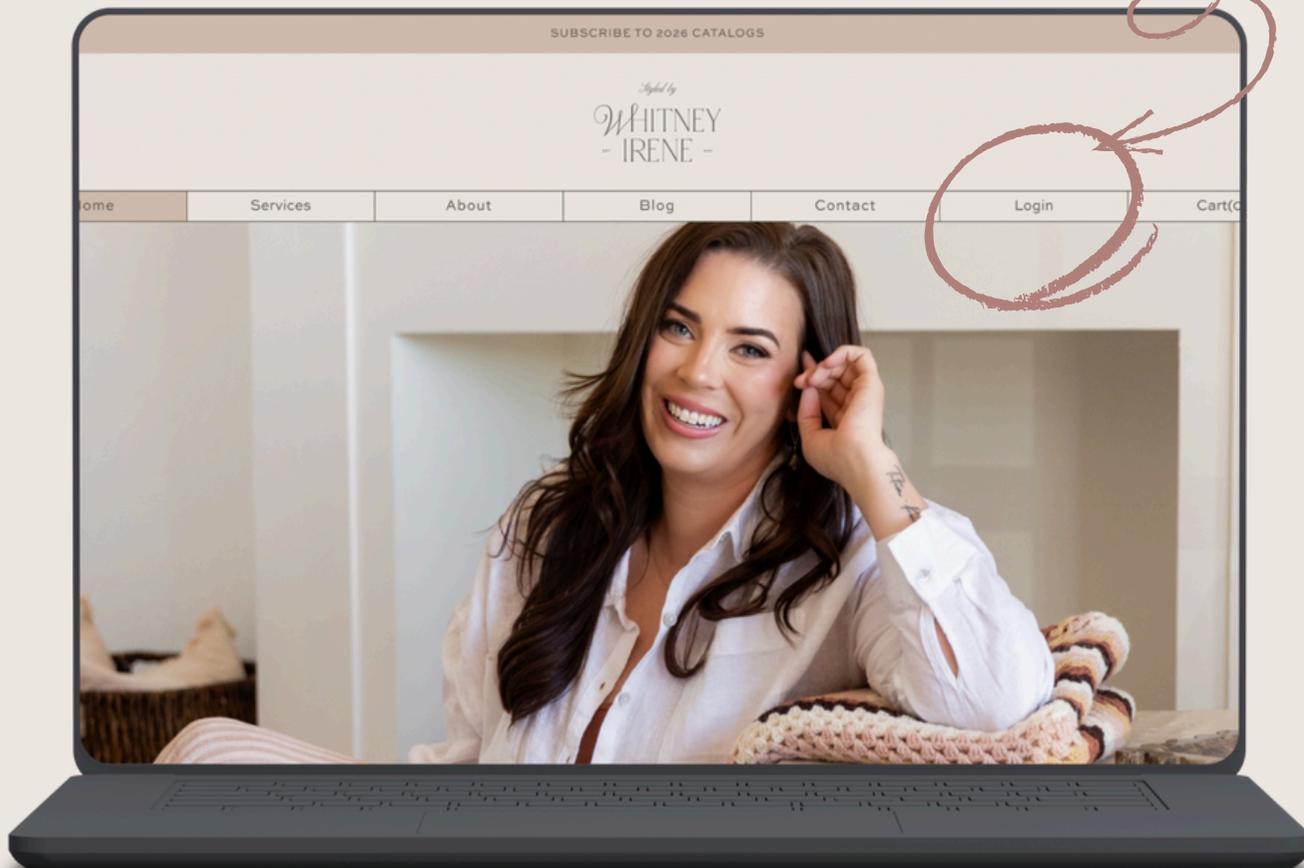
FREE ACCESS FOR MY CLIENTS VISIT:

STYLEDYBYWI.COM

VISIT STYLEDBYWI.COM

HOMEPAGE
CLICK "LOGIN"

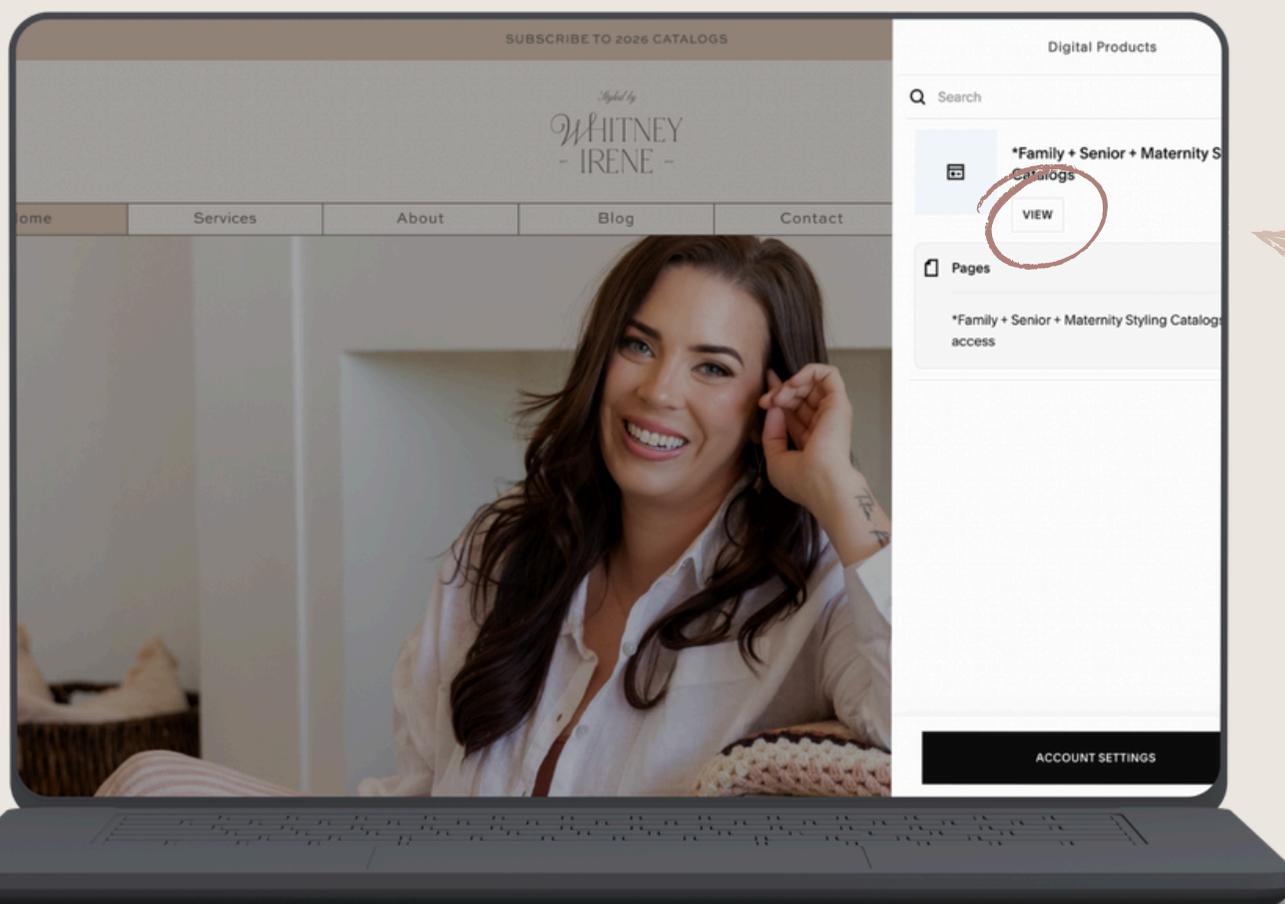
Client LOG IN



- ✓ USERNAME: rebeccagroller@gmail.com
- ✓ PASSWORD: RGPstyling

Once LOGGED IN

CLICK "VIEW" TO
OPEN CATALOG



What to wear

Styling Tips for Men



For your convenience, I have a seasonal online shopping/style guide available with links to purchase everything online from boutiques as well as Target, H&M, and Amazon. You'll receive an email with a link and password to access this service!

Favorite Shops

H&M
Everlane
Banana Republic
JCrew



MEN

A classic suit always wins. Need something more casual? 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

Please avoid 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.)

What to wear

The Details

Details to add:

Texture adds depth and dimension

- Ruffles
- Chunky knits
- Linen
- Twirly skirts
- Embroidered details

Layer with scarves, cardigans, or jackets to create interest without overwhelming the image.



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.

But— if you wear transition lenses, those can be tricky. They often darken outdoors, which is hard to correct in photos. If possible, bring a non-transition pair or pop the lenses out of an old frame just for the session.



Quick Fit Check

Try everything on beforehand— EVERYTHING – shoes, bras, socks, all of it. Make sure the bra you have works with the strappy sundress. Make sure you have an undershirt for the button-up shirt (especially any white ones).

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.

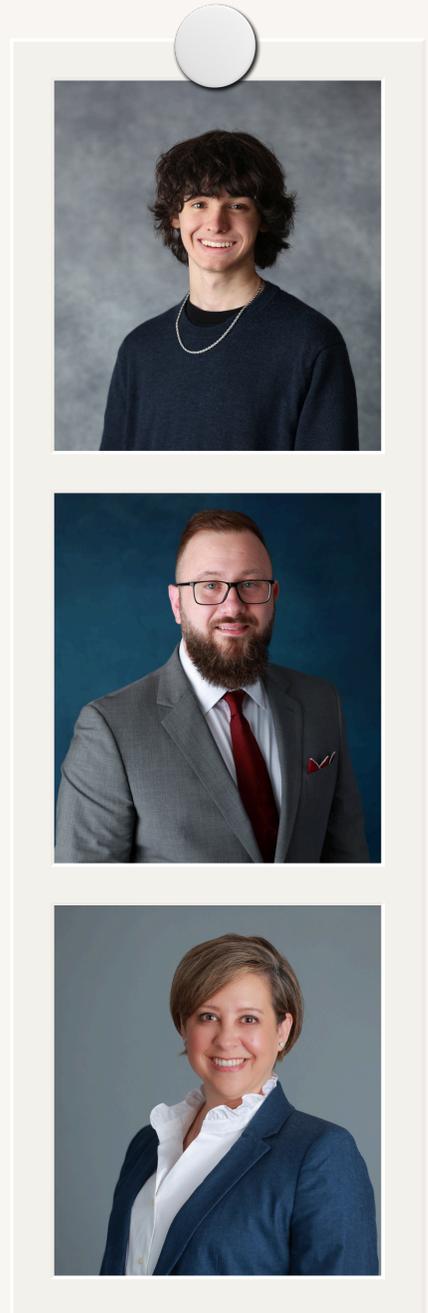
Dress for the Weather

Cold shows in photos—red noses, stiff smiles, and hands shoved in pockets. For spring and late fall, always plan for the real forecast, not the one we wish for. Layers, backup outfits, and warm shoes can make all the difference in comfort (and great photos).

Things to do

Before Your Session

- ✓ 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.
- ✓ **Use GPS and arrive early** to allow for any unexpected delays and to start the session feeling relaxed.
- ✓ **Items to bring along:** Lint roller, chapstick/lip gloss, hair brush/comb, makeup for touch ups, water bottle, snacks
- ✓ **Bring any props** you want to include (cars, dogs, instruments, sports equipment). Give me a heads up so I can help you pick a location best suited for these.
- ✓ **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, Apple watches as they will show in the photos.



Please note: There are not always restroom facilities at the outdoor locations.



Frequently asked

Questions With Answers

01. **What do I do if I'm not feeling well?**

If you are not feeling well the day of the session, please call or email to reschedule. If you need to reschedule, I would appreciate notice within at least 4 hours of the session.

02. **I booked an outdoor session, what happens in case of bad weather?**

For outdoor sessions, I understand that weather can be unpredictable. In case of bad weather, I'll work with you to reschedule to a future date.

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 hit 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 be ordered directly through your online gallery and are shipped directly to your home.





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. **Why are outdoor sessions offered late in the day or early in the morning?**

Sessions are scheduled at times of the day when the light is softest. This is typically about 1-2 hours after sunrise and 1-2 hours before sunset. Harsh midday light creates dark shadows, uneven light and squinty eyes. While there may be a few locations that can be shot midday, it is typically a location with buildings, structures and trees to provide open shade and typically only offer for older children and adults as they will pose in a location and not run off into poor lighting. Time of day is a very important consideration especially if subjects have light colored eyes as the brightness of the midday sun will make for squinty photos. I want the best results for your portrait session and highly recommend that you make accommodations to make the suggested time(s) work for your session.

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.

What's next?

After Your Session



YOUR GALLERY

You'll receive a proof gallery within 3 weeks.

Choose your included images as favorites—upgrades available if you'd like more. Selected images go through final edits.

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

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



PRINTS & PRODUCTS

You 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? That's 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 maternity photographer. My goal is to provide a relaxed and personalized experience that captures your big accomplishment! 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!



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