



*rebecca groller*  
PHOTOGRAPHY

# Maternity Session

## *Prep Guide*



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

# What to expect

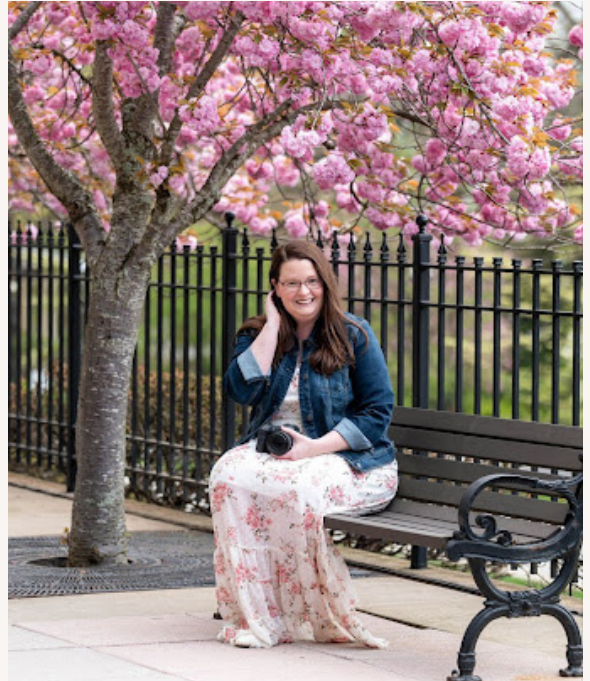
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*Hi, I'm Becky!*

Thank you for choosing me to work with your family! I look forward to working with you to capture your upcoming maternity photos. 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 your family 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

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

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

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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 to keep the focus on you and your baby bump! I'm happy to capture flowy dresses, unbuttoned jeans and see-through dresses with undergarments but I do not capture nudes.

Feel free to bring along your sonogram, baby shoes or any props you wish to incorporate into your session.



# What to wear

Choosing the Right Wardrobe

## HOW TO CHOOSE YOUR LOOK:

When choosing your look for the session, think about whether you prefer a casual, comfortable style, formal elegance, or a blend that uniquely represents your family's personality. Consider how your clothing choices can enhance the overall style, whether it's relaxed and playful or sophisticated and polished. Feel free to mix and match styles to create a look that feels authentic and true to who you are. For colors, the goal is coordinating, not matching!



## Where to Start: Mom to Be!

Feeling overwhelmed by all the wardrobe possibilities? Deep breath. You only need *one* piece to kick things off. Mama you should be the focus, so choose your outfit first!

Start with *that*. Build your color palette and overall session style around the piece that already feels like a win. It's way easier (and more fun) to style everyone else around the one outfit you already love.

# What to wear

## The Best Colors for Outdoor Maternity Photos

When it comes to maternity photos, what you wear makes a big difference, but that doesn't mean it has to be stressful.

A great starting point? Stick with soft neutrals like cream, beige, warm browns, gray, and white. These tones are timeless, flattering and blend beautifully with natural backdrops. From there, choose colors that echo the season your session takes place in. (Think: nature inspired hues, not what's trending on a store rack.)

### Seasonal Inspired Colors

#### Spring

Think: blooming branches, fresh green grass, soft light.

#### Ideal Colors:

Muted pinks, purples, and yellows

Pastel blues and greens

Creams, whites, and neutrals

Navy or soft denim tones

**Avoid:** Vibrant or neon hues, which can clash with spring's delicate light and tones.



#### Summer

Think: wildflowers, golden light, open fields.

#### Early Summer (June–July):

Greens, soft blues, muted reds, and purples

Cream, white, warm neutrals

Light yellows and earth tones

#### Late Summer (August–early September):

Sage, navy, cream, dusty blue, terracotta

Earthy neutrals to match the drying grass

**Pro Tip:** If the grass is vibrant, brighter colors work. If it's dry, lean into softened, nature-toned shades.

# What to wear

## The Best Colors for Outdoor Maternity Photos

### Seasonal Inspired Colors

#### Fall

Think: golden leaves, crisp air, deep earthy tones.

#### Ideal Colors:

Rust, burnt orange, golden yellow  
Forest green, navy, deep blue  
Creams, browns, soft black, warm neutrals

**Pro Tip:** Choose rich or muted tones that complement, not compete with, the boldness of fall foliage.

#### Winter

Think: evergreens, soft snow, cozy textures.

#### Ideal Colors:

Evergreen, cranberry, navy  
Brown, cream, white  
Warm neutrals with subtle contrast

**Pro Tip:** Color brings life to a more monochrome landscape, don't be afraid to stand out softly.



### Colors to Avoid

**Neon:** These tones reflect onto skin and can distort your natural coloring in photos. Always skip the highlighter shades.

**Head-to-toe Black:** A single black piece is fine, but avoid dressing the whole group in solid black, it can photograph flat and lose detail.

**Turquoise Clothing:** While turquoise *accessories* are beautiful, turquoise tops or dresses often clash with the natural palette of outdoor settings.

# What to wear

## Styling Tips for Women

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### WOMEN

**Flowy or fitted dresses are always a favorite**—they move beautifully and show off your gorgeous bump.

Keep in mind:

- **Wear comfortable shoes.** Feel free to choose the long dress and opt for comfy flip flops, sandals, flats or bring the heels to change into during the session.
- **Do a movement test.** Try everything on, move around, and check for visible straps or see-through fabric—especially in sunlight.
- **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.



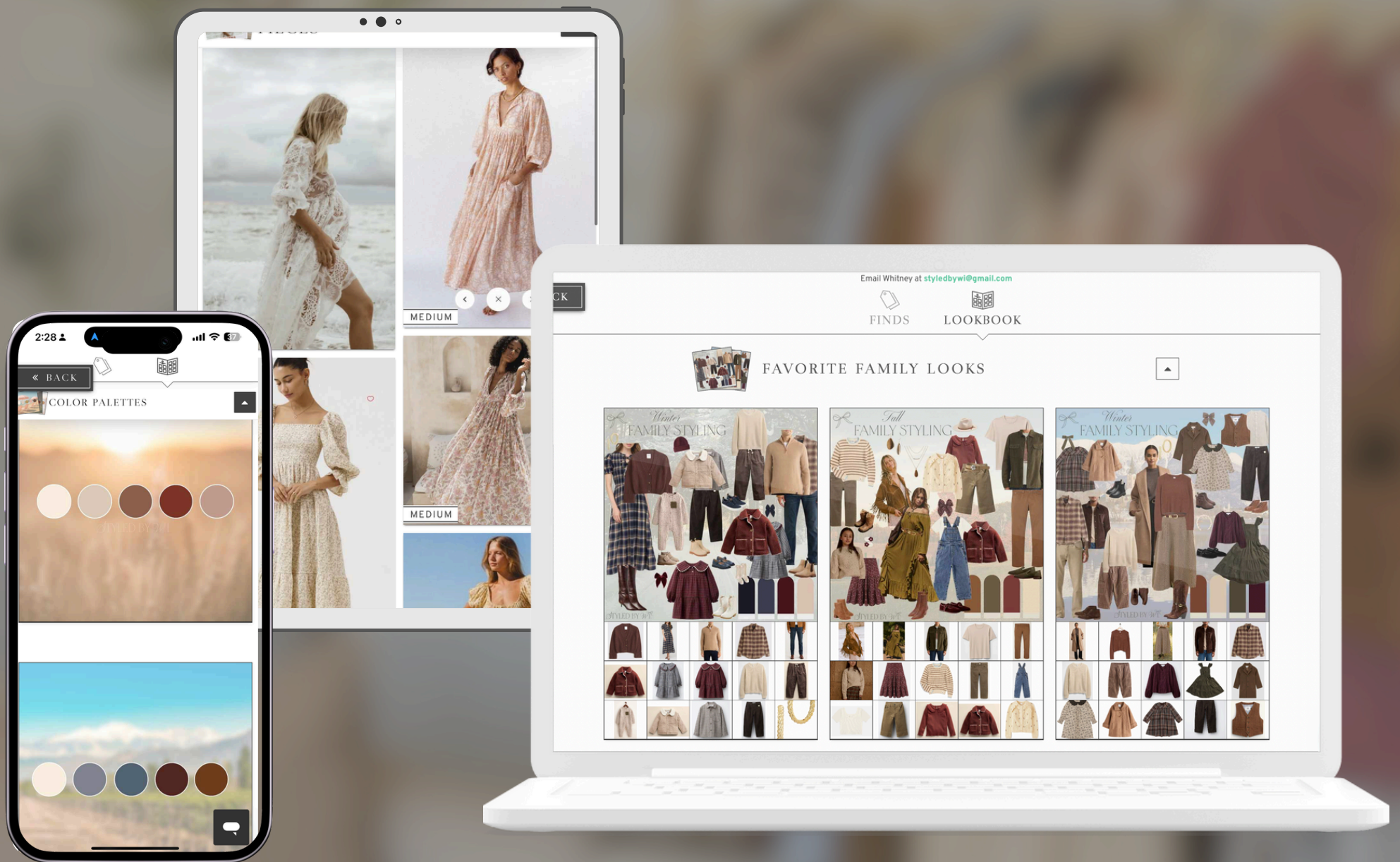
### **Favorite Shops**

Pink Blush  
Baltic Born  
Piper & Scoot  
Target  
Old Navy



*a live*  
STYLE GUIDE

UPDATED WEEKLY WITH NEW STYLES  
& MOODBOARDS!



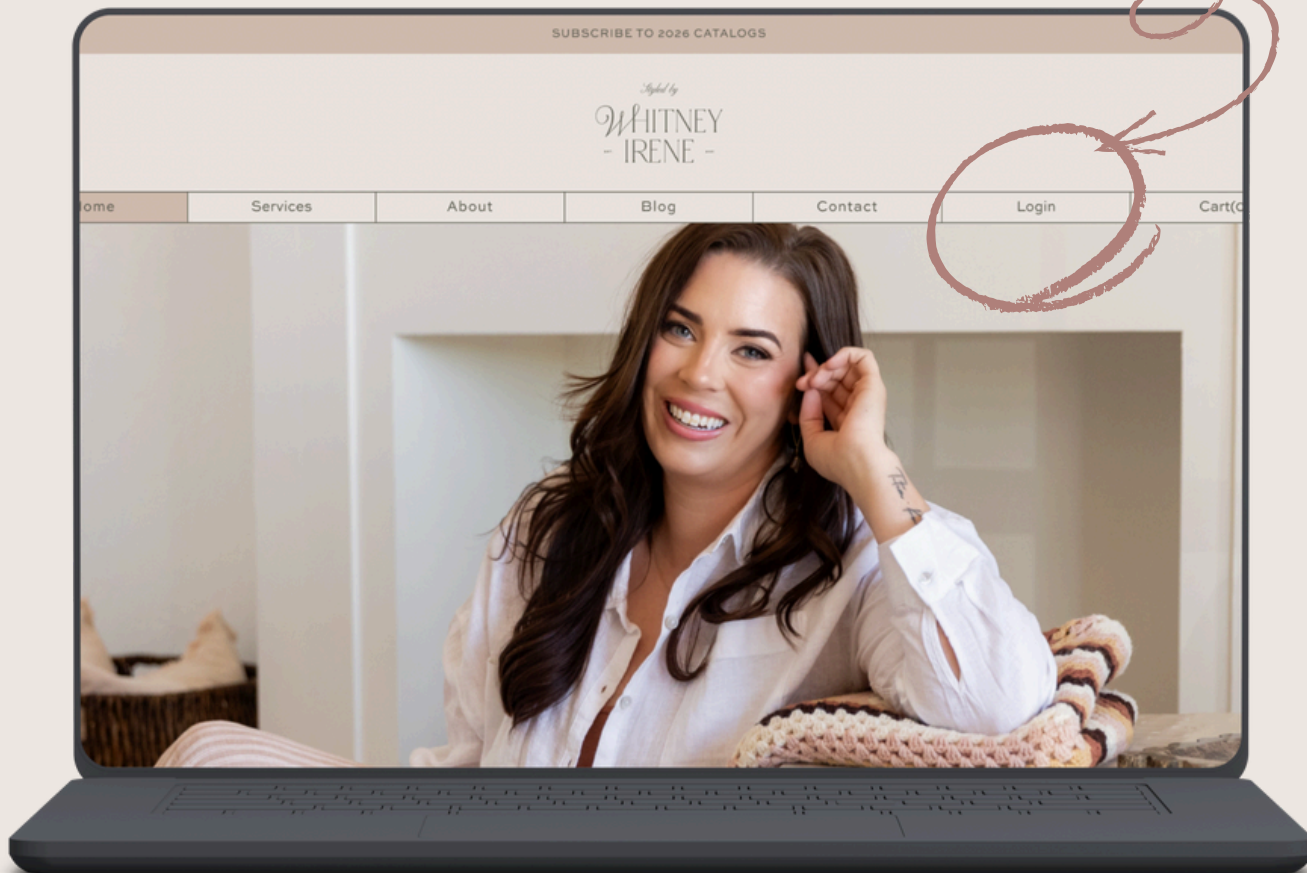
FREE ACCESS FOR MY CLIENTS VISIT:

STYLEDBYWI.COM

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

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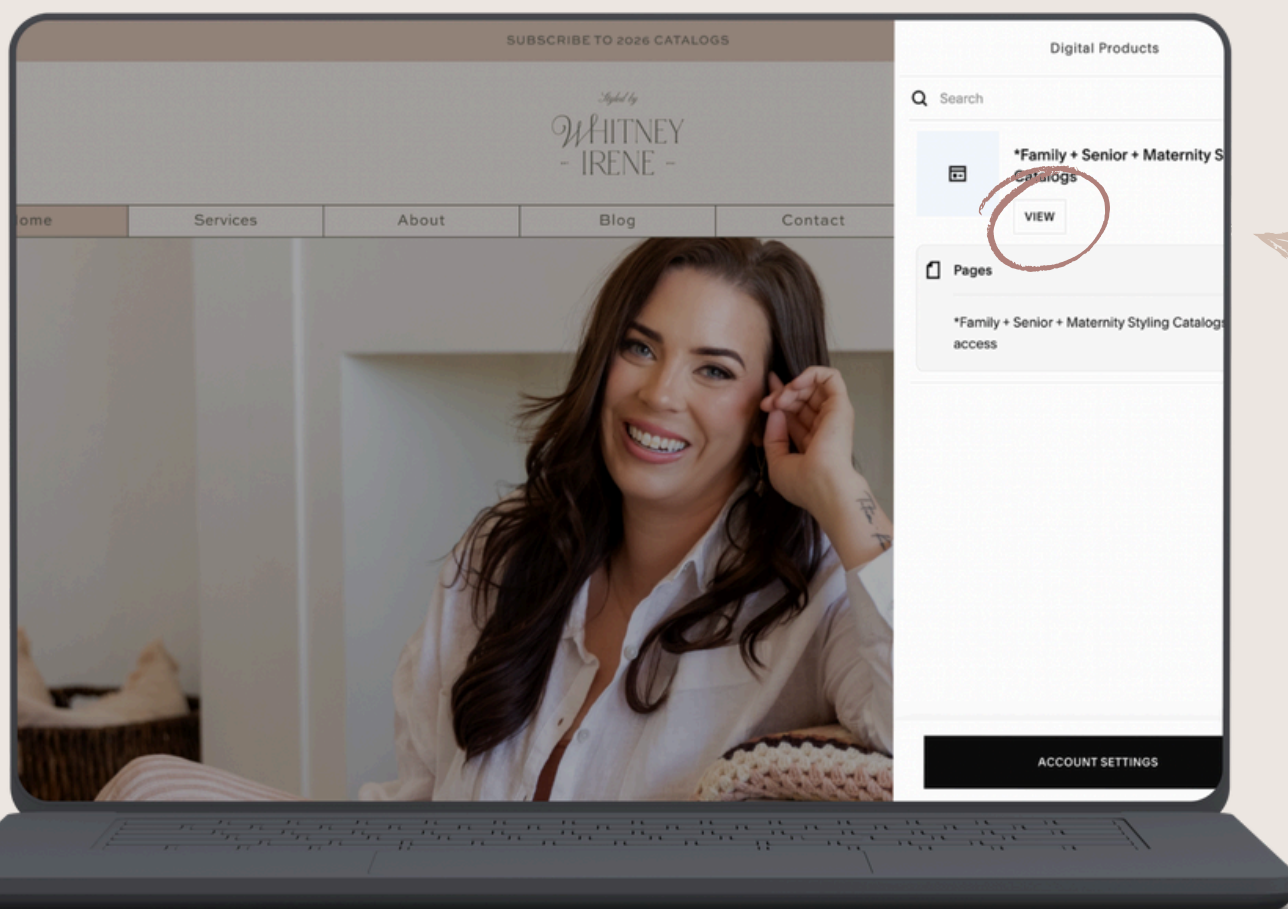
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CLICK "VIEW" TO  
OPEN CATALOG



# What to wear

## Styling Tips for Men

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### Favorite Shops

H&M

Everlane

Banana Republic

JCrew



## MEN

**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.
- Shiny fabrics. These tend to highlight areas no one's looking to emphasize.
- 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

**Comfort first!** If your child's outfit is itchy or annoys them it *will* show. Try everything on in advance to check for the proper fit... scratchy tags, shoes that are too big or too tight, and anything that may pose a problem later. Make sure your child is comfortable in what they'll be wearing.

**Cover the diaper.** Even if it's hidden when standing, a saggy diaper can peek out when your little one is picked up. A coordinating diaper cover from Amazon or Etsy keeps things photo-ready.

**Skip the constant adjusting.** If a shirt won't stay tucked, leave it untucked, or find a longer option. Movement is part of the session and we want outfits that can keep up.

**Have a teether? Bring a cute bib or bandana** for those drool-y moments. It's a tiny detail that can save a lot of clean-up mid-session.



### 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

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### 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—** especially for kids. If your toddler will be held during the session, give their outfit a test run to make sure nothing rides up or hides their face and shoes fit properly.

**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).

# How to prep your children

Before Your Session

- ✓ **Talk about the shoot** and what they can expect.
- ✓ **Show them photos of past photo sessions** so they know what they will be doing.
- ✓ **Offer a special treat** or toy for after the session.
- ✓ **Feed them before the session!** You can also pack some clean snacks for the car ride.
- ✓ Explain to them how much the photos mean to you and **give them confidence** that they will make you proud.
- ✓ If possible **give them a couple choices for their outfit** so they had a part in the decision.
- ✓ Have them **try on their outfit(s) prior to the session** to make sure they fit and are comfortable. If their outfit is “itchy” or “too tight” you’ll want to know this prior to arriving for your session. Double check that there are no missing buttons, broken zippers, stains, etc.



# Things to do

Before Your Session

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- ✓ 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.
- ✓ **Make sure your child naps and eats** before the session if appropriate for time of day.
- ✓ **Bring a clean snack** or treat in case your child needs an incentive during the session.
- ✓ If possible, **bring your child(ren) dressed** in their outfits ready for the session.
- ✓ If your child is in a diaper, please bring or have them wear a white **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.
- ✓ **Please note:** There are **not always restroom facilities** at the outdoor locations.

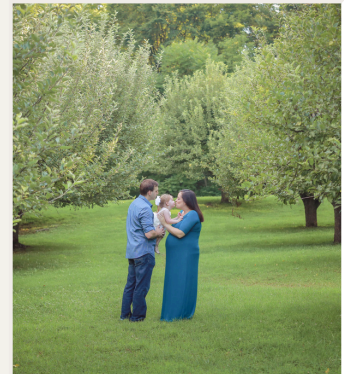
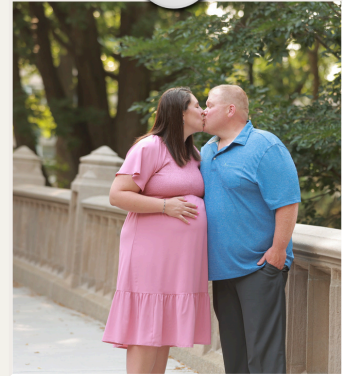


# Things to do

Before Your Session

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- ✓ **Use GPS and arrive early** to allow for any unexpected delays and to start the session feeling relaxed.
- ✓ Bring a **water bottle** especially during hotter months.
- ✓ Make sure you are choosing **clothing appropriate for the season**. Layers are a good idea as the weather is unpredictable.
- ✓ **Clean glasses** right before the session starts...you'd be surprised how noticeable dirty lenses are in the photos.
- ✓ **Bring a hair brush/comb** to fix your child's hair during the session. Be mindful of hairstyles with different weather conditions for outdoor sessions.
- ✓ **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.





# Tips & tricks

During Your Session

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**01** **Love on your family!** Give kisses, hugs, tickles and show affection.

**02** Please **wipe faces and noses** throughout the session as needed.

**03** **Be prepared to sing and act crazy.** Your child will smile more easily for you than for someone they've just met.

**04** For sibling photos or individuals of the kids, **stand behind the photographer** to help get your child(ren) to smile at the camera.

**05** Please **help with hair and clothing placement** throughout the session.

**06** If your child likes to hold your cell phone, please do not pull it out or it may end up in all of your images. **Cell phones will not be edited out of photos.**



*If this is not your first baby, keep in mind that the session is fast-paced as we are trying to get many different looks while your child is their happiest.*

# Frequently asked

## Questions With Answers

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

If your child or **anyone** in your family is not feeling well the day of the session, please call or email to reschedule. It is our job to capture everyone as they are, however, we would all prefer a happy, smiley child. If you need to reschedule, we would appreciate notice within 4 hours of the session or even a heads up a day or two in advance should they be starting to come down with something.

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. **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.

04. **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.

05. **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

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### 06. **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

### 07. **Why are outdoor session 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.

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

Yes, I welcome pets to be a part of your session! I have experience in capturing the unique bond between families and their furry friends. Please make sure the location allows dogs. There is an extra fee of \$25 per dog. Please inquire about other pets.

### 09. **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](mailto: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 family's unique moments. 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!



**Phone: 814-973-7272**

**Email: [rebecca@groller.net](mailto:rebecca@groller.net)**