



HELLO YOU

LEIGH ANN ATWELL PHOTOGRAPHY



CLIENT WELCOME GUIDE

WELCOME

I am seriously SO excited that you are here reading this right now! If you are here that means we have a session soon and we are about to make some serious magic happen!

In this guide you will find everything you need to know from start to finish on what to expect from our session.



You may already know a little (or a LOT) about me, but let me introduce myself. My name is Leigh Ann Atwell. I am Professional Portrait Photographer, Educator, Mentor, Business Owner and aspiring Certified Yoga Teacher. I am a mother to two children, Gracie and Ryder. I have been in business for nine years and I make my full time income from photography and educating.

I believe that there is beauty in every single thing I lay my eyes on. I believe in inclusivity, representation, diversity and equality. I believe that empowered women are the brightest diamonds in the world. And I strongly believe that the glow from a sunset can cure any bad mood. Keep reading to learn more about what to expect and see how much fun we are going to have!

Leigh Ann Atwell

PHOTOGRAPHER EDUCATOR BUSINESS OWNER



www.leighannatwell.com



VISION & MISSION

**If you're always
trying to be normal,
you'll never know
how amazing you
can be - Maya
Angelou**

Sessions with me are different. We aren't going to "say cheese". We aren't going to pose. You are going to spend time with your family.

You're going to love on your children. You're going to squeeze really tight. You're going to play. I am going to put you at ease. So just breath and relax. Don't be afraid to pick up your children and toss them in the air. Give your wife a sweet kiss on the cheek. Tell your husband how much you love him and appreciate him being there. Have fun. Laugh. Giggle. Joke. Embrace. Kiss. Snuggle. Play.





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CHAPTER ONE

How it all works

FROM START TO END

01

You've chosen your date and booked your session. This is probably the hardest part, so hurray! If you haven't already, please make sure to take care of your retainer.

02

I'll send you an email with a link to fill out our contract. The contract protects both me *and* you. If you have any questions about it, please feel free to contact me.

03

You will also receive a questionnaire from me. This part is **so** important. It helps me get to know you better and also lets me choose a location perfectly suited to you.

04

Now you are completely booked! My system will send you email reminders (like the one you just got!) with reminders and tips as we get closer to our session.

05

This is legit the easiest part. Get dressed, eat, come take a walk with me and let me get to know you better. We are about to become good friends, remember: breathe.

06

It takes me approximately three weeks to edit your gallery. I always want to ensure that the colors are true to life and that every little detail is perfect.

07

I upload your images to an online, password protected gallery. You will receive an email from me with a link to the gallery, expiration date and print release.

08

First download your images and keep them safe by making two copies. Next download your mobile gallery app. I have detailed instructions for both.

09

Remember to print. It is so important to see, hold and feel these moments. They are heirlooms and will stand true to the test of time.

GALLERIES

Your images. Everywhere you need them.

After our session, I don't just throw your images at you and walk away. I am here to help walk you through how to download your images, how to install your mobile gallery app and how/where to order prints.

Your gallery will be active for 30 days. During this time, make sure to download your images (*to a computer, not a cell phone, they are too big!*). You may also order prints directly through my professional lab. I will not lecture you here on the virtues of professional prints vs consumer prints (*please see my blog for said lecture*). I always want to make sure that you know, you are not **required** to use my lab, you will receive a print release in your gallery email and you can have them printed anywhere you choose. I always recommend www.MPIX.com.

If you need additional time on your gallery, just let me know and I can extend it 30 days. If your gallery is inactive and you need it back up to download or order prints, that is also possible, a \$25 archival fee applies. I try and keep every image I take but I promise I will keep them for a minimum of two years.

You will receive a separate email from me with a link to download your mobile gallery app. These never expire and can be placed on multiple devices.

This way, you always have your images. On your walls, your computer, in frames, on your phone, wherever you are, your moments will be with you too.





CHAPTER TWO

Quick Tips
for Your
Session



3 WISHES

Here are the **THREE** things we do want:

01

Everyone to be fed, well rested and healthy for our session. If someone isn't feeling well, please reach out to me. I am a mom, I know how life is. The more notice, the better, but seriously, feed the bellies and get the naps.

02

For everyone to feel comfortable in what they are wearing. Please don't skip Chapter 3. If you are uncomfortable and tugging, it's going to be obvious. So wear the flowy dress and skip the crazy tall heels, unless that's your jam!

03

For you to breathe. No seriously, you have placed your trust in me, and I do not take that lightly. I *know* that I will get the images **you** want. I want you to go to bed tonight knowing you made the right choice. This is going to be fun!



WHAT WE DO

NOT WANT

01

SAY CHEESE

I have been doing this a very long time, I know how to get *anyone* to smile. For real.

02

SIT AND POSE

No thank you, we are going on an adventure

03

LOOK AT THE CAMERA

Let me lead you with prompts. I work quickly and smoothly, I will catch candid and looking pictures.

04

FORCED REACTIONS

I know exactly how to bring out the emotion **you** want to see based on what *you* told me in your answers from the questionnaire!

05

BAD VIBES

This is going to be fun. SO CHILL. It's not going to be stressful. You hired me for a reason, trust me on this part.



CHAPTER THREE

What to Wear

What to Wear

By far, the most important chapter.

This is hands down the question I am asked about most often. I always tell my clients, you must wear clothing you are comfortable in. Clothing that is too tight, too warm, too cold or even itchy is going to greatly effect the mood of the session.

For Mom: Flowy, solid colored maxi dresses are the absolute best choice. You won't have to fuss about your clothing and can focus on your family. Hats, funky and long necklaces, and rings and bracelets always make the outfit pop. Wear flats or medium heels, stilettos don't fare well outdoors or in the woods. Consider investing in hair and makeup for the day. If this isn't possible, wear your hair down, loose and natural.

For Dad and Boys: V-neck t-shirts and button ups in solid, neutral colors. White, black and blue are always a good choice. Fitted shorts or pants in a complimentary color. Funky hats can add a pop. Comfy shoes are also a must.

For girls: Flowy dresses in neutral colors with minimal accessories. Think timeless accessorizing. I advise against bows and headbands. They will date the image. Let them wear their hair down. If the weather is cooler, an oversized cardigan is a great accessory for little girls. Flat shoes or boots. Knee socks are also a perfect addition to their outfits.

I *always* discourage the following:

- Graphic tees, shirts with logos, bright or neon colors, and tight fitting clothing.
- Leave anything from your pockets in the car - this means cell phones!
- Check for hair ties on wrists.



4 STEPS TO SUCCESS



01
BE YOURSELF! Choose clothing that you would naturally wear and that you feel comfortable in.

02
If more than one person is being photographed, choose a "color family". You want to complement each other, not match.

03
The bigger, bolder, and more unique the accessories - the better. They always add a fun pop. BUT avoid *trendy* accessories.

04
We want focus to be on the face. Simple, solid colors, hair down, these things draw focus to the face.

IDEAS FOR EVERYONE



SIMPLICITY



LEIGH ANN

LE

1

Accent one another



3

Don't match, complement



Clothing that fits

4



2

Mix and match in the same color wheel



5

Dress for the occasion



TOP TEN TIPS

Bring YOU to your session



6

Don't be afraid to be unique

7



8

Simple sometimes is best



9

Keep it natural



Accessories for the WIN

10





Click below to check out my Pinterest board full of tons of great ideas to kick start your wardrobe planning

[What to Wear Pinterest Board](#)



BONUS CHECKLIST



Here are my top ten tips for a totally rad and successful session:

Bring: baby wipes, a couple of safety pins and water.

If kids are coming, bring snacks, we bribe for fun.

Please be well rested and well fed, it's so important.

Bring chapstick with you in case of dry lips.

Wear flats. No, please trust me, wear flats.

If you already know where you'll hang the print, match the colors to the room.

Schedule hair appointments at least one week in advance.

For maternity dresses, please see my Amazon favorites on Instagram.

If there are parts of your body you hate, tell me. I can pose you for that.

Stop hating your body, you are beautiful!



CHAPTER FOUR

Most Frequently Asked Questions



Q and A

Leigh Ann answers your questions...

I get asked a lot of the same questions quite often. So I wanted to compile them here in case you were wondering too. If you have any questions at all, please contact me.

Q What kind of camera do you have?

I shoot with a Canon 5d Mark III. I also have a Canon 6d as my backup body. My favorite lens of all time is a 35mm for how close I can get and the story it tells and a close second would have to be the 70-200mm for the buttery softness and the way it isolates the subject.

Q What all do you shoot?

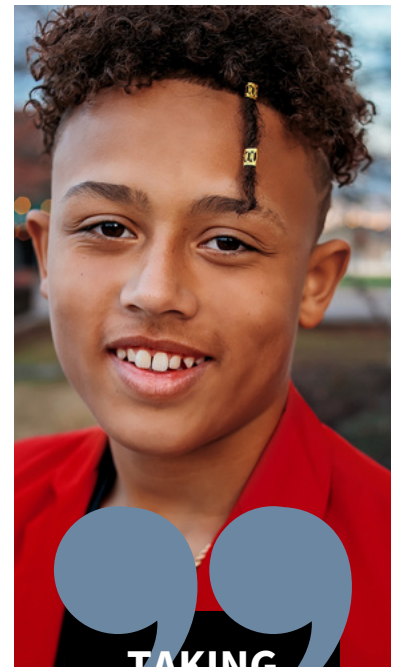
It would probably be easiest to say, I shoot humans. Children, families, babies, newborns, parents, lovers, expecting mamas, graduations and parties, events, branding for business owners, small weddings and elopements, seniors, gender reveals and so much more. I also shoot real estate and product photography.

Q WHO all do you shoot?

I have a very clear and concise answer for this: **everyone.** We are not all the same, and that is our greatest strength. I believe that every human is beautiful. I have worked with people from so many varied walks of life. In the future I plan on welcoming all people with open arms. My business will never discriminate.

Q How long have you been taking pictures?

I got my first camera when I was 16. I was photographer for the yearbook staff and newspaper editor in high school. After that it was pictures of my children. Then my friends' children. Nine years ago it became a part time business. And four years ago it became my full time occupation.



TAKING
AN
IMAGE,
FREEZING
A
MOMENT,
REVEALS
HOW
RICH
REALITY
TRULY IS.

Frequently Asked Questions Continued...



“PHOTOGRAPHY IS A WAY OF FEELING, OF TOUCHING, OF LOVING. WHAT YOU HAVE CAUGHT ON FILM IS CAPTURED FOREVER... IT REMEMBERS LITTLE THINGS, LONG AFTER YOU HAVE FORGOTTEN EVERYTHING.” – AARON SISKIND

Q Can we bring our dogs?

100% absolutely, hands down, yes you can. Please do. Please.

That being said, it's sometimes a good idea to bring someone that can keep them off to the side for a few shots.

Q Will you take behind the scenes?

I get asked this a lot. It depends on a lot of factors. If we are in a more busy urban area, I often don't so that I can be more aware of my surroundings (not bump into people). If we are in a big rural field, there's a high chance I am going to. If it's a family or senior session I sometimes hand my phone off to mom for the BTS.

Q What's on trend right now?

2021 - flowy materials, neutrals in vintage shades, loose flowing curls, leather jackets, high waisted jeans, wide brimmed hats, body hugging maternity gowns with mermaid cut skirts, natural makeup, bandanas, earth shades, and vintage clothing.

Q Do you post sneak peeks?

Absolutely not, not ever. I want **you** to be the first person to see your images. Social media sneak peeks go up after galleries are completely delivered.

A young girl with two braids, wearing a light-colored dress with a lace hem, is walking away from the camera on a balcony. The balcony has a dark metal railing with horizontal bars. In the background, there is a large, multi-story house with a prominent porch and a large tree. The entire image has a blue tint.

CHAPTER FIVE

What happens after?

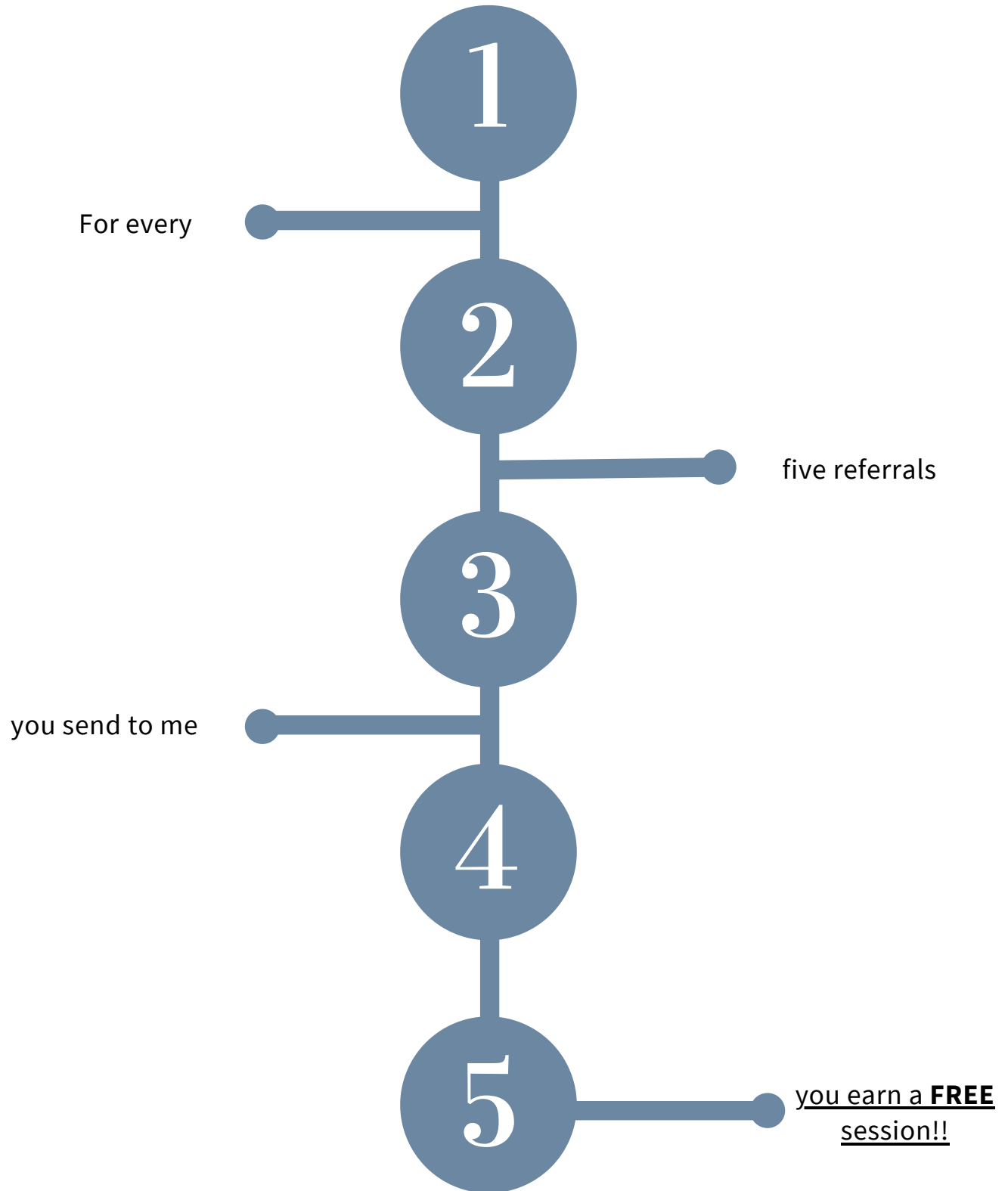
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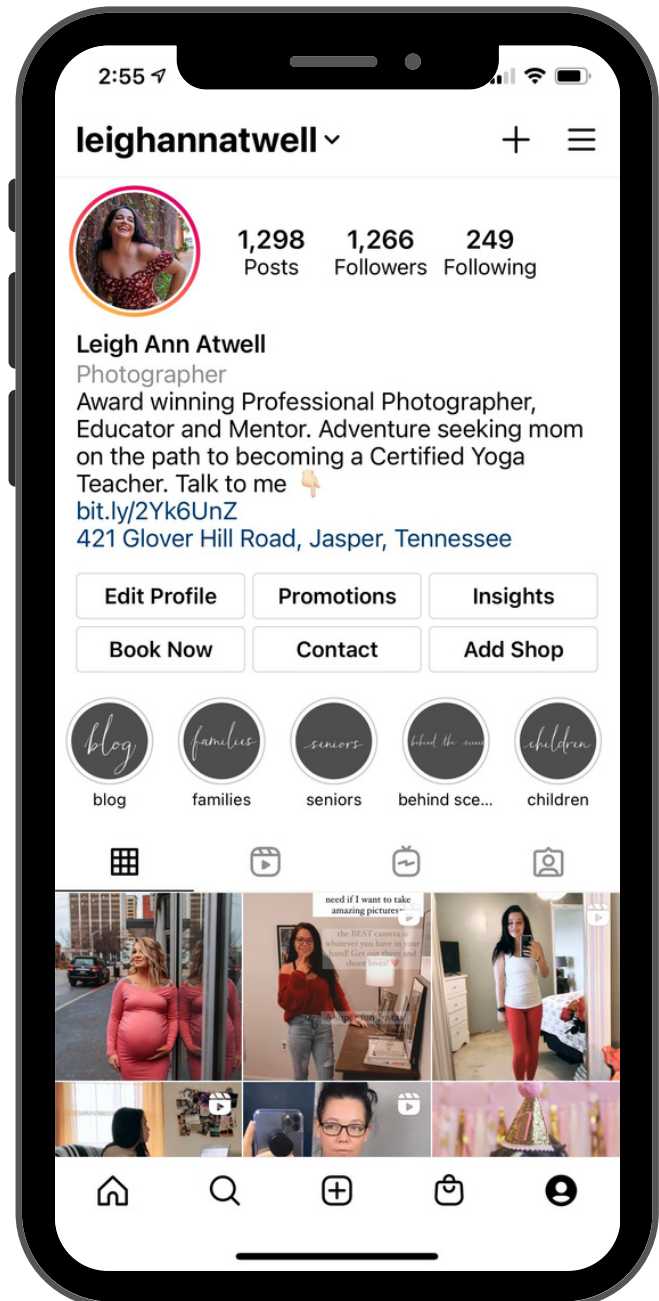
FOLLOW ME ON INSTAGRAM

IT'S WHERE EVERY BIT OF CONTENT IS SHOWN FIRST

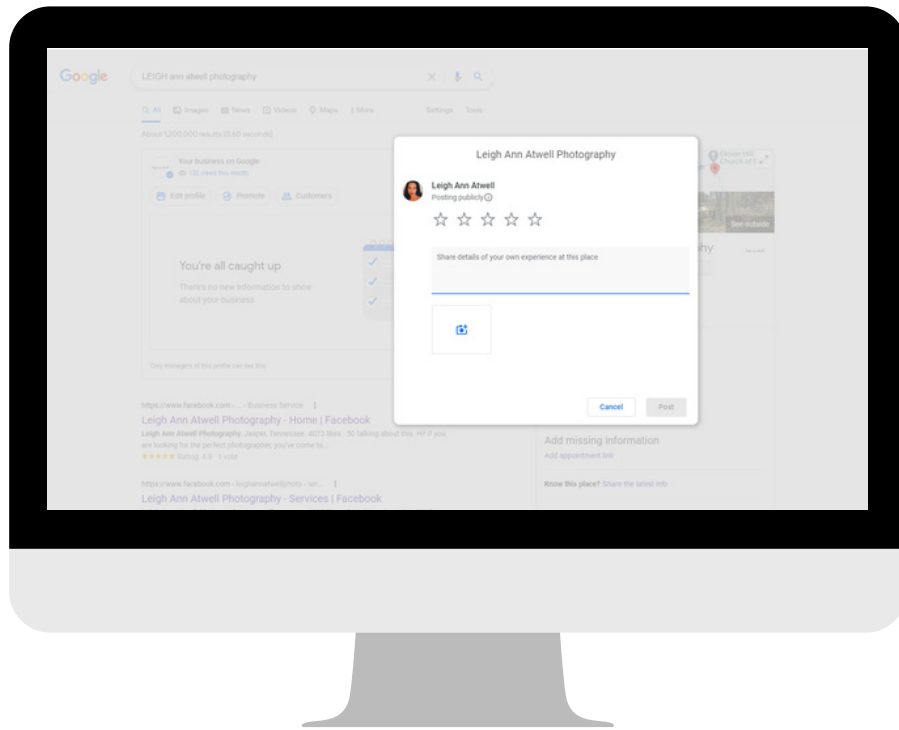


I SHARE EVERYTHING THERE
From client images to helpful tips all the way to fun reels to brighten your day, Instagram is where it's at. Follow my stories for behind the scenes peek at my business and my life.

[CLICK HERE TO FOLLOW](#)



CONSIDER LEAVING A GOOGLE REVIEW



MY BUSINESS RELIES SO MUCH ON GOOD REVIEWS. IF YOU ENJOYED OUR SESSION PLEASE CONSIDER TAKING JUST A FEW MINUTES TO REVIEW MY BUSINESS ON GOOGLE.

[CLICK HERE TO
GET STARTED](#)

THANK YOU



From the very
bottom of my heart,
I am honored that
you chose me to
capture this season
of life for you and I
cannot wait until
our session!

xoxo Leigh Ann

PHOTOGRAPHER EDUCATOR BUSINESS OWNER



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