



Karen Thorburn
Photography

Newborn & Baby Photography eBook

Everything you need to know!



Beautiful... ♥ Natural... ♥ Relaxed.

www.karenthorburn.com





Contents

Introduction.....	Page 1
What's your style of photography and general approach?	Page 3
Do you have a photography studio?.....	Page 4
Where and when will we do the photoshoot?.....	Page 5
Can we have some outdoor photos?.....	Page 6
Can we include other family members and our animals?..	Page 7
What should we wear?.....	Page 8
What time of day is best?.....	Page 9
How should we prepare?.....	Page 10
Do you do black and white photography?.....	Page 11
Do you charge extra for twins or triplets?.....	Page 12
Do you travel?.....	Page 13
How will we communicate?.....	Page 14
Why should we pay your prices?.....	Page 15
What photography packages do you offer?.....	Page 17
Can you explain the package system further?.....	Page 21
Do you sell products?.....	Page 22
Do you sell gift vouchers?.....	Page 23
What happens after the photoshoot?.....	Page 24
How do we enquire ?.....	Page 25
How do we book?.....	Page 25



Introduction

Hello! I'm Karen.

Congratulations on your new arrival! I work with down-to-earth families who are looking for a classic style of baby photography with bright, beautiful, natural images.

Of course, there's more to this whole experience than just the photographs. I'm *equally* passionate about providing a first-class service, full of personal touches, and (unlike many photographers!) I don't have a huge ego. **You need to hire someone you feel comfortable with and who you can trust to provide excellent service.**

There are a few things to think about! Maybe stick the kettle on then sit back and relax while I answer your questions about baby and newborn photography.





"Karen did a newborn photoshoot for us with our baby daughter to mark her arrival.

Karen's professional approach captured this magical time for us perfectly and we really enjoyed the photoshoot.

Her calm, observant approach was invaluable for not only our young children but our pets as well!

The images are gorgeous and in a natural style that suits our family.
Thank you Karen!"

EMILY HESLING



What's your style of photography and general approach?

I take a very natural and organic approach to newborn photography, with the focus on the baby without relying heavily on props or accessories. Family photos are included but, again, the emphasis is on relaxed and natural posing.

Also, I take a hands-off approach with babies. I'll explain what I want to achieve but I think it's best if you're the one handling the baby and gently putting them into different positions.



Do you have a photography studio?

No, I don't have a photography studio.

I spend the bulk of my time working on location, so it wouldn't make financial sense for me to invest in a studio.

Also, I'm not a huge fan of studio portraits as everyone's images end up looking the same. I'd much rather photograph your baby in the comfort of your family home.

If you'd prefer studio photographs, then I will happily redirect you to another photographer.



Where and when will we do the photoshoot?

Newborn sessions are ideally done during the first four weeks, when your baby will spend a lot of time sleeping. Those early weeks can be really tiring and overwhelming, making your home the ideal setting for your newborn baby photoshoot.

You'll feel relaxed and comfortable in familiar surroundings, helping me to create very natural and true-to-life images.

To get the best results, please hold off on your photoshoot until your baby's skin has finished peeling.

Also, you'll need to tidy a couple of rooms beforehand, so that we have uncluttered backgrounds to work with!





Can we have some outdoor photos?

This will depend on the time of year and the weather! Naturally, we'll need to ensure your baby is comfortable throughout the session.

I recommend using your home for indoor photographs, where you'll be able to lay your baby down, or put them in different positions, while I carefully capture a variety of images, including close-ups.

Of course, if the weather's on our side, we can pop outdoors for some photos in your garden or a nearby greenspace. After all, I do love the outdoors and working with natural light!



Can we include other family members and our animals?

Yes, we can certainly involve the siblings, grandparents and fur babies!

However, please remember that, for a newborn session, I'll need to invest the bulk of my time focusing on your new arrival, so I can capture them in different positions and get close-up shots, e.g. of their hands and feet.

If you'd rather the emphasis of the photoshoot was on your family as a whole, then please consider booking me for a family photoshoot instead. Further information is available on my website [here](#).



What should we wear?

Please start by planning your baby's outfit(s), then aim to colour coordinate.

Try to complement each other but please avoid wearing matching clothes, unless you want something very specific, like matching Christmas pyjamas!

Try to avoid anyone being dressed in a rogue piece of bright clothing, unless it's the baby! They should be the centre of attention in the photographs!

Also, try to avoid big logos as these can be very distracting.



What time of day is best?

There are a couple of things to think about here. Firstly, please consider how the session will fit into your family routine. When is your baby generally quiet and content?

Also, let's think about the orientation of the rooms we'll be using and the lighting in them. I'll be using flash but it's always helpful to have some daylight to work with. However, we don't want the sun blasting through the windows creating bright highlights and harsh shadows. If you have blinds, then I can control the natural light. If not, it would be best to use a room at a time when it's not receiving direct sunlight.



How should we prepare?

Here are a few tips:

1. Plan your outfits and have back-ups on hand in case of an 'accident'!
2. I'll bring a big white fluffy blanket and two swaddling blankets (one blue, one pink), but you might prefer to use your own. If so, make sure they're clean and ready to use.
3. Tidy up, vacuum and de-clutter!
4. Do your nails if you'd like close-up shots of your hands, e.g. holding your baby's hands or feet.
5. Look out any baby-related objects that you'd like me to photograph.





Do you do black and white photography?

I love using colour in my images but I also appreciate black and white photography. I'll convert some of your images to monochrome where I feel it's most effective.





Do you do charge extra for twins or triplets?

No, there's no extra charge. I'll just split my time equally between the babies!





Do you travel?

I'm based on the Black Isle so I do most of my sessions in the Inverness area. If you're based further afield, we can discuss an additional fee to cover my travel. Please [contact me](#) for a quote.

How will we communicate?

I want you to *feel* like you're my only client, but the reality is there are *lots* of other people on my books! This means I have to be very organised with my communication. Email works best for me, as I can set up a dedicated folder for your photoshoot, and you'll receive my out-of-office reply if I'm away from my desk.

Self-employment can often feel all-consuming, and 'switching off' is an ongoing challenge for me. After your initial contact form, please stick to email until the final run up to your photoshoot, when I'll give you my WhatsApp number in case we need to communicate on the day. Please download WhatsApp to be prepared for this scenario. Please revert back to email after your photoshoot.

I'll aim to respond promptly but please remember that I'm often out at photoshoots, particularly during peak season, and I'm striving to enjoy evenings and the occasional day off away from my inbox!





Why should we pay your prices?

Understandably, a lot of people are looking for bargains these days, but please remember the long-term value of these images. To capture this precious time in your life, with a flexible approach and stress-free experience that delivers top quality results, please book an experienced, reliable professional (me!). Buy cheap, and you'll end up buying twice.

The fee you pay to your photographer won't just cover their time on the day and it certainly won't go straight into their savings account. As a sole trader, I have numerous business costs to cover before I even consider my mortgage and other household bills. Please think about the time and effort that goes into a professional photographer's marketing, so that you even know they exist (I built my website from scratch and created this eBook myself!). Don't forget that your session will be followed by meticulous post-production work in order to deliver the very best results.



"We were gifted a newborn photoshoot after the birth of our twin daughters and Karen came out to our home in Inverness for it.

It was a great morning; Karen was lovely and very professional.

The photos are beautiful and we are absolutely delighted with them.

I'd highly recommend Karen; she's a brilliant photographer!"

SOPHIE CAMERON



What photography packages do you offer?

I offer a choice of three packages, which tend to suit most people's needs. Please scroll down for full details.

Please note that baby photography requires a lot of patience and the emphasis is on capturing high quality images, as opposed to a huge quantity.

I appreciate that you may have specific requirements not covered by my main packages, which is absolutely fine. I'd be delighted to offer you a bespoke package instead. To enquire about a bespoke package, please [contact me](#) and tell me your specific requirements and I'll be back in touch with a quote.

Baby Classic Package

- ♥ Up to 30 minutes of coverage in one location in the Inverness / Black Isle area (please note that restrictions apply, and travel fees may apply further afield).
- ♥ Post-production digital editing with each file carefully selected and edited in my signature style.
- ♥ Online gallery with a facility for purchasing prints.
- ♥ 10 high resolution digital images.
- ♥ Digital download link.
- ♥ Choice of [photography_products](#) available for an additional fee.
- ♥ Commitment to providing beautiful images and the highest standard of client service.

£250

(inclusive of tax, admin, travel expenses, photography, and post-production)

Baby Signature Package

(client favourite!)

- ♥ Up to one hour of coverage in one location in the Inverness / Black Isle area (please note that travel fees may apply further afield).
- ♥ One outfit change for the baby.
- ♥ Post-production digital editing with each file carefully selected and edited in my signature style.
- ♥ Online gallery with a facility for purchasing prints.
- ♥ 20 high resolution digital images.
- ♥ Digital download link.
- ♥ Choice of [photography_products](#) available for an additional fee.
- ♥ Commitment to providing beautiful images and the highest standard of client service.

£350

(inclusive of tax, admin, travel expenses, photography, and post-production)

Baby Deluxe Package

- ♥ Up to two hours of coverage in two nearby locations in the Inverness / Black Isle area (please note that travel fees may apply further afield).
- ♥ Suitable for coverage in both an outdoor location and in your home.
- ♥ One outfit change for family members, and two outfit changes for the baby.
- ♥ Post-production digital editing with each file carefully selected and edited in my signature style.
- ♥ Online gallery with a facility for purchasing prints.
- ♥ 50 high resolution digital images.
- ♥ Digital download link.
- ♥ Choice of [photography products](#) available for an additional fee.
- ♥ Commitment to providing beautiful images and the highest standard of client service.

£575

(inclusive of tax, admin, travel expenses, photography, and post-production)

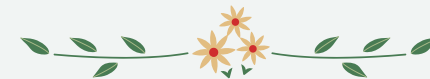


Can you explain the package system further?

You're busy. I'm busy. I like to keep things as simple and as efficient as possible!

Some photographers take a session fee then ask their clients to choose their images afterwards. I avoid this system for several reasons! You probably don't want to be faced with a gallery of unedited images and have the hassle of deciding which ones to purchase; in fact, you might never get around to it. Equally, I wouldn't want to be kept waiting for payment long after having completed a photoshoot.

The package system serves me and my clients well. I'll hand-pick your best images, showcasing different backgrounds and poses from throughout the photoshoot (I say 'poses' but think of it more as 'gentle direction'). We'll likely only need to exchange a handful of emails and, as soon as I've completed your editing, all you need to do is download the images!



Do you sell products?

I offer a range of products, including branded USB drives, a range of beautifully hand-crafted albums, and wall art. Please note that additional fees would apply for overseas shipping and that I'm unable to ship wall art overseas. The photography packages include digital images only, for a couple of reasons. Firstly, a large percentage of my clients come from overseas; digital-only photography packages helps to keep things simple. Secondly, if you decide to purchase products, I want you to have free rein in your decision-making and not be tied to a particular size of album or frame.



[DOWNLOAD NOW!](#)



Do you sell gift vouchers?

Yes, I sell gift vouchers, which are valid for two years from the date of purchase.

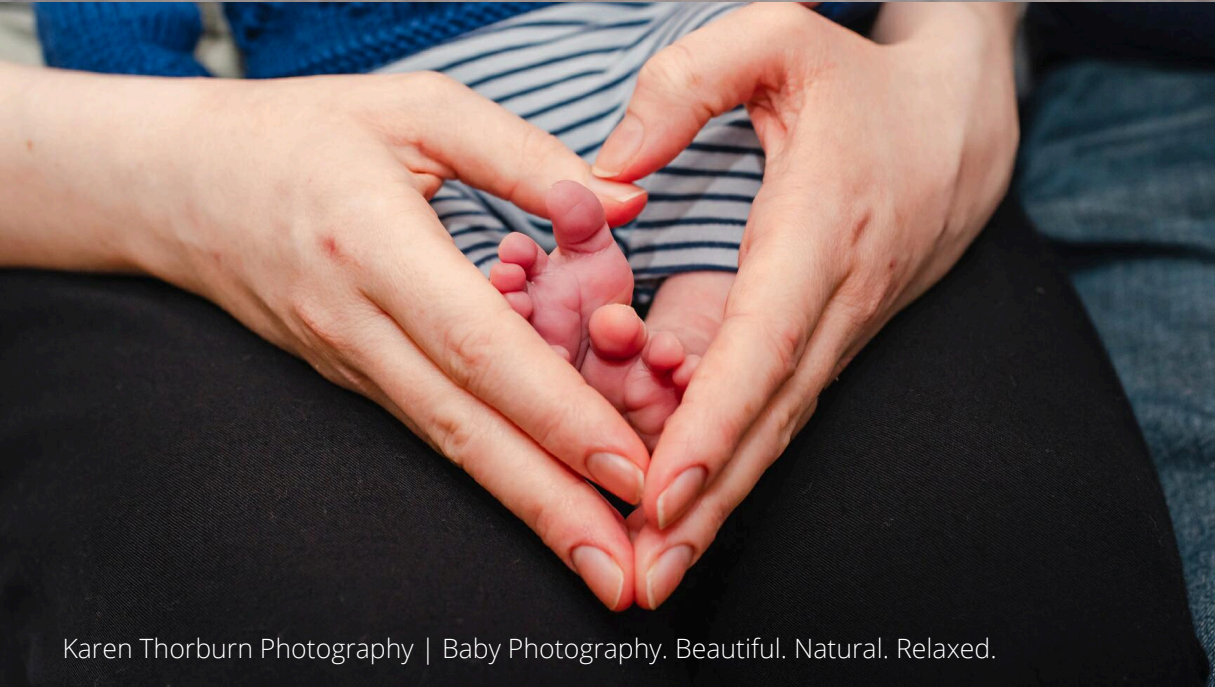
When you purchase a gift voucher, I will provide you with the following:

- ♥ An eBook similar to this one, but with the package prices removed, ready for you to email to the recipient.
- ♥ An e-voucher showing the recipient's name, the photography package, and the voucher expiry date.

If you would like to purchase a paper copy of the gift voucher, a £10 surcharge will be applied, to cover postage and packaging, and my trip to the post office.

Please note the eBook is not available in print.

Please try to avoid waiting until the last minute when purchasing a gift voucher, as I am often working away from my desk at photoshoots and so cannot always respond immediately or get to the post office promptly!



What happens after the photoshoot?

I'll individually edit all of your photographs to a high standard. After all, I'm a perfectionist! Your images will be ready within a maximum of five weeks. Normally it'll be *much* quicker. However, please appreciate that peak season gets *extremely* busy (and I'm only human).

Your photographs will be presented in an online gallery (which you're welcome to share with family and friends). You'll also receive links to download the digital images, with high resolution files ready for printing, and low resolution files ready for you to share on social media (if you wish).





How do we enquire?

To make an enquiry, please get in touch using the link below. Let me know your preferred photography package, your availability, and your location (and, if purchasing a gift voucher, whether you would like an electronic or paper copy).

[CONTACT KAREN](#)

How do we book?

Please note that bookings are taken on a first come, first served basis. My diary changes daily and I'm unable to offer date savers. To secure your photoshoot, I'll need you to complete an online booking form and make payment (a flexible payment option is available for the Baby Deluxe Package, if needed).

Your photoshoot date will only be secure once payment has been made and the booking form has been completed. Please don't put it off! My calendar fills up quickly, particularly in summer and autumn.





Karen Thorburn
Photography

www.karenthorburn.com
karen@karenthorburn.com

Beautiful... ♥ Natural... ♥ Relaxed.

