

PO RTRAIT

Contemporary



by Susan Willis Photography



*“Having our portraits
taken was an absolute
dream and the
experience was even
better!”*

Joni Barwick, 2017 - Signature Headshot

Susan Willis Photography

Hello Beautiful

Thank you for booking a portrait session with me. I am so excited to share in this incredible experience with you. I believe every woman should have an amazing portrait, and it's my mission to create the most beautiful portraits you have ever seen of yourself.

This welcome packet has all the information you need to prepare for your portrait session; including style advice, beauty tips, and planning tools. Over the next few weeks, make an extra effort to really pamper yourself. Drink plenty of water, start stretching every day, and treat yourself to those spa services and beauty treatments you can't always justify - even if it's just the DIY versions at home.

To help you figure out and connect with the woman you want to see in your portraits, start writing in a journal. Write about who you are in this moment; how you want to see yourself; which parts of yourself that you love, or maybe that you have lost and want to reconnect with. If you're willing to share some of those insights with me, I'll be better able to capture the amazing woman you are and want to be.

Please don't hesitate to call, text, or email me if you have any questions.



Susan



What to Expect



BEFORE YOUR SESSION

Several weeks before your photo session, we'll connect (over the phone, via Skype, or in your home). This will be when you and I design the mood of your session, discuss the print products you want me to create, and figure out your wardrobe needs.

A few days before your session, we'll have a try-on appointment via Skype or in your home, to finalize your wardrobe.

THE DAY BEFORE

Get a Manicure. Soft, neutral colors work best. While you're at it, toss in the pedicure (go for any color you like on your toes).

Buy Groceries. Plan a healthy shoot-day breakfast and snacks.

Clean Your Wedding Ring. For a fast and easy DIY option, try using a toothbrush & toothpaste to clean your bling.

Wash Your Hair. Fully air dry or blowout your hair, but avoid using hot tools such as curling or straightening irons. Before bed, pull your hair up into a loose top-knot for volume.

Very Short Hair? Wait to shampoo until the morning of the shoot.

Shave. Touch up your body hair situation; remember under-arms, and legs; and possibly forearms, bikini, and upper lip.

Tweeze Eyebrows. Double check for any strays.

YOUR SESSION DAY

When you arrive to the studio, a world-class, licensed hair stylist and makeup artist will do your hair and makeup. We want you to absolutely love your images, so be sure to let the artist know if you'd like any adjustments to your styling.

Once you're dressed and ready, I'll guide you through a series of poses designed to flatter your shape and showcase your beauty. I will connect with you in a way that captures genuine expressions and the light that shines from inside you.

AFTER YOUR SESSION

During the reveal and ordering session, I will present the best 25-30 images from your session. You will then choose which images you'd like to purchase and place your print order. Your portraits will be delivered 2-3 weeks after payment has been made in full.

*My job as your photographer is to help
you find the right collections and
memories for you and your family.*

SEXY

FLOWING

CLASSIC

LACE

EPIC

SPARKLE



LIGHT



DARK



COLOR



What to Wear

How do you dream of being photographed?
Remember, this is your chance to be a model
for a day. A Princess. A Siren. A Goddess.

BRING 5 - 6 OUTFITS

With the chance to wear several different outfits, you can aim for a variety of styles. Try to bring outfits that are unique in color and/or mood. While this guide showcases dresses only, feel free to bring your favorite jeans, a lovely blouse, or even lingerie.

SOMETHING LIGHT AND ETHEREAL

Bring something in a light shade of blush, nude, cream or white.

SOMETHING DARK AND SMOLDERING

Black, navy, or charcoal will all work well.

SOMETHING SEXY

You can be an understated sexy in a backless formal gown, or a more overt sexy in beautiful lingerie.

SOMETHING EPIC

This photo shoot is the perfect opportunity to dress like a princess or movie star, and a great excuse to go shopping. You might even rent, borrow, or custom make your dream outfit. For me, this would be a fairytale-worthy ball gown. For you it might be a killer red dress or amazing black negligee. Whatever you choose to bring should be your own fantasy ensemble.

Left: See several examples of different color and style combinations to mix-and-match for maximum variety. Think about bringing one style from each column, as well as one color type from each row.



NECKLINE EXAMPLES



ASYMMETRIC



BOAT NECK



COWL NECK



CREW NECK



HALTER



HIGH NECK



OFF-THE
SHOULDER



SCOOP



SQUARE



STRAIGHT



SWEETHEART



V NECK

Keep in Mind

FIT YOUR FORM

Fitted clothing that shows your shape works best for photographs. This applies to any body type. Outfits should hug your curves, especially along your top half. (Loose, flowing skirts are fabulous as long as your bodice or top is snug.) Skip that billowy, blouson top, or anything with dolman or batwing sleeves. While they might be flattering in person, they will not be slimming in camera.

THINK TEXTURE

Sumptuous textures like lace, chiffon, bead-work, or embroidery lend a rich, tactile element to your photos. Avoid high-contrast patterns or prints, which are distracting. Logos or graphics are definite “don’ts.”

CONSIDER NECKLINES

Mixing up necklines will add variety to your shots, so try not to bring all of one style. I love to see your collar bone and shoulders, so off-the-shoulder and sweetheart are my favorite necklines. Whatever you choose, try to make it more interesting than the basic crew neck.

Food for thought: Certain necklines can evoke different moods. An off-the-shoulder top tends to appear vulnerable, while a square neck or higher neckline denotes power.

**To me, clothing is a form of
self-expression - there are hints
about who you are in what you wear.**

- MARC JACOBS



SLEEVE STYLES



STRAPLESS



SLEEVELESS



CAP SLEEVE



SHORT SLEEVE



3/4 SLEEVE



LONG SLEEVE

Things to Remember

FLATTER YOUR ARMS

Varying sleeve lengths is another great way to add extra diversity to your looks. If arms are a trouble-zone for you, pass on cap sleeves, which are hard to pull off since they emphasize the widest part of the arm. Choose instead a 3/4 sleeve or longer.

To show a little shoulder without baring arms, try an off-the-shoulder top. You could even add a scarf or cardigan to a strapless or sleeveless dress, which can be draped over the arms - showing just a hint of skin.

SKIP BULKY JACKETS

Unless your blazer is very fitted, (and doesn't have shoulder pads), you'll want to opt instead for a snug cardigan, which may be a better choice if you're interested in having a business-friendly photograph.

BRING NECESSARY UNDERPINNINGS

Consider the underwear you'll need for each outfit. Certain looks call for a strapless bra or nude thong. Black bras look best under dark clothing, and nude bras are always better than white. Shapewear is awesome for concealing any wobbly bits.

ACCESSORIZE

Bring jewelry, hair accessories, and scarves or wraps to complete each outfit. Choose timeless over trendy. Forget shoes, as your feet won't be showing.





The Looks

For our Studio Sessions, we love to incorporate two different looks. One, with our brighter, white backdrop, which is fabulous with pastels, neutrals and even pops of color. Two, our simple black backdrop, giving a more timeless look when paired with an all black ensemble.

LOOK ONE : WHITE BACKDROP

Our White Backdrop is wonderful for the lighter colors in wardrobe and outfit selections. Bring a few blouse options to select through, add a relaxed vibe with jeans or bring on the glamour with a touch of sparkles and sequins to dress up your outfit.

LOOK TWO : BLACK BACKDROP

Perfect for a timeless look. Pair it with an all black outfit in your blouses and dresses, avoiding t-shirts and polos, it will provide a timeless look and feel we all love in Black and White Photos.

With Studio Session, you don't need to select which backdrop you'd like, because you will receive both looks!





Thank you
so much!

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