



christine meulemans  
PHOTOGRAPHY

## General FAQs:

### What is lifestyle portraiture?

Lifestyle portraiture has a lot to do with documenting personality in a natural way. The goal of my lifestyle portraiture sessions is to capture moments and emotions. To achieve this goal, I work to make everyone involved both comfortable with me and with being in front of the camera. I want to capture those expressions that come out when people act like themselves.

### Do you have a studio?

No, I come to you! All of my sessions take place in a family's home or a place where they can have fun together (i.e., a park) and are completely customized to your family. I find that people are more comfortable in places that are special to them, and the images are more meaningful, too. I always like visiting the session location ahead of time, so I can get some ideas for shots and see what the lighting is like. I primarily use natural light in my photographs, so a sunny room in your home will work just fine if that is what works best for your family.

## Prior to Booking a Session:

### What is the entire process, from scheduling a session to receiving the final product order?

Before even booking a portrait session, I am available for a complimentary initial consultation to learn more about your expectations from a portrait session and the people who I will potentially photograph. I highly recommend these meetings and find that they are instrumental in creating a great experience for you in working with me, should you choose to do so.

I bring product samples with me so you can see examples of how your images can be showcased. The consultation should help you determine whether you would like to work with me. We will review any questions or concerns you might have prior to a portrait session and discuss possible locations for the session. We can also discuss clothing ideas during this time.

The portrait session itself lasts for up to two hours (up to three hours for newborn sessions) at the location of your choice. The session is meant to be fun and relaxed! When we schedule your session, we will also set up a proofing/ordering session to take place within a week of the actual session.

At the proofing/ordering session, you will see the proofs (approximately 30-40 images) from your session for the first time, in the comfort of your home. Following a slideshow of proofs on my computer, we will review the images and select your favorites. From there, we can discuss what products you are interested in for those specific images. I have found these ordering sessions to be incredibly helpful for clients. In your busy lives, it is overwhelming to just receive a password to an online gallery and have to choose products for the images on your own. Some images will not work with certain crop dimensions (i.e., an 8x10 print crops a significant amount of the original image and will not work with all images), and during this meeting, I am able to show you different crop dimensions for your chosen images, as well as my product samples, in person, again.

I have found that it is best for clients to place their order for products during this proofing/ordering session. Being able to take care of the order at one time gives clients one less thing to worry about, and allows me to deliver the order in a timely manner. It is important that both spouses, when applicable, are present for this meeting. At the end of the meeting, I will give you a password to an online proofing gallery, which will be open for one week from the day we meet, so that you may share the gallery with any family members who may also like to place an order.

I do ask that clients whose family members wish to place an order collect the final order from the family members and send it to me via email. Family members are welcome to contact me directly with any questions. Once all of the products arrive to me, I will arrange a time to hand deliver them to the client (as long as the client's home is within my standard location "zone."), and they can arrange delivery to their family members from there. If you are outside this "zone" (more than 30 miles from my office), you can either pick the order up from me or I can ship it to you at whatever rate I am charged.

I do minor retouching to any prints, photo book images, digital files, etc. that you order (minor retouching includes, for example, removing blemishes/razor burn, scars if you specify, and softening the appearance of skin).

I will work with you every step of the way to answer any questions that may come up.

### What is your availability?

I am available for sessions Monday through Saturday. I try not to book more than one session per day, and Saturday sessions fill up very quickly! So please contact me ([christine@christinemeulemans.com](mailto:christine@christinemeulemans.com)) as soon as you are interested so we can meet and reserve a date that works well for you and your family.

Sometimes the weather interferes with our ability to have a successful and/or enjoyable session (i.e., if it is rainy or cold for an outdoor session or if it is too cloudy for an indoor session). I ask that you be

flexible in rescheduling a session if this is an issue on your originally scheduled session day. Please keep in mind that if your session is scheduled for a Saturday, a makeup day may need to take place during the week, due to the fact that Saturdays quickly fill up.

I am a one-person business and I typically travel around the Thanksgiving and Christmas holidays. If you are interested in fall photos or photos for your Christmas card, contact me early!! When I am traveling around Christmastime, I usually can't accept new bookings after the first or second weekend in December, so that I can process your order before I go on vacation.

### What is required to book a session?

Should you decide to book a portrait session, you will receive a contract detailing the portrait session date, time, and location. I require that the non-refundable session fee be paid in full prior to the session to hold your session date. If there is an emergency or your child is sick on the day of the scheduled session, please call me with as much advanced notice as possible (minimum of 2 hours prior to the scheduled session), and we will work to reschedule your session within 30 days or at my next available date.

### What can I expect from a portrait experience with you?

When it comes to business, customer service is by far my biggest priority. I strive to exceed my customers' expectations and always treat customers the way I would want and expect to be treated by any other professional. I'm a strong believer that a business can't (or at least shouldn't!) succeed without superb customer service.

When it comes to photography, I always aim to capture special, genuine, natural moments shared between family members.

I measure my success by the happiness of my clients when they see the images I've captured. When my clients are happy, I am happy – period.

### What products do you offer?

I offer a variety of products, and I will bring samples to our consultation so you can take a look before your session.

Gift Prints: I offer 4x6, 5x7, and 8x10 gift prints. These are great options as prints to display on your desk or to give as gifts to family members. All prints are ordered through a professional lab and are sprayed with a lustre coating to help protect against scratches and smudges.

Wall Prints: I offer a variety of sizes for wall prints. These are meant to be framed and displayed on the walls of your home or office. These prints are also ordered through a professional lab, sprayed

with a lustre coating to help protect against scratches and smudges, and are mounted on 2mm styrene board to prevent bubbling when framed.

Wrapped Canvas Prints: Canvas Prints come ready to hang on your walls with black paper backing, sawtooth hangers, and rubber hanging bumpers. A canvas print is a wonderful option for displaying your images in a contemporary way.

Framed Prints: I offer gorgeous custom-painted framed prints. All of these prints are mounted on styrene board (regardless of size) and come to you framed and ready to hang. The frames come in a wide variety of color and style options to perfectly complement your print. The company I work with can even match the color in your nursery or home for an additional fee! I also offer accessories, such as photo ledges and easels, for displaying your framed prints in a way other than hung directly on your walls.

Heirloom Albums: This product is a great way to showcase your favorite images from the session (or multiple sessions). The album comes with 20 of your favorite images from your portrait session(s) mounted into matted, heavyweight, fine art paper. Each album is a beautiful keepsake that will last for years to come. There are several fabric and ribbon options to customize the look of your album.

Digital Files: I do offer fully processed digital files formatted for web use and for printing. Single files may be purchased or you may purchase the complete disc at a significantly reduced price. The files always come in both color and black & white.

### Do you ever offer any discounts?

My packages are designed so that if you are spending a certain amount, you will be receiving a discount on the products you order. Please contact me ([christine@christinemeulemans.com](mailto:christine@christinemeulemans.com)) today to set up a consultation so you can see a complete listing of my products and prices!

Clients who purchase a complete disc of image files from their session will receive a discount of 20% off any additional products they wish to purchase (though no further purchase is required).

I also have a Referral Rewards program. For each person you refer who books a session, you will receive a \$25 product credit towards your next session. For every three people you refer who book sessions, you will receive an additional gift of 15% off your next session. And, as an added bonus, the clients you refer will also receive a \$25 product credit towards their session.

### Do you offer packages?

Yes! My packages are designed to give you a discount on products when you are spending a certain amount. I have single-session product collections and I am happy to customize multi-session collections. Multi-session collections are perfect for clients who want both a maternity and newborn session, or for those who are looking to capture their baby's first year of life at multiple stages. You

will be amazed to see how much your baby changes in his or her first year of life – from those first smiles and giggles, to sitting up, to walking - there are so many milestones to capture!

Contact me ([christine@christinemeulemans.com](mailto:christine@christinemeulemans.com)) today for more specific details on my collections and pricing!

### When is the best time for maternity photographs?

Maternity sessions typically take place between 32 and 36 weeks into your pregnancy (assuming you are pregnant with one child!). The sooner, the better, because I've found that women are more comfortable and more mobile earlier on, which will allow for a wider variety of shots.

If you are on bed rest between 32 and 36 weeks, but will be able to have a session after that, we should be able to work around your needs.

### When is the best time for newborn photographs?

Newborn sessions are ideal within the first two weeks of birth. Be sure to contact me ([christine@christinemeulemans.com](mailto:christine@christinemeulemans.com)) *during your pregnancy* about scheduling a newborn session!

## Once You've Booked a Session:

### Where should my session take place?

Newborn sessions are best in your home, where you have easy access to everything you need, and are most comfortable. We'll probably try to stay in whichever room is the brightest for most of the shots, and then move into other rooms, if we have time, to get more variety. To prepare best for an in-home session, try as much as possible to de-clutter the room(s) we decide to use. When I arrive for the session, I can also help move things around so the background is as clean/simple looking as possible, just so there aren't any major distractions.

If your kids are most comfortable in your home, and you spend most of your quality time there as a family, it is a great location for the kind of shots we're going for – relaxed, natural, fun. As mentioned right above in the newborn session information, we'll try to use the room that is the brightest for most of the shots, and can then move around into other rooms as you wish. Again, as noted above, to prepare for an in-home session, try as much as possible to de-clutter the room(s) we decide to use. When I arrive for the session, I can help with this, too.

Local parks can be really fun if the weather is nice out (spring through fall). If it is a place you and your family frequent, all the better! There are also some neighborhoods in the area that offer a variety of fun spots, from cobblestone streets, to wide open fields. We can brainstorm together to choose a

location that best suits your family. We'll take into account your child(ren)'s likely attention span(s), age, etc.

If you choose to book multiple sessions within a year, we will be able to go to a variety of locations.

### Is there anything in particular we should bring to our portrait session?

For young children or shy children, it often helps to bring along a favorite toy. I can incorporate the toy as a prop in the photos. Once children begin playing, they become more relaxed in front of the camera and tend to forget about the fact that they are being photographed. If you prefer that the toy not be in the photographs, but want to bring it as a back-up just in case it is needed, I recommend not showing the toy to your child before it is absolutely necessary to do so.

You may also want to bring a snack and drink for your child(ren) in case they get hungry during the session.

I also welcome bringing a couple of outfits for the kids. Time permitting, I can get shots of them in multiple outfits.

### What should we wear?

First and foremost, be comfortable! My style is very relaxed, and I want you to be, too! There's no need, unless you want to, to get really dressed up for the session. You also don't have to match. If you are all wearing clothes and colors that look good together, that is what is more important.

I do ask that people avoid wearing clothing with busy patterns and logos as much as possible. We want the focus to be on you, not your clothing, and sometimes those styles can be a little distracting, so solids are ideal.

For maternity sessions, I recommend having a couple of outfits picked out. If you are comfortable with bare belly shots, having a tank top or t-shirt that you can easily pull up is ideal. For other shots, I find that jersey material dresses are beautiful in showcasing your pregnant belly.

Newborn photos are really best when your baby is in his or her birthday suit! Clothing oftentimes swallows babies and distracts from the very features you want to capture during this fleeting period. The images will never expose your baby inappropriately. It is also great to have a simple white onesie on hand, as well as a solid-colored swaddling blanket. For little girls, bloomers are great, too!

I am more than happy to take a look at any clothing ideas you have when we meet for your consultation.

### What happens if, on the day of the scheduled portrait session, my child is sick or in a particularly fussy mood?

If your child is feeling under the weather on the originally scheduled date, I will put forth my best effort to reschedule the session for another date at no additional cost. I cannot guarantee immediate availability, but we will be able to work something out. Typically, make-up sessions will be scheduled within 30 days of the originally scheduled date or at my next available time.

### How should we prepare for our newborn session?

Newborn sessions are a bit different from regular sessions. For one thing, I usually ask that parents allow up to three hours for the session (one hour longer than regular sessions). This extra time is necessary because of more frequent feeding and changing breaks. I never want my sessions to be rushed, so this amount of time allows for a variety of shots in a comfortable and relaxed atmosphere.

Newborn sessions ideally take place within the first two weeks of birth, when your baby is at his or her sleepiest.

As mentioned above, newborn photos are best when your baby is in his or her birthday suit! As such, it is important that you crank up the heat in your home prior to my arrival. Even if the rest of us are uncomfortable, your baby will remain undisturbed if he or she is warm and cozy. I will also bring a space heater with me to the session in case we need a little extra heat.

It is also best if you can feed your newborn right before I arrive (or are finishing a feeding as I arrive). Newborns tend to fall asleep right after a feeding, and that is when we can capture some really sweet shots of your cutie pie.

Newborns are tiny little creatures, so it's inevitable that once they've eaten, it will come out at the other end after not too much time! As such, I also ask that parents have a couple of outfit changes on hand for themselves and be prepared for some "accidents."

Other than that, just relax and have fun with the session – bring your sense of humor and your patience, and everything else will be a piece of cake!