
**PROFESSIONAL
PORTRAIT WELCOME GUIDE**



JANN DENLINGER PHOTOGRAPHY

Jann Denlinger
PHOTOGRAPHY 

HELLO! AND WELCOME



Your professional portrait is how you present yourself to the world. If a picture is worth a thousand words, what does your profile picture say about you?

My job as a professional photographer is to help you look your best, and create a portrait that you are pleased with.

This Welcome Guide has some important information about your portrait experience, as well as tips to help you plan and prepare for your session. If you have any questions at all, please don't hesitate to let me know.



WHY BOOK A PORTRAIT SESSION

Portraiture is an art form. You need an experienced photographer who can quickly assess your plusses and minuses and know how to light and pose you to your best effect.

Clients, possible employers, and others look at profile photos to get a sense of who you are. I will spend time asking you questions to determine who your audience is and what kind of photo you are looking for.

WHAT TO EXPECT

My goal with each session is to make things as seamless as possible for you. I believe that when you hire a photographer, it should be someone who you feel comfortable with - so that is what I strive for. I like to spend some time communicating with you about what you have in mind before the shoot. We can discuss backgrounds, clothing, and locations. I have a Pinterest page if you would like to share ideas.

- **How long will it take?** Most portrait sessions last about an hour. However, if we are planning multiple sessions with many people using the same background, we can work much faster.
- **When will I get my photos?** It usually takes 1 - 2 weeks to go thru all the photos, edit and post them.
- **How many outfits?** You may have up to three different outfits.
- **Can we meet in person?** Yes. If you would like, we can meet at a local coffee shop or other venue to discuss what you have in mind. This is a great way to learn about your style and come up with some initial ideas. If you would rather not meet in person, we can communicate thru email or telephone calls.

MY STYLE

RELAXED PORTRAITURE

If you are reading this Welcome Guide, chances are you have already had an opportunity to view the work on my website. As a photographer, I absolutely love capturing images that are fresh, clean, and timeless.

I consider my style to be 'relaxed portraiture' - in the sense that it is much more casual than some more traditional portrait photographers. Profile photos don't have to look stiff to look professional. If my style of photography is what you are looking for, then I just might be the photographer for your portrait session!



WHAT

TO WEAR

- **Comfort** - First, it is important to be comfortable! If you are in pain because of the 5-inch stiletto shoes you are wearing, you are not going to have a relaxed smile!
- **Simple** - Basically, simple is best. Large bold patterns and neon colors tend to take the focus away from the person in the photo and draw your eye toward the clothing. Choose shirts that don't have words on them. (Unless you are wearing a company logo shirt.)
- **Theme** - Some clients like to choose a theme that shows a bit of their personality, or something about their profession. Suits and ties are great for the financial industry. Plaid shirts work for the farmer. What do people in your industry wear?
- **Lips and Nails** - If you are someone who enjoys makeup, you may want to have your lipstick or gloss handy for touch ups. A fresh coat of nail polish in a neutral color that won't distract or clash with your outfits will help you look polished.
- **Glasses** - If you want to wear your glasses in the photos, it might be best to remove the lenses so there are no reflective spots. Be aware that transition lenses will appear dark if worn outdoors.

Note: Please let me know if you are planning to bring more than one outfit. It is important to let me know what you are thinking so we can plan our time together.



LOCATION WHERE TO GO

You can choose the location of your portrait session. I recommend that you choose a place where you will feel comfortable.

Think about your audience and what you are trying to say. The location is an important choice and should go along with your personal style. Do you want to be photographed in an edgy urban setting, or in a grass field with soft light?

If you want to show a bit about your profession in the background, we can go on-site. I can also bring portable backgrounds and lighting to your office for a more formal look.

You may want to examine the photos used by your peers or competitors to get some ideas and see what works.

Note: I do need to charge extra for traveling distances that are not in the local Lancaster area.

THINGS TO PONDER

What message do you want your portrait to convey? Think about your audience, the medium in which it is being displayed, and what you want to say.

- Is this photo for personal use only?
- Are you seeking credibility with potential customers or employers?
- Will your portraits be casual, formal or both?
- Do you prefer smiling or more serious shots?
- Are you trying to put customers at ease and look trustworthy?
- What is your product and what are you trying to sell?
- Would you like mostly close-ups, full body shots or both?
- Do you feel you photograph better from one side versus the other?

If you don't have a professional photo, people will often come to the conclusion that you don't take your career seriously and you may not be very professional yourself. A professional portrait does not need to look stiff. A smiling image has been proven time and time again to make people feel more at ease.



YOUR INVESTMENT

My Session Fee Includes:

- Time and talent of the photographer
- On-site photography session
- Editing of all images
- Private online photo gallery

You may be wondering why my session fees are so much lower than many other photographers. I don't have any "packages" that are included in the session fee. I like to let my clients order just the specific photos they actually want to help keep the costs down. I don't promise a certain number of images in your gallery. I will post all of the photos that I feel turned out well.

I use a professional printing service that creates heirloom quality prints. They are much nicer than what you could purchase online, or get printed from files. They are reasonably priced (5x7 = 9.99), and are mailed directly to whoever purchases them in professional mailers.

You can also download digital files. They are priced according to file size. A LowRes 1 Mpix, suitable for online sharing, is 14.99. A HighRes 4 Mpix, suitable for 8x10 prints, is 29.99.

I can also put your photos on a flash drive. The price of the flashdrive will depend on the total number of photos.

***Note:** A nonrefundable retainer fee is required to complete the booking process. Please contact me if you have any questions.





ABOUT THE PHOTOGRAPHER

Hi there! My name is Jann, and I really enjoy snapping photos! I have been a portrait photographer for over ten years now, and I never grow tired of capturing treasured images for my clients.

Besides photography, I am also a wife, mother, grandmother and Youth Director. When I am not behind a camera, you'll most likely find me outdoors in our flower beds, or in the winter curled up with a book.

HOW TO BOOK

Ready to book your professional portrait experience with me? Here are your next steps:

- 1) DATE:** Get in touch with me and let me know when you would like your photo session. I can let you know what dates I have available. Saturdays tend to book up very fast. I don't work on Sundays.
- 2) RETAINER:** I ask that all of my clients pay a nonrefundable retainer fee in order to complete the booking process. I will send you some paperwork to complete and return along with your retainer, and then you will be officially booked!



THANK YOU SO MUCH

Thank you so much for taking the time to read through this Welcome Guide. I would be honored to be the photographer for your professional portraits, and I look forward to the opportunity of meeting you!

If you have any questions at all, please don't hesitate to get in touch.

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