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7 Important Questions Every Mom Should Ask When Choosing A Baby Photographer

By Sonja Griffioen

Dear Mom-To-Be

I think you'll agree that nothing is more emotional or amazing to us as human beings than seeing and holding our new baby for the very first time.

Those early days, weeks, and months of parenthood are an incredible experience, but few of us realise how those times will FLY by in an instant!



Before you know it, you've been carried along on the roller-coaster ride of bringing up your adorable children, but the memories of those first moments are just that—memories.

Unless, of course, you make the great decision NOW to document these treasured times with professional maternity, newborn, and baby photographs before time marches on with you caught in its grasp.

The window of opportunity is small and there's very little time to wait, because your baby will only be a "newborn" for a very short time.



If you're still in the expecting phase, that's fantastic because there's obviously no better time to plan your maternity and newborn photographs. In fact, the best time to think about getting your baby's first photos planned and on schedule is actually around 3 months before your expected due date.

Your baby is beyond priceless, so you're not going to trust just about anyone to do the job, right?

But how do you go about finding the right photographer for you?

This is where I can help you, and thanks for requesting this short guide to planning the perfect maternity and baby photographs—I hope you get a lot of value from the ideas I'm about to share with you.

You Need A Photographer Who Cares As Much As You Do

One of the most important decisions to make about your maternity or newborn photographs is choosing the right photographer—someone who truly understands every aspect of photographing moms and babies, and who places the same importance as you do on every tiny detail.



First and foremost, your photographer must be someone you like and trust.

After all, you're trusting them with the huge responsibility of capturing one of the most emotional and amazing times of your life—the birth of your child—not to mention the unbreakable bond of love you'll share with your baby as parents.

If you're like most people, it's easy to get overwhelmed sifting through Google or the websites for hundreds of photographers in your area.

Professional photographers are everywhere and, after a while, they all blend together into one giant blur.

Most people flick through a few websites, finally settling on a photographer after looking at a few of their photos. They pick up the phone and call the studio to find out more information, but this is where things can really start to go wrong if you don't know the right things to look for.

Here are the top 7 questions every mom should ask any prospective maternity or newborn photographer.

#1: How will you help me plan everything that needs to be done?



Planning your maternity portraits, newborn photographs, and baby portraits over the course of the first year requires a lot of attention to detail, and some degree of flexibility in everyone's schedule.

For example, babies seem to have their own schedule and don't always arrive when we expect them to, so you need a photographer who can work with you every step of the way to ensure nothing gets missed and you get the right portraits done at the appropriate time.

An experienced professional baby photographer knows this, and will help you create a photography plan you can use to keep things on track.

The photographer you choose should also demonstrate excellent communication skills to make sure you're both on the same page at every stage in the process.

#2: What happens if things don't go according to plan?

Life isn't perfect and, while we do everything possible to make sure everything is perfect, there's always the remote chance that something can go off-script, as it were.



But what happens in the unlikely event that something does go wrong? Maybe the baby is restless for some reason, or feels a little under the weather.

Is there any kind of guarantee to help take the pressure off you when things are not completely certain?

When choosing your photographer, this is one of the most important questions you can ask because the answer will reveal a lot.

Obviously, no photographer can know in advance with 100% certainty that the photographs will all turn out perfectly or that the session will go without a hitch.

Therefore, you must protect yourself in the unlikely event that things don't go the way you expected—even if nothing major happens but you're just not in love with the final results.

This is where a guarantee can alleviate any chance of anxiety.

Your photographer should proudly stand behind their work with a guarantee that makes sure you get the photography you deserve.



This is your BABY, and more valuable to you than anything else. You deserve to have the comfort and peace of mind of an ironclad guarantee in the event that you aren't 100% thrilled with your photographs.

Even the way the photographer answers this question and their tone of voice are crucial.

Find someone who will truly put their heart and soul into everything they do for you and who places you at the highest priority.

If the session goes really badly on the day and nothing seems to go right, you should be able to ask for it to be moved to another day to try again. Your photographer should do their best to give you the best results possible, and photographs that you love!

#3: Where and how will the photography take place?



There are portrait photographers who work at it full-time, but also many part-time photographers who work other jobs during the week.

Both types of photographer can do a fantastic job of your maternity and baby portraits, as long as they have the right skills, pay meticulous attention to details, and love their customers.

But, there are some photographers who try to take on as many jobs as they can fit into their schedule. Typically, they charge lower fees, but make up for it in the number of

sessions they do and by offering low-cost products, such as CDs instead of wall art or portrait albums.

Sadly, this can lead to rushed sessions and late delivery of the finished product because they overstretch themselves with too many other assignments.

Perhaps you already know someone in your family, or a friend, who has offered to photograph you and your baby for you because they want to get started in the business or because they "do it on the side".

While tempting, you must still weigh them up against the quality of the experience and service you'll get from an experienced professional photographer.

The definition of a true professional photographer is someone who manages their business and time well in order to devote 100% of their attention to every client—someone for whom photography is both a passion and a full-time business. They constantly strive to improve their skills, keep their work fresh, and are more likely to ensure timely delivery of the finished product to their clients.



On the other hand, an overworked budget photographer has too much on their plate at one time, which may not allow them to work on YOUR photographs in a timely fashion. With so much stress, they may also find it hard to calmly and smoothly deal with all the things that can impact the schedule.

Regardless of whether the photographer is full-time or part-time, the answer you're looking for is that the photographer will book a maximum of one assignment per day, unless in a controlled studio environment for short sessions —preferably limiting their bookings to a manageable number per year. The quality of their work will be so much better because of the time they can devote to it.

Then there's the issue of safety, which is more important than ever when dealing with newborns and babies!



Does the photographer support your baby in a safe manner and do safe poses and setups? Some poses need to always have a hand on the baby, or someone within arm's reach in case the baby startles. Other poses are composites - two or more photos combined into one afterwards. Doing the trickier poses in this way ensures the baby's safety always comes first.

The answers to these questions will have a big impact on your final decision so be sure to ask them.

#4: Is baby photography the main focus of your business?



Baby photography, more than any other portrait specialty, benefits greatly from having a single-minded purpose and focus.

While many baby photographers also offer other types of photography services, and that's perfectly okay, it's best to look for a photographer for whom maternity and newborns are their primary focus.

Also, when you call a photography studio, you might speak to a receptionist or assistant, instead of the actual photographer who will create your portraits.

However, it's important that you do speak to the photographer, even if it means leaving a message and having them call you back when they're available. For example, you can reach me directly at [YOUR NUMBER].

This way, you can make sure that the photographer you talk to is actually the one you will be hiring—not a part-time student or someone who only works for them on weekends to earn some extra cash.

Finally, if you have any hesitations, ask to meet the photographer in person before you make the final decision to hire them.

#5: When will we see the finished photographs?



Editing and retouching the many images from a maternity or baby session, and getting them ready for you to view at the final presentation takes a significant amount of time and effort.

But, you don't want to be kept waiting for months before you get to see them, right?

Therefore, it's important for you to see your photographs in a timely (but not hurried) fashion in order to decide which ones you want presented as wall art or in an album, so beware of anyone who can't promise to have them ready for you in 4 weeks or less.

If they can't, it may mean they're snowed under with other clients and you don't get the quality of service you deserve, or the personal attention guiding you through the process of selecting your images and products to ensure the best outcome.

#6: How are the final photographs shown to us?

There are several ways in which you can see the finished photographs, but the two most common ones are:

- At home, on your computer in an online gallery...
- At the photographer's studio as part of a professional presentation...

Generally speaking, the less expensive photographers will give you an online gallery from which to make your print selections, while the more exclusive photographers will present the photographs to you by projecting them at full size as part of a professional presentation.



Personally, I prefer the in-person presentation approach because it gives you the chance to see every detail of the images, make comparisons, and I'm right there with you to answer all your questions.

That said, there's not really a right or wrong way, so you should match the photographer's response to your own expectations, budget, and needs.

Generally, CDs and thumb-drives (especially if offered alone) will occupy the cheaper end of the scale.

Albums, prints, and wall portraits are typically offered at the higher end.

The one answer you do NOT want to hear to this question is, "you get a CD of all the photographs and the rest is up to you..." because the photographer is most likely telling you they care only about doing the job and moving on to the next client as quickly as possible.

For the discerning mom looking for a creative and emotional set of maternity, newborn, and baby portraits, nothing beats the look and feel of beautifully-designed wall portraits and professionally-crafted prints or albums. Having digital files as an add-on to that can be a great idea, but you'd be amazed at how many people file those discs away in a drawer and never or hardly ever look at them again, never doing something with them that they can truly enjoy.

#7: What do other clients say about their experience?



A photographer can spend all day showing you their portfolio of photographs, trying to convince you they're the best one for the job, but what do their actual clients have to say about the experience of working with them?

The key point here is that you're not paying someone to produce pieces of paper, or make snapshots of your family. This is real photography, done by someone who is an artist and who cares about you and your family.

For example, what are they like to work with? Was the studio comfortable and safe? How did they treat you? Were they on time? Did they understand and respect the emotional significance of the photographs? Did they take too long before showing the images? Were the finished portraits something to cry tears of joy over?

Talking to some of their past clients yourself will give you an honest picture of how well the photographer delivered on their promise.

What Next?



As you can see by now, the first question most people might think of—"how much?"—is NOT the one you should be asking first!

Take the time to find out how much your prospective photographer really cares about you and your exciting new family member.

If they ask you good questions about your needs and desires, and really listen to your answers, it shows they're interested and care about you as a person, not just as a potential client.

How enthusiastic do they sound on the phone or in person? Do they present themselves professionally when you meet them in person?

All of these things are important, and only then will you know if they are worth the fees they're asking.

I hope you've enjoyed reading this and you now feel better equipped to find the right



photographer for your maternity, newborn, or baby portraits.

Here's what I strongly recommend you do TODAY!

Call me at 0426 987 722 or email me with a suitable time that I can call you to talk about your maternity and baby photos to make sure I am available for your date(s).

Please don't wait on this! If you liked what you've read here, call / email me NOW. We can chat about your needs and I'll answer any questions you have about capturing the

memories of this amazing time. I myself at times feel that email is more comfortable, but speaking over the phone really helps us get a feel for each other, and helps you communicate your ideas better as we talk about your needs and wants for your photos.

Then, if you would like to, we can set up a time to get together in person so you'll be in a better position to decide if I am the right photographer for you.

I really look forward to hearing from you.

Sincerely,

Sonja Griffioen

Sonja Griffioen Photography
1/42 Jenolan Avenue, Hawthorne, 4171
www.sonjagriffioen.com
info@sonjagriffioen.com

