

Ginger Liemohn

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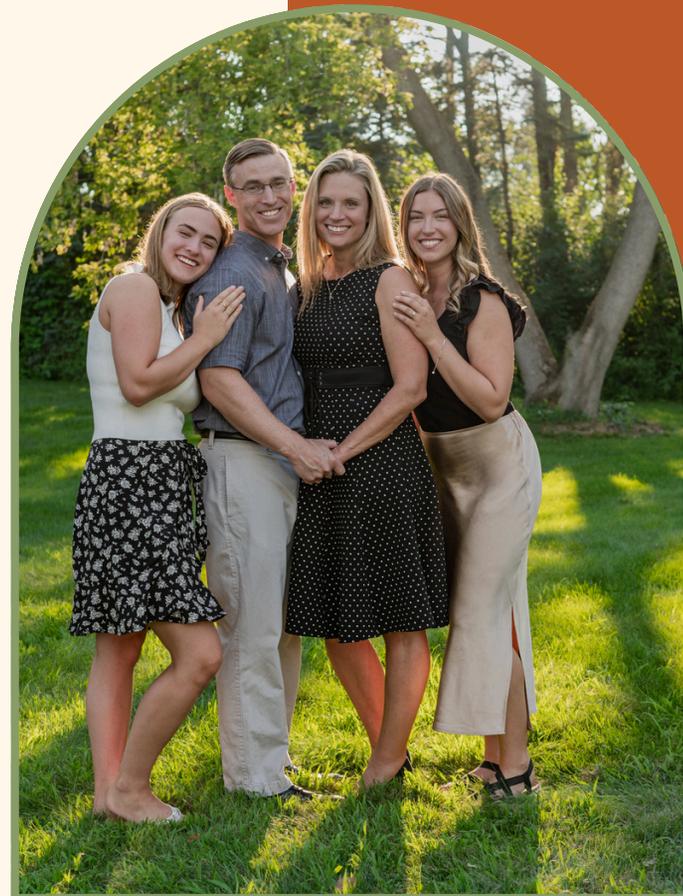
Let's Do This!

GUIDE FOR FAMILY PORTRAIT SESSIONS

I got you. You are standing in the middle of your closet pulling out shirts, slacks, skirts, & scarves. Confused as to what will be “right” for your next **family** photo session. Your goal might be the holiday card and/or wall art prominently displayed in your living room.

This is your guide to understanding not only **WHAT to wear**, but **WHY you will wear it**. How do you want your **family to feel** when they see your images? They want to be: seen, heard, and loved.

I got you.





I'M YOUR GUIDE



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YOUR **VISION** CONNECTS TO
YOUR **FAMILY**

YOUR **FAMILY** CONNECTS
TO YOUR **CLOTHING & VIBE**

**BACKDROPS, HAIR,
MAKEUP, &
ACCESSORIES, OH MY!**



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YOUR VISION CONNECTS TO YOUR FAMILY

YOUR FAMILY IS UNIQUE

The important starting point before we pick wardrobe items or start filling up your cart at your favorite online retailer.

Tell me in one sentence about your family.



THE VALUES OF YOUR FAMILY

How your family “rolls” will influence the “vibe” of your of your photo session. **Give me 3 value words** that a 5th grade would know.



HOW DO YOU WANT TO CELEBRATE YOUR FAMILY?

Describe how your family has fun together so that I understand what will make it fun for you.

Do we include pets?

In one sentence, please.

WHAT WILL MAKE YOU HAPPY TO LOOK AT?

OK, face it. Families **can be a hot mess when it comes to photos**. Many members don't want to participate; however, research shows that kids who see themselves visually in a family unit can combat the stresses of life better.

Boil it down. Trust me. I promise I will get to what to wear. Feel the anticipation yet?



THE VIBE

YOUR FAMILY LOVES PHOTOS WHEN
THEY GET INVOLVED IN THE PROCESS

READY. SET. GO

Tell me what **energizes and calms your family**. It can be a list. Or a plan of action. Write it however you'd like...as a poem, an email, or draw it for me. You can use ChatGPT. Whatever works.

When I have a clear understanding of how your family rolls, then I will understand your vibe.

Now **we are getting somewhere**.



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◆ FEELINGS ◆

Your family **wants to feel a certain way** when they see your family portrait session images.

Do they feel proud? Comforted? Laughing?
Remembering a happy time together? Or feeling
bad-ass?

Yes, you guessed it, tell me the **top 3 feelings!**

◆ COLORS ◆

Tell me **what colors you love having in your home**. You don't have to be a color theory expert.
I got you.



YOUR VIBE CONNECTS TO YOUR CLOTHING

THE VIBE

Your **family's energy/spirit** is going to drive **what you wear** to your photo session. Why?

Because we will convey **a different story** if we are a standing on a nature trail vs. busting out of a paper backdrop vs. playing with bubbles with Grandma.

Right?

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DRESS CODE

Do you want to dress up for your session?

Or do you want it to feel like I just popped into your home and you happened to have all color coordinated your outfits?



COLOR PAIRING

This doesn't necessarily mean you can only wear hot pink if your primary brand colors are pink. Breathe. **Pair neutral basics with pops of color** or print to add visual interest.

ACCESSORIZING

Experiment with **layering pieces** to create different looks while at your photo session.



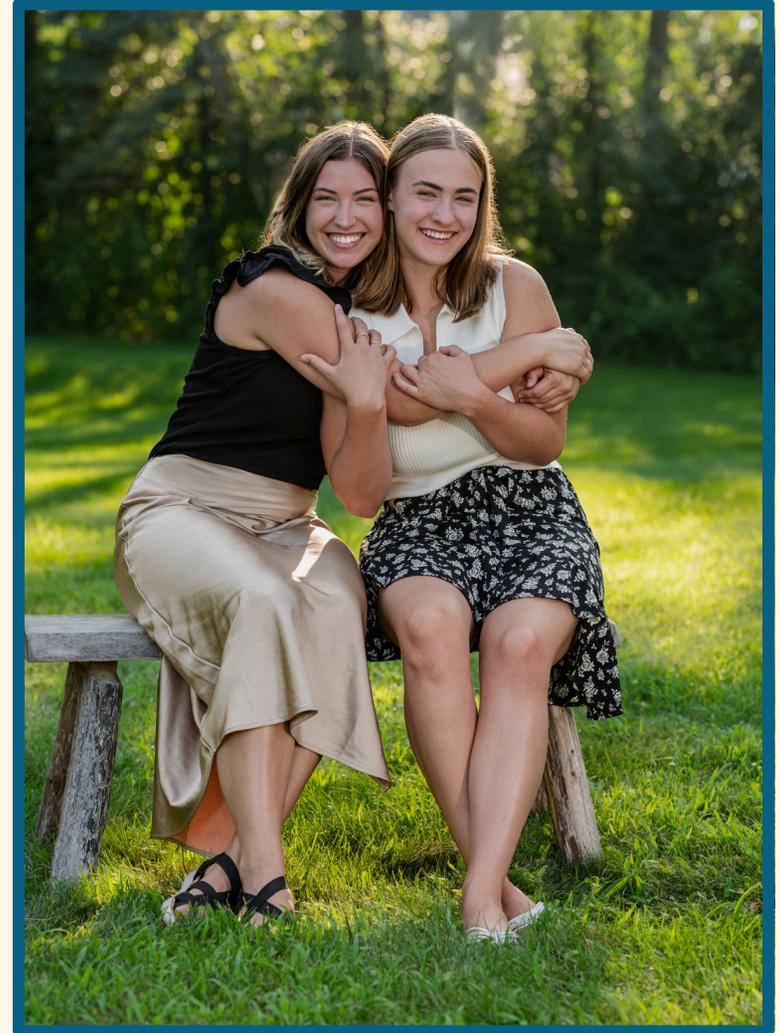
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WHAT ARE NEUTRAL BASICS?

NEUTRALS ARE YOUR FRIEND

Beige, taupe, gray, cream, brown, black, and white are all neutrals. While they don't appear in the color wheel, they make all those other colors "pop." **It's their super power.**



SMART CASUAL

“**Smart casual**” like jeans, blouses paired with comfortable, stylish shoes. Typically **darker wash jeans without any rips** are the best on camera. Shoes matter when we do Family portraits.



BACKDROPS, HAIR, MAKEUP, & ACCESSORIES, OH MY!



BACKDROPS: OUTDOORS OR INDOORS?

Backdrops are part of the **storytelling** that is embedded in your **family's vibe**. Outdoors is often the top favorite because most people enjoy nature; however, certain times of the year can make outdoor portraits uncomfortable or just unpredictable.

GOOD HAIR DAY

If **your hair is the way YOU like it, you can feel invincible**. That's why I recommend tuning into your inner voice. Can **only you do your hair**? Or do you need to stop by a **dry bar** before coming to the photo session? Or want me to hire a **hair stylist to be onsite for your session**? All viable options!



GROOMING AND MAKEUP



Allow that “fresh” haircut to grow out a little bit for a more authentic look. As far as makeup goes, you don’t need more than you usually wear. You are not “on stage” even though it might feel like it. I can hire a makeup artist to give you a “natural look” of your best self, just let me know!

GROOMING

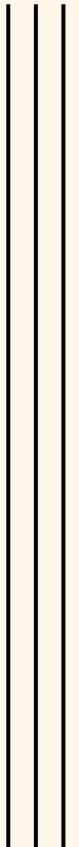
Men, your **beards** can have a life of their own! What is your vibe? Wild & wooly or clean & neat?

NOSE/EAR HAIR

It doesn’t look good on anyone.
Enough said.

MAKEUP

A **matte** finish is best with limited shimmery-ness. **Lip gloss is popular** but for a timeless look, go with a matte lipstick.



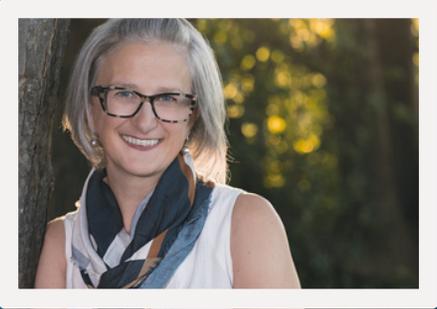
UMBRELLAS

A parasol or umbrella can **convey a vibe.**



SCARVES

Scarves are colorful but a bit tricky. We want to show off your **style** but **not look like you are hiding** anything.



JEWELRY

Jewelry **accentuates** your style. We just don't want it to distract **attention** from your face.



FEELING EMPOWERED YET?



HOW DO YOU WANT THEM TO FEEL?

Staying informed on current fashion trends is only important as it **relates to your family.**

Start with items in your closet and look at them through the lens of this Style Guide. Add stylish/**trendy items as they fit into your vibe.**

CLIENT STYLE CLOSET

During the pandemic I started building a “Client Style Closet” that clients can **supplement and “check out”** for their photo session. Convenient and no extra fee! And all items have been **catalogued and photographed!**



STYLE CONSULTATION

Ginger will meet with **you one-on-one BEFORE the session** on Zoom or in-person to make sure you are photo-ready for your headshot or personal branding session. She will blend **classic elements** with some **trendy items** to create a stylish, professional look for you!

THANK YOU



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