

# *Shooting for Success*



*Arabella Fitcher*  
PHOTOGRAPHY



## Welcome

I'm so pleased you have chosen Arabella Fatcher Photography for your custom portrait session. I look forward to photographing you!

I understand custom portraiture is an investment in yourself, your professional image and your personal brand, and I am committed to capturing gorgeous images of you in a natural, fun and relaxed way.

This Shooting for Success Guide includes information on what to expect and how to prepare, what to wear and some examples to help you decide on colour palettes to achieve the best outcome possible.

There is a lot of information in the kit so please read it all carefully so you are fully prepared and have the best session possible!

If you have any further questions or require any additional information, please don't hesitate to contact me.

See you soon!

Arabella



*"Truth is a point  
of view, but  
authenticity  
can't be faked."  
— Lao Tzu*

# YOUR CUSTOM PORTRAIT SESSION

## HEADSHOT PACKAGES

### What's Included in your session

- This comprehensive Shooting for Success Guide to help you prepare and make the best of your photoshoot.
- A pre-session phone consultation to discuss your portrait needs.
- A fast-paced but fun session to be held at the time, date and location specified in your confirmation email.
- One person per session.

### 20- 30 minute Session

- 1-2 quick outfit changes for some variety.
- Your images culled to the best of the best, colour corrected and professionally retouched to make you look your absolute best - with at least 10-12 images presented in a secure online gallery for you to choose your favourites.
- 4 High Resolution Images (for print and web) delivered via Dropbox or similar.
- The ability to purchase more images from the gallery if you desire.



### Up to 1 hour session

- All of the above PLUS
- 2 -3 outfit changes and variety of backdrops.
- 20 - 30 images presented in a secure on-line gallery for you to choose your favourites
- 12 High Resolution Images (for print and web) delivered via Dropbox or similar.
- The ability to purchase more images from the gallery if you desire.

### Up to 2 hours session

- All of the above PLUS
- Up to 5 outfit changes and a variety of backdrops
- 30 - 40 images presented in a secure on-line gallery for you to choose your favourites
- 25 High Resolution Images (for print and web) delivered via Dropbox or similar.
- The ability to purchase more images from the gallery if you desire.



# THE PORTRAIT PROCESS

## BEFORE THE THE SHOOT

You will receive your booking confirmation which contains lots of ideas to help you get the most out of your shoot. You will have completed your on-line questionnaire & paid your session fee to secure your chosen time and date.

2 days before the shoot lay out your clothing options on the bed and send me through an iPhone photo and I can help you make your final outfit choices if you need some help! I will give you a call to confirm final details like our meeting place and any last minute questions you might have.

This is also the time to get your eyebrows waxed, paint your nails and colour your hair if you want to. Create a Pinterest board and share it with me if you have any particular poses or images you would love to recreate.

## ON THE DAY OF YOUR SHOOT

Have your hair and makeup professionally done if you wish. Turn up 10 minutes early so that you have plenty of time to spare. We'll have a fun session to get gorgeous shots of you. I will also ask you to sign a Model Release which gives me permission to use your photographs in my marketing but also to allows me to show your sneakpeek on social media.

## WITHIN 1 WEEK FROM THE SHOOT

Your images will be culled, colour corrected and edited and I will post a sneak peek for you on my social media.

## WITHIN 2 WEEKS FROM THE SHOOT

You will be able to view the best of the best images from your shoot professionally retouched in low res both in colour and black & white in a secure on-line gallery.

## WITHIN 3 WEEKS FROM THE SHOOT

You will choose your favourite images in the online gallery and can order any extras if you wish. Images will be provided in high resolution (for print and web) and will be delivered via Dropbox.

## AFTER YOU HAVE YOUR IMAGES

Save down your images on to your own computer or backup system as the Dropbox images will be deleted. Feel free to shoot me an email letting me know what you think and post a photo to your socials and tag me! And of course, don't forget to update all of your online professional and personal profiles with your new gorgeous self!



# BOOK YOUR SHOOT TODAY



## Headshot Packages Price List

20 - 30 minute Session includes 4 hi res digital files -> \$450

Up to 1 hour session includes 15 hi res digital files -> \$990

Up to 2 hours session includes 25 hi res digital files -> \$1980

### Additional Digital Files

1 Extra -> \$100

5 Extra -> \$300

All additional Files-> \$1000

Want more information? Just call me or e-mail to discuss your specific requirements.

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# TERMS AND CONDITIONS

## USE OF IMAGES AND COPYRIGHT

1. All images produced by Arabella Futch Photography are protected by Australian and international copyright. The client agrees that Arabella Futch Photography owns the Copyright in all photographs. The client gives permission to Arabella Futch Photography to use any image of the session for industry competitions and as required subsequent usage and for reasonable general promotional advertising for the Arabella Futch Photography. The usage for any other purpose (such as use on social media sites) can be negotiated and noted on the Model Portrait Release form.
2. As Arabella Futch Photography owns the Copyright, when purchasing printed products and when viewing any unpurchased images online, the client agrees not to copy, cause to be copied or allow anyone else to copy, photocopy, laser copy, screenshot or scan any images. If clients purchase digital negatives, clients are granted authorisation to obtain unlimited reprints for personal use only. The photographs provided on the USB may not be sold, edited, altered (other than resizing for print) or used for any commercial purpose under any circumstances, without written permission. The client will use the photographs and negatives as agreed above and understand that by not doing so is a breach of this agreement.
3. Watermarked low resolution images may be provided on social media sites and Arabella Futch Photography blog for the clients to share with friends and family. The client is welcome to tag themselves and share these images; however altering the image in any way, including cropping out the Arabella Futch Photography watermark is a direct breach of Copyright. It is a breach of Copyright to screenshot any images and share them.
4. All purchased images will remain on file for 2 years. Due to file storage limitations, unpurchased images will be deleted on 31 December each year. Ordering further prints and products is available until that date.

## SESSION FEES AND CHARGES

1. A non-refundable Session Fee is due in order to secure the session date and time. Arabella Futch Photography has the right to give the session date and time to another client if the session fee has not been received one week prior to the session.
2. The Session Fee includes up to 6 people in the session. Additional people will be an extra \$25 per person unless specifically negotiated.
3. Pricing of Prints, Frames & Digital Collections: Individual prints start at \$80, framed prints start at \$210 and digital collections start at \$700. The complete digital collection includes proof prints of every colour photograph from your session and all high resolution images provided in black & white and colour on USB. The complete digital collection is available for \$1600. There is a \$500 minimum spend.
4. The client acknowledges that they have read and understood Arabella Futch Photography's pricing as per section 3, including minimum spend. Acknowledgement of this is confirmed via payment of the session fee.
5. In the event that the client needs to reschedule the date, Arabella Futch Photography requires 24 hours notice. The Session Fee is transferable to another date within the following 12-month period. In the event of changes to the studio price list, prints and product pricing and availability for sessions will apply as at the newly booked date.
6. Arabella Futch Photography may reschedule the session if weather conditions will hinder the shoot (such as heavy rain). All attempts will be made to avoid this, however sometimes it is in the client's best interest to postpone to another date with better conditions.
7. Arabella Futch Photography will provide an online gallery of proofs within 2 weeks of the session date unless otherwise notified. Orders are to be placed at the viewing session or online within 7 days. The gallery automatically deactivates on the 7th day.
8. If circumstances arise that the client is unable to place their order during the initial 7 days, the gallery can be reactivated for one additional 7-day timeframe. Any further reactivations will be charged a Reactivation Fee of \$50 per 7 day time slot, payable prior to reactivating the gallery.
9. Additional editing & Photoshop Work: Images shown in the client gallery include basic retouching (removal of blemishes, skin smoothing, reduction of dark lines under eyes). Further custom or client directed retouching is an additional \$20 per image.
10. Due to gallery limits and cost of storage, where an order has not been received and paid for within 30 days of first gallery expiry date, the images will be deleted.
11. All orders must be confirmed in writing and accompanied by full payment before any order will be placed.



the photography

*What to wear and how to prepare*



# WHAT YOU WEAR IS KEY TO A SUCCESSFUL PHOTOSHOOT

## **Be the best version of you**

If you feel uncomfortable in what you are wearing, it will show in the photos. Wear outfits that represent you and your personal brand. Think about the words that describe you and how you would like to be portrayed - Glamorous? Earthy? Approachable?

Feel free to bring a change of clothes if you would like some variety.

## **Plain is Best**

Clothing should complement, not dominate the portrait. Please avoid any logos, bold patterns or pictures. Block colours are always good, as are tone on tone colours (i.e. different shades of the same colours). Dark to medium tones are usually good if you are not sure.

## **Think about location and back drops**

White on white looks great and dark on dark looks fabulous. Contrast also works well. If your shoot is at a location, think about the colours and try to work with those.

## **Think about your branding colours**

Are you planning to use your images with your brand? Wear clothing that complements your brand colours so you can use them seamlessly in your marketing and website.

## **Layers and textures**

Layered clothing works really well. Not only do layers bring depth, often accessories add texture to your images. It is the easiest way to get varied looks from your photo shoot. Add layers & texture through cardis over tops, wraps, scarves, chunky jewellery, embellished clothing. Tops with lace or cut outs add interest too. The options are endless!

## **Structured Clothing**

Jackets and blazers work well for structure in your photos - particularly black or white blazers and leather jackets. Fitted clothing photographs better than flowing clothing (and don't worry I usually have a few pegs on hand in case we need to pin clothes to fit a little better!)

## **Add Pops of colour**

I can't emphasise enough what a difference it makes to your shoot if you add pops of colour through shoes, lipstick, nail varnish and jewellery. Even if you don't usually wear a bright lip, you will be amazed at the difference a red or pink lippie will make!

## **Cover Your arms**

Many women are self conscious about their arms, and will hate the most beautiful shot of themselves because they don't like their arms! If that's you, I always suggest avoiding sleeveless tops.



# TIPS AND TRICKS



## BRING PROPS AND ADD SOME FUN

For a corporate look you could bring something to do with your work into the image - an iPad? an iPhone? laptop? your glasses? your book? your day planner? your favourite coffee cup? Anything you use on a daily basis that might look good in a photo. If you need a more relaxed look think about what represents your brand, flowers? a basket? the tools of your trade?

## REMEMBER THE DETAILS

Take that hairband off your wrist, make sure your nails are clean and manicured, wear a top that you can't see the brastrap - these are things that you will notice later and wish you'd thought of!



## GET A GOOD NIGHTS SLEEP

Being well rested for your photoshoot will help you look and feel your best. Your sparkly eyes and personality will come across in the photos so, be sure to make the most of it!

## JUST BE YOURSELF

Of course, everything here is just a guide to help you get the most from your session. The main thing is that you feel gorgeous and comfortable and it will show in whatever you are wearing!



# COLOUR PALETTES AND INSPIRATION

## Classic Colours



## Colour Pop



## Winter Neutrals



## Summer Neutrals



# WHAT NOW?

- Create a Pinterest board of images you would love and share it with me!
- Start putting together outfits to wear and laying them out on the bed as an outfit or try them on and take some selfies.
- Feel free to message me photos to help you choose!
- Book in your hair, makeup, nails, eyebrow appointments.
- I will call you to confirm all details before your scheduled shoot.