



ERICA SERENA
PHOTOGRAPHER

MATERNITY & NEWBORN
PORTRAIT EXPERIENCE GUIDE



HELLO!

Congratulations on making the decision to not wait a moment longer to document such a momentous chapter for your family! And thank you so much for reaching out to me specifically to have your beautiful family photographed. I really appreciate it and I'm so excited to meet you all!

I'm looking forward to sharing some ideas on how we can create a personalised photo shoot which reflects the love, happiness and excitement this milestone brings to your family.

My style is quite relaxed in order to achieve natural photographs to last a lifetime. During your maternity and/or newborn portrait experience, I focus on capturing the connections of the people I photograph by keeping your shoot interactive and light.

My decades of experience in photographing many different people of different ages, means you can feel confident knowing you're in safe hands.

I've put together this maternity and newborn portrait experience guide to help you understand how together, we can create timeless memories to celebrate your growing family's love, and create custom products and artwork which will be enjoyed well into the future.

I look forward to hearing from you soon to book your shoot!

ERICA XX

STUDIO LIFESTYLE NEWBORN SHOOT - \$250

I don't need to tell you how time flies. You already know, and that's why you're here so I can help you remember one of the most thrilling times in your lives as your family grows.

Newborns have a tendency to change so much with each passing day, and you'll undoubtedly want to remember this fleeting time and how tiny they were.

The way their hands used to curl around your fingers, those cute rolls, those tootsies you could almost eat! You'll blink and all of a sudden the first month with your new baby will feel like a blur. And before you know it, this little human you created will become a toddler.

It's such a significant milestone, and I would be honoured to play a part in keeping your memories safe and to be enjoyed for many years.

Throughout this information guide, you'll see some examples of gorgeous, personalised wall art, along with some keepsake products such as albums and boxes to preserve your memories and to help you turn your house into a home.

Enjoy reading through it and if you have any questions, or you're ready to book in your shoot, please get in touch.

I can't wait to meet you all! Erica xx





MATERNITY - 30 MIN SHOOT
FREE WHEN BOOKED WITH YOUR NEWBORN SHOOT

Your family is about to embark on a new journey... So let's make some memories so you won't forget in a hurry the anticipation and excitement of meeting your little one!

Your 30 minute maternity shoot includes:

- * A pre-shoot phone consultation to discuss whether you'd like a location or studio shoot, any specific ideas you might have, clothing and how you wish to display your photos.
- * A 30 minute in studio, or location shoot.
- * You'll be able to see the photos and place your order from your maternity shoot during your newborn design consultation appointment.

If booking a maternity shoot alone, the photography fee is \$250.

Have a good look through this information guide for ideas on how to display your photos and which products stand out as favourites for you and your family.

I'm so excited to meet you and your newest member of your family!

LOVE NOTES

Oohhheemmmgeee Erica, you're a legend! Thank you so much for your quality work! Our wall art and album are amazing and we both loved them. Thank you, we are so happy! Thank you so, so much!

JOYCE, MARTIN & CADEN



THE HILL FAMILY



QUIN: This custom framed collection of 5 pictured here, consists of a hero centre piece fine art print which is 45x30 inches, and four complementing 11x16 inch prints.

Wall art collections receive a 10% discount, so this set valued at \$4450, is yours for \$4005 and can be adapted to suit a variety of sizes and orientations.

** Place an order of \$2950 or more from your newborn shoot, and receive your entire collection of digital images from the shoot **



WALL ART

Available in a variety of finishes, with each piece ready to hang, to turn your house into a home.

Custom framing, canvas, framed canvas, wood, metal and acrylic finishes are available for your personalised artwork.

You'll have the opportunity to touch and hold some beautiful samples during your design consultation appointment to help you decide on the best finishes for your needs and home. These examples are just a small snippet of the options available.

You will also receive the matching digital image with any wall art order.

11x16 inches	\$575
16x24 inches	\$950
20x30 inches	\$1350
24x36 inches	\$1695
30x45 inches	\$2150
40x60 inches	\$3250

** Place a combined order from both your maternity and newborn shoots of \$4400 or more, and receive your entire collection of digital images from both your shoots **



QUAD: Canvas collection of 4, consists of equal sized canvas prints in 11x16 inches. Canvas prints can also be framed to add an extra dimension to your wall art.

Wall art collections receive a 10% discount, so this set valued at \$2300 is yours for \$2070.

** Place an order of \$2950 or more from your newborn shoot, and receive your entire collection of digital images from the shoot **





FINE ART ALBUMS

Fine art albums are handcrafted, layflat albums printed on beautiful fine art matte paper. The covers are fully customisable with several fabric materials and colours to choose from, as well as fonts and finishing choices.

Available in two options

- * 10x10 inch with 25 photos
PLUS 25 matching digital images - \$2195
Also includes \$200 credit to put towards wall art
- * 10x10 inch with up to 45 photos
PLUS all digital images from your shoot - \$2950
Also includes \$300 credit to put towards wall art
- * Additional photos \$60 each
- * 6x6 inch parent albums - \$395 each or 2 for \$695

** Place a combined order from both your maternity and newborn shoots of \$4400 or more, and receive your entire collection of digital images from both your shoots **





TRIO: 3 acrylic prints with a hero centre piece measuring 20x30 inches, and two complementing 16x20 inch prints on either side.

Wall art collections receive 10% discount, so this trio valued at \$3250, is yours for \$2925 and can be adapted to suit a variety of sizes and orientations.

Acrylic prints are a unique way of showcasing your photos thanks to the vibrant and high gloss nature of the materials used. Guaranteed against discolouration, or UV-related fading for 30+ years.

** Place a combined order from both your maternity and newborn shoots of \$4400 or more, and receive your entire collection of digital images from both your shoots **



TIMBER FOLIO BOXES

The timber folio boxes are handmade from beautiful Victorian Ash Australian timber, and hold multiple fine art matted prints.

The box features a suede insert with matching ribbon for easily removing the prints to swap and display.

Available in grey (top left), oak (bottom right) and black

- * 8x10 inch box with 15x 6x8 inch prints
PLUS 15 matching digital images - \$1750
Also includes \$100 credit to spend towards wall art
- * 8x10 inch box with 25x 6x8 inch prints
PLUS 25 matching digital images - \$2195
Also includes \$200 credit to spend towards wall art
- * Add a matching frame to your folio box for \$120

** Place a combined order from both your maternity and newborn shoots of \$4400 or more, and receive your entire collection of digital images from both your shoots **



DUO: Custom framed fine art prints, measuring 20x30 inches each.

Wall art collections receive a 10% discount, so this pigeon pair valued at \$2700 is yours for \$2430.

** Place an order of \$2950 or more from your newborn shoot, and receive your entire collection of digital images from the shoot **





PRINTS & ACRYLIC BLOCKS

MATTED FINE ART PRINTS

Matted, fine art prints make the perfect gift. Printed on smooth, velvety art paper, your memories will remain safe and ready to be enjoyed for many years.

8x10 inch print - \$150

Buy 10 prints and receive a bonus \$100 credit to spend towards wall art - \$1350

ACRYLIC BLOCKS (bottom left)

For high visual impact, nothing beats these modern, acrylic photo blocks! They truly look 3D, and since they're free-standing, no frame or hanging system is required. They're perfect to display your photos on desks, bedside tables, tv units etc, and are a fantastic way to start to build a collection over multiple shoots.

6X4 inch \$245

5x7 inch \$295

8x12 inch \$375

You will also receive the matching digital image with any prints or acrylic blocks ordered.

** Place a combined order from both your maternity and newborn shoots of \$4400 or more, and receive your entire collection of digital images from both your shoots **



MONTAGE FRAMES

Montage frames are a great choice when it comes to displaying a collection of photos from the same shoot. Particularly a series which beautifully flows together to tell a story, like the examples here.

Available with 3, 4 or 5 photos per montage, and in two sizes.

TRIO:

12x24 inch prints - \$1100

16x33 inch prints - \$1500

QUAD:

24" square prints - \$1500

30" square prints - \$1750

QUIN:

11x26 inch prints - \$1350

16x40 inch prints - \$1850

You will also receive the matching digital images with your montage. Sizes are an approximate overall print size, plus mat board and frame.

** Place an order of \$2950 or more from your newborn shoot, and receive your entire collection of digital images from the shoot **





DIGITAL

- * Your entire collection of photos from your portrait photography experience, presented on USB - \$2450
- * Your choice of 20 photos presented on USB - \$1995
- * Your choice of 10 photos presented on USB - \$1350

** Place a combined order from both your maternity and newborn shoots of \$4400 or more, and receive your entire collection of digital images from both your shoots **



HOW IT ALL WORKS



HOW TO BOOK

That's really exciting! Thank you for trusting me to create some really special family heirlooms to celebrate such a huge milestone! First of all, let's book in a day and time for your portrait experience. We can tentatively book your newborn shoot based on your due date and see how baby is progressing during your last trimester. On location maternity shoots are held the last hour before sunset, or in studio shoots can be anytime between 10am to 4pm. Newborn shoots are held in my Bedford studio. Just call or email me to start planning and personalising your photo shoot.



GET READY FOR IT!

Once we have a date booked in for your shoot, it's time to start preparing for it! I'll send you through some helpful info with suggestions on what to wear, what to bring and how to prepare for your shoot so you and your family have the best possible experience! You'll also receive a little questionnaire to fill in, so I can tailor your photo shoot to suit your needs and dreams, and so I can get to know you and your family better before we meet.



THE DESIGN CONSULT

Within 10 days of your photo shoot, all your gorgeous photos will be ready to view during your personalised design consultation. I'll be there every step of the way to help you choose your favourite photos, and suggest the best way to display them. With specialised software, I can even show you what your photos will look like at various sizes in your home on your walls! And even at life size! This process is a fantastic way to make sure you're ordering the best size artwork for your home. A 50% deposit is required during the design consultation, and the balance is due upon collection of your order. Payment plans are also available.



ARTWORK PICK UP

Your order will go into production straight away, and as soon as everything is ready to be collected, I will be in touch to arrange an appointment for pick up. As different products have varying turn around times, your order can take anywhere between 3-7 weeks. All your artwork comes with a lifetime guarantee, and is made from the highest quality materials available.

LOVE NOTES

Erica is amazing!!

I have used Erica Serena Photographer twice now and both times have had an excellent experience.

We first used her for our wedding in 2018, I just fell in love with her photography style and knew I had to use her. She ended up helping with so many aspects of the day, she really goes above and beyond for her clients.

I have also used her just recently for our newborn family photos. She again provided so much advice around when to take the photos and I'm so glad I listened to her!

Her photos and products are such high quality, I honestly wouldn't use anyone else.

I highly recommend Erica. She makes you feel so comfortable. When you hire her, you don't just get a photographer, you get a friend.

CLAYTON FAMILY



BABY ARIA



ERICA SERENA
PHOTOGRAPHER

W | ericaserena.com
E | info@ericaserena.com

P | 041 991 5651
A | 1072 Beaufort Street, Bedford WA

IG | [/erica_serena_photographer](https://www.instagram.com/erica_serena_photographer)
FB | [/ericaserenaphotographer](https://www.facebook.com/ericaserenaphotographer)