



MATERNITY & NEWBORN EXPERIENCE GUIDE

*Celebrate the beginning of life's journey.
Let me capture this momentous occasion for your new family.*

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HELLO *and* WELCOME

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

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



What to expect...

The 'newborn bubble' is one of the most beautiful moments in life.

There really is no time like the present.

As a maternity and newborn photographer, I capture the memories of your growing family which make your heart smile. The memories of your new little love, the precious life you've created, and their first few weeks in this world.

The moments you'd love to soak up and tuck away for a rainy day, so you can look back and reminisce on how tiny they were. Imagine being able to feel that rush of wonderful feelings all over again when you reflect back on how much your baby has grown?

Being transported back in time to remember those long feeds, and the hours you spent just staring at your little one in awe of what you've created, is priceless.

They say that you never truly know the value of a moment until it becomes a memory.

I'm here to help you fill your memory bank and freeze the time in your newborn baby's first few weeks of life, allowing you to treasure those priceless memories forever and ever.

Please enjoy reading through this guide for inspiration on all the amazing ways you can display your new family photos.

Section One



WALL ART & COLLECTION

All the options to fill your walls with those you love the most

Wall Art

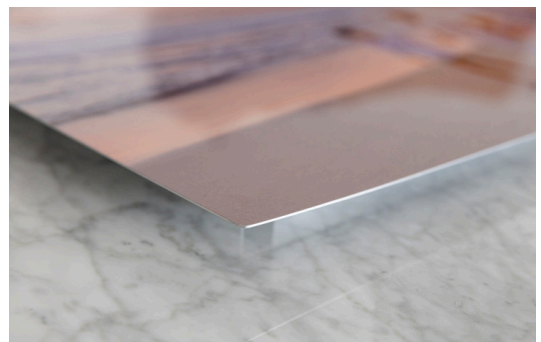
Available in a variety of finishes, with each piece ready to hang, to turn your house into a home.

Custom framing, canvas, metal and wood 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 of any wall art you order.

PRINT SIZES:

11x16 inches	\$645
16x24 inches	\$1150
20x30 inches	\$1495
24x36 inches	\$1850
30x45 inches	\$2350



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



**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 family photos. Particularly a series which beautifully flows together, like the examples here. Available with 3, 4 or 5 photos per montage, and in a variety of sizes.

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

TRIO

12x24 inch prints - \$1495

16x33 inch prints - \$1795

QUAD

24" square prints - \$1795

30" square prints - \$2100

QUIN

16x40 inch prints - \$2250

Collections



ARABELLA

A balanced combination of photographs taking advantage of this symmetrical design to showcase individual character and personality within each piece.

Available in metal, canvas and wood finish and in two sizes.

Small - \$1995 | photo sizes - 30x12" and 12x12"

Large - \$2995 | photo sizes - 40x16" and 16x16"

Framed version available in metal and canvas finishes for \$2395 & \$3395

**Place an order of \$2950 or more on any products,
and receive your entire collection of digital images from your photo shoot*

Collections



VENEZIA

A simple, three piece design with the centre photo being the hero. This collection is perfect for smaller families and couples.

Available in metal, canvas and wood finish and in two sizes.

Small - \$2450 | photo sizes - 20X30" and 2x 16x20"

Large - \$3950 | photo sizes - 40x30" and 2x 20X30"

Framed version available in metal and canvas finishes for \$2795 & \$4595

**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 photo shoots*

Collections



ALLEGRA

When one piece isn't enough, this beautifully balanced collection is a gorgeous way to showcase your family's story and relationships, while being able to suit a variety of spaces in your home.

Available in metal, canvas and wood finish and in two sizes.

Small - \$1995 | photo sizes - 40x16" and 12x12"

Large - \$2995 | photo sizes - 50x20" and 16x16"

Framed version available in metal and canvas finishes for \$2395 & \$3395

**Place an order of \$2950 or more on any products,
and receive your entire collection of digital images from your photo shoot*

Collections



QUENTIN

The perfect collection to highlight and document your beautiful family and the gorgeous relationships between one another. There are so many ways to tell your family's story.

The middle photo can either be horizontal as pictured, square, or vertical. The outer square photos are each 14x14 inches.

Available in canvas, metal, and wood finishes for **\$3495**.

Also available in a framed metal or framed canvas option for \$3995

**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 photo shoots*

LOVE NOTES



THE GURNEY-RICKARD FAMILY



Erica provided an outstanding service that I couldn't have been more happy with.

She made my whole family feel welcomed and was extremely good with all my children.

Erica was overwhelmingly patient with our newborn, and the photos far exceeded our expectations.

Section Two



DESKTOP RANGE

For those who prefer their artwork “off the wall”

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, oak and black.



8x10 inch box with 15 prints PLUS

15 matching digital images - \$1850

(Also includes \$100 credit to spend towards wall art)

8x10 inch box with 25 prints PLUS

25 matching digital images - \$2250

(Also includes \$200 credit to spend towards wall art)

**Place an order of \$2950 or more on any products,
and receive your entire collection of digital images from your photo 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 a variety of different fonts and finishing choices.



10x10 inch with 25 photos PLUS
25 matching digital images - \$2250
(Also includes \$200 credit to put towards wall art)

10x10 inch with 45 photos PLUS
all digital images from session - \$2950
(Also includes \$300 credit to put towards wall art)

*Additional photos \$60 each

**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 photo shoots*

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.

Available in 6x8 inch or 10x8 inch

Individual prints - \$195

Set of 10 prints - \$1495

You'll receive the matching digital copy of any prints ordered



ACRYLIC BLOCKS

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 family, kids or pet photos on desks, bedside tables, tv units etc.

6X4 inch \$245

5x7 inch \$295

8x12 inch \$395

You'll receive the matching digital copy of any prints ordered

**Place an order of \$2950 or more on any products,
and receive your entire collection of digital images from your photo shoot*

Digitals Only



6 DIGITAL COPIES **\$950**

Your choice of your favourite 6 photos, in high resolution format, and fully edited



12 DIGITAL COPIES **\$1495**

Your choice of your favourite 12 photos, in high resolution format, and fully edited



24 DIGITAL COPIES **\$1995**

Your choice of your favourite 24 photos, in high resolution format, and fully edited



ALL DIGITAL COPIES **\$2495**

Your entire collection of photos- fully edited of course!



LOVE NOTES



THE MANN-JOHNS FAMILY

We recently had a newborn photoshoot with Erica. She created a calm, friendly atmosphere that made the shoot so easy. Even when baby was a bit fussy and required a long feeding session, she was relaxed and willing to wait it out to ensure we got the photos we desired.

When reviewing the photos, my partner cried as he was so overwhelmed with how amazing they were! The time and effort that went into the viewing session was appreciated too. We felt listened to and loved how she talked us through her editing process.

We both feel so lucky to have had this time in our lives captured in a beautiful way.

Section Three



THE EXPERIENCE

A walk through what you can expect during our time together

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!

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 as you get closer. Newborn shoots are best done when bub is between 7-12 days new.



Consider whether you'd love to also do a maternity shoot. Did you know your maternity shoot is free with every newborn booking? You just pay for the photos you'd love to have! Read more about it on page 22....

All newborn shoots are held in my Bedford Studio Tue - Sat at 10.30am, and they go for up to 3 hours.

HOW IT ALL WORKS

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 my style guide 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.



HOW IT ALL WORKS

Your Maternity shoot

A free 30 minute maternity shoot is my gift to you with every newborn booking!

Your family is about to embark on a new journey, and I'd hate for you to miss out on this very short, fleeting chapter filled with the anticipation and excitement of meeting your little one.

Location maternity shoots are held in the last 30mins before sunset, and studio shoots can be held anytime between 10am - 3pm.

You'll be able to see the photos and place your order from your maternity shoot during your newborn design consultation appointment.



HOW IT ALL WORKS

The design consultation



Within 7 days of your newborn 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.

HOW IT ALL WORKS

Artwork pick up

Your order will go into production straight away, and as soon as everything is ready to be collected, I'll 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, and made right here in Australia.



READY TO GET STARTED?



*Thank you so much for your interest in working together.
Any questions at all, I'm just an email or phone call away.*

Erica xx

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