

Scheduling

So, when should you schedule your portraits? We get this question all the time. There are a few things you should keep in mind.

What seasonal look do you want? Summer clothes? Then June, July, August, and even September are the months for you. Would you rather have sweaters and jean jackets? Then go for later in September all of October, November and December. Spring shoots are great for a fresh look, but the temperature may vary.

Do you want outdoor portraits, or are you interested in Studio only? Studio only means you can schedule anytime--anytime of the day, anytime of the year. Of course, outdoor portraits are a different story, so think about the looks you want before you call. We will shoot outdoors at any time of year, but you may not like standing around outside when it is 20degrees . On the other hand, snow can be very striking...

If you are doing outdoor photography, we need to consider the time of day for your shoot carefully so as to make the most of our daylight. Generally, bright overhead sunlight is not favorable for portrait work, so we prefer to schedule outdoor portraits around 9am or 4pm, but that varies slightly depending on the exact time of sunrise and sunset. If you have a morning session, we would start at around 9am with outdoor portraits, and then we would do studio work after that. The afternoon appointment would be exactly the reverse--studio first, and then outdoor work following. If we get an overcast day, which is usually impossible to predict, we can shoot outdoors at anytime. If we get rain, you would have the opportunity to reschedule your outdoor portraits to a sunnier day.

Now as for our schedule. I am a mother-of-four with a husband who works outside the home. Our studio is located inside our home so I have the advantage of working odd hours. Generally, we will schedule up to two full indoor with outdoor sessions per day, with the possibility of one indoor only or outdoor only session thrown in there somewhere. I try to take two days away from shooting per week, although the days vary. I usually shoot every Saturday, and some Sundays. I work evenings, until the shooting is done. I take a two week vacation every summer, and a long weekend vacation in the fall. Overall, we are very flexible, with a few minor exceptions. So call, let me know what you are working around, and we will come up with a time that works for both of us.

How far ahead should you call? Well, how set are you on a specific date and time? If it is important to you, call as early as you can--people book months in advance. The months of August, September, and October are generally the ones that fill up the fastest.

If something comes up and you can't make it, call and we will reschedule. If you get sick, call and we will reschedule. If you get sunburned, or a bad haircut, or whatever, call and we will reschedule. I would rather reschedule than reshoot because you didn't look the way you wanted to in your shots.