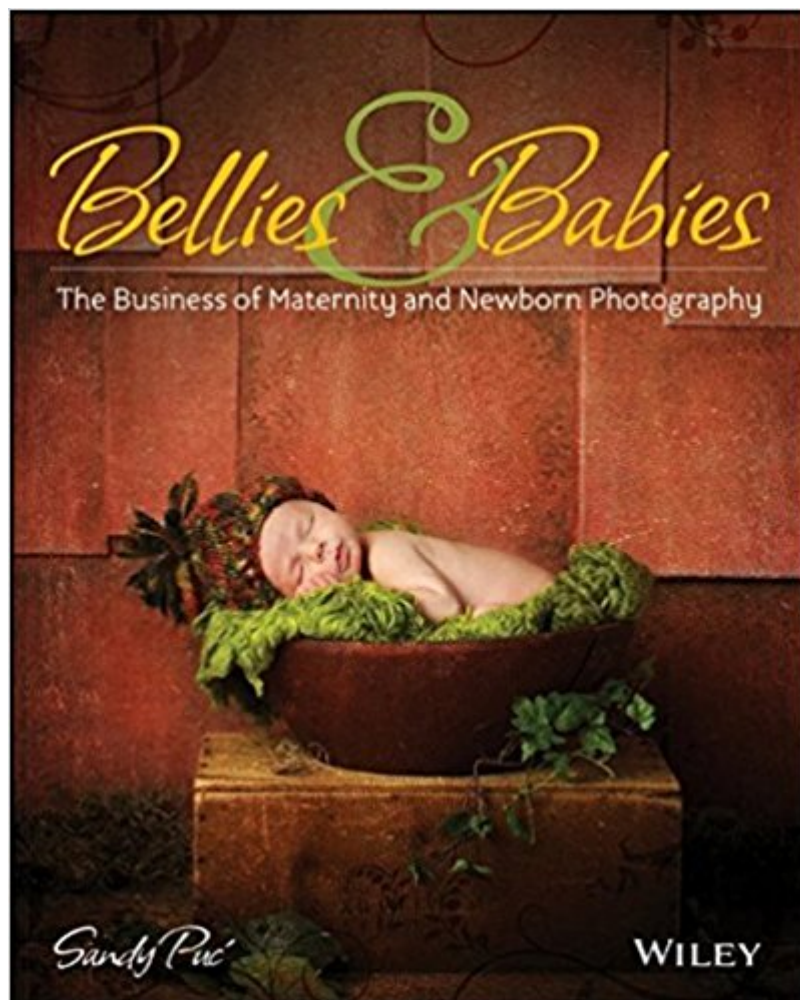




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Bellies And Babies: The Business Of Maternity And Newborn Photography



Synopsis

Learn to master the art of maternity and newborn photography Maternity and newborn photography is an exciting new photographic specialty with a growing market. In this book by professional photographer and Canon Explorer of Light Sandy Puc, you will find both information and inspiration. This book covers technical aspects such as equipment, lighting techniques, and composition, but also examines the human side of the equation: how to make moms comfortable during the shoot, tips on photographing newborns, suggestions for props and poses for children under a year of age, and much more. Additionally, it will include business strategies for photographers who are looking to expand into this burgeoning market. Addresses what photographers need to know to venture into this popular specialty Provides technical information about equipment, lighting, composition, camera settings, and printing Explains how to make expectant mothers feel comfortable and attractive during the shoot, how to work with newborns, techniques for posing children younger than a year, tips on using props, and more Illustrated with dozens of the author's maternity and newborn portraits

Bellies and Babies: The Art of Maternity and Newborn Photography offers photographers both the information and ideas they need to successfully photograph expectant mothers and newborns.

Book Information

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Featured Content from the Author - Click Images to Enlarge [Sleeping Twins](#) [Baby Looking Up](#)

[Smiling Baby](#) [Sleeping Twins](#) When working with twins you can always expect a little stress.

Typically it is best to capture them as young as possible. 5-10 days old is my personal favorite time

because they are not on schedules yet and tend to sleep well through the session. Keep in mind that for 9 months these babies have been in close quarters so when posing it is actually comfortable for them to be a little squishy. The goal should be to showcase their features as well as the special bond that they share. Be sure to always pose the smaller twin closer to the camera so that they look similar in size. Light was placed over the babies on an angle to give it a soft natural feel. I prefer continuous light when working with newborns because it feels more like natural light and it eliminates the flash, which may wake the babies. Lighting: Main light - Westcott TD6 with 4x5 soft box Backdrop - Large piece of brown faux fur

Baby Looking Up Once a baby can crawl you may find it easier to follow than to try and pose the baby. Being mobile creates a whole new dynamic during the session and often times you are working around the baby's vision and not your own. Standing above the child and making soft noises or familiar sounds will engage them and for a brief moment they will look up. This look will typically be more serious and is a great time to showcase the eyes. My personal favorite images are always when the baby is not smiling and they have a pensive somber look. The shape of the face and color of the eyes will warm every parent's heart and will add to the perfect portrait sale. Lighting: Main light - Large north-facing window Fill light - Westcott TD6 continuous light Backdrop - wood floor

Smiling Baby One of the most popular shots that parents of newborns request over and over is the baby with hands on the cheeks while sleeping. This shot is a showstopper but can be a challenge, to say the least. Be sure that the baby is well fed and in a deep sleep before you attempt to make this pose happen. Once you start the process have mom or dad there for support and warn them that patience is key. The set up can take as long as 20 minutes and the actual shot might be just a few seconds, so have your camera on a tripod - focused and ready to go before you start posing. To take this pose to the next level a slight smile makes this a mother's dream shot. Once you have the safety shots you can simply tickle the babies chin softly and some babies will reflex with a smile. Lighting: Main Light - Photogenic 625 strobe Reflector - 4x5 soft silver Backdrop - Silverlake

Build your business from tiny beginnings Maternity and baby photography is both a rewarding specialty and the perfect foundation for a lifetime business. Make happy clients of brand-new parents, and you're on your way to chronicling that baby's entire life with your camera. Sandy Puc' knows the secrets, and shares them in this guide. Packed with creative guidance and down-to-earth business advice, it's a blueprint for building the career of a lifetime. Why you need a baby plan, and what it should include Secrets for developing your unique style Props and wardrobe items to have

when photographing infants Tips for dealing with fussy babies and shy children How to price your work and determine an accurate cost of sale Customer service policies and pricing guides that protect you and please clients Step-by-step marketing ideas Words clients should never hear from you

This is an awesome book by Sandy Puc. This book is filled with tips and tricks for you to follow and examples for you to see. Sandy is a great photographer in the Colorado area and she shares a lot of information in her first book. I would recommend this to any photographer!!

I have always admired Sandy Puc for years. Her style is like no other! While we all add our own twist on things, this book is the best resource tool ever! She explains how to do steps so that you can understand it and she provides photos and examples so you can actually visualize it. LOVE LOVE LOVE! Thank you Sandy for sharing your expertise! A MUST for any portrait photographer! I would highly recommend all of Sandy's books and resources.

Amazing information, goes over marketing, poses, selling techniques, how to maximize sales, consultations, lighting, branding, baby plans and how to maximize profits with these plans, and workflow. Just an all around great resource if you are looking to make your studio profitable. Great images throughout and great, simple tips to follow. Highly Recommend.

Informative, but I was looking for more on posing and other techniques.

I have read several books relating to the business of maternity and newborn photography, and this is by far the best book I've read. Not only does the author give instruction on how to best photograph these sessions, but she gives you instruction on the business and marketing side of photography.

Oops, ordered this without reading that it was more about the baby photo business.

this book is very clear about how to start a business in photography, great images inside and perfect for beginners!

ideas are perfect

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