

# Five Ways to Find the Perfect Family Photographer

With so many family photographers in Los Angeles, how do you choose the right photographer for your family without getting overwhelmed? Choosing your photographer is a subjective and quite personal decision. Here are the five best ways to find the perfect family photographer.

## Question 1: What is your style?



Am I stating the obvious if I say you need to love the photographer's style? Each photographer has a unique way of seeing the world and expressing their art. Which makes each photographer unique.

You need to make sure your taste aligns with your photographer's: **lifestyle, documentary, traditional, posed.**

**Documentary:** This style has a photojournalistic approach to capturing real-life moments, without any posing, direction or light modification, offering an intimate and raw portrait of the family's everyday life or life events. The photographer has to "find the moments," and is the witness to your family story.

**Lifestyle:** Captures candid moments focusing on everyday life at home or outdoors. This style is very natural yet more curated and directed. The photographer will place your family where the beautiful natural light is, will prompt you to capture, giggles, laughter and candid moments, even make funny jokes or ask silly questions to make your family feel at ease.

**Traditional:** Posed photos where family members are positioned in a formal setting, often looking directly at the camera. This style used to be very popular and what we associated with a family photo. It has its value, mainly for big family events and more formal occasions. I always include a couple of pictures of the family looking at the camera, because it is a good picture to have but it is not the goal of my family sessions.

**Posed:** This applies to newborn sessions. In posed newborn photography, the baby is carefully positioned to create serene, sleepy shots, often with props or backdrops. I believe our little ones are perfect the way they are, and I simply don't offer that style of photography.

I shoot documentary and lifestyle family photography. My eye looks for the truth in the moment, to capture authentic and real moments. I want to photograph an emotion, your connection, your personality.

To find your ideal style, I recommend you visit your photographer's website, and spend a couple of minutes to take it in. Many photographers manage their entire business by themselves, balancing everything from client interaction to editing. They've likely put a lot of effort into building their site and poured their heart into it. Their portfolio and their website, as a whole, is a window into their creativity, personality and how they approach their craft.

## **Question 2: What's included**



There are several ways photographers structure their pricing. Some photographers offer an **all-inclusive fee, while others use a fee + collections/packages model, or even in-person sales (IPS).**

Some go the extra mile and offer personalized services like wall art installations to display your precious memories right in your home!

**All-Inclusive Model:** This includes a sitting fee plus all the digital images. Everything is provided upfront for one price, which simplifies the process for clients.

**Fee + Collection/Packages:** After paying the sitting fee, clients choose a package or collection based on their needs, such as print products or additional digital images.

**In-Person Sales (IPS):** The photographer collects a sitting fee, and afterward, the client meets with the photographer to select and order prints or albums.

This is also a good time to ask about timelines and deliverables. This all depends on your photographer's editing style. Will your photographer let you choose your favorites pictures and edit only those? Will they be open to more advanced retouching? How will you receive your images—on a USB drive, a downloadable link, or in a personalized online gallery?

For me, trust is at the core of what I do. That's why I believe in being completely transparent and listing my pricing clearly on my website. Currently, I'm working with an all-inclusive model because it fits with how I tell your stories—capturing close-ups, little details, and those candid moments that I want you to keep forever. That said, I'm always listening to my clients, and I'm open to evolving my pricing structure if it better meets your needs. My turnaround is pretty quick

and all your pictures are edited. Retouching is available but I believe in the beauty of our imperfections so I keep it to a minimum. Plus, you'll have access to your own online gallery with a built-in print store, making it easy to order prints or gifts for your family.

I recommend you understand your photographer's price structure to guarantee a stress free experience - no surprises!

### **Question 3: Where to shoot?**



The experience you have shooting your session will be woven in the memories we are capturing together. Independently of where we

shoot, I want my session to feel like a fun and relaxed family outing, an activity you (we) all enjoy together. The typical location choices are **outdoor, at home, and in-studio.**

**Outdoor locations:** Usually your photographer has their favorite locations they like to bring you to. These locations are usually beautiful, iconic, and often times quite popular. Most importantly, they are familiar to the photographers, meaning they know the light, how to find the best frame and how to avoid other people in the background.

**Pro:** Natural light is gorgeous - **Con:** The sun is moving all the time, so the light is not consistent. This means you need a photographer that can “read” the light.

**At-home:** At-home sessions are often more relaxed. You are in your environment. There is no getting ready, traveling, snacks break, toilet breaks, wardrobe accidents.... you get the picture. I love capturing your home, I think your kids will love these pictures, they will see little details that will bring them back to their childhood instantly.

**Pro:** More controlled and relaxed environment - **Con:** The light is what it is, so your photographer needs to know how to use available light.

**In-studio:** In-studio sessions are controlled. The photographer has control of the light (yay!), the props, the backdrop. Now all you have to do is listen to your photographer’s directions. The shoot will rely heavily on your photographer’s ability to make you comfortable within the frame.

**Pro:** Controlled environment - **Con:** May feel less spontaneous and a bit more formal compared to natural environments.

## Question 4: What to wear?



This might be one of the most common questions I get. Some photographers will style you, and some will give you extensive “what to wear guide”. Some have closets they pull outfits from, while some will enlist outside styling services.

Having styled shoot can enhance your session, but I like to keep it simple. My goal isn't to photograph your dress or your make up or your new haircut, my goal is to shoot who you are beautifully, to capture your inner beauty, your genuine smile, your personality.

I recommend you wear earthy tones, reflecting the warmth of your family's love. Other useful tips include staying coordinated, avoiding big logos or distracting prints and make sure you are comfortable. Choose accessories that are meaningful. Dress like you!

It can be said that location and wardrobe can make or break a picture... I think this is both true and false. In my opinion, it is whether the picture evokes an emotion or tells a story that makes or breaks it. Basically, you don't need a perfect outfit or location to make your photo "picture perfect."

## **Question 5 : How to make your photographer happy?**





As photographers, we pour our hearts into every aspect of our work. It's not just about taking pictures; it's a delicate blend of artistic vision, technical skill, business acumen, marketing savvy, and countless hours spent editing. Each image is infused with a piece of ourselves, reflecting our desire to make you happy, move you and gift you with memories that will be cherished by you, your kids and grandkids.

When the time comes to deliver your gallery, pressing the "send" button is always a moment filled with anticipation. My trembling index finger, slowly approaching the keyboard, my mind racing with a millions question: Did I spell the family name right? Should I include file number QA56677 or QA56678? Let me check the file names, again. Operatic music is swelling in the background of my mind, I genuinely believe I am sending you a masterpiece. After all I cried, laughed and had moments of despair "How did I miss the focus on that shot?!" After hours spent editing yours session you finally get to see it!

For me the most rewarding part of the process is hearing back from you after you received your gallery. If you love your pictures, please take a moment to let us know. Your feedback means the world to us and brightens our spirits. We thrive on your support, so sharing your experience, leaving a meaningful review, or referring us to friends and family can make all the difference. Be our fans, just as we are yours!

## **Final Thoughts - Five Ways to Find the Perfect Family Photographer**

Ultimately, logistics, budget and availability aside, the decision to hire your photographer is based on personality. Your photographer

has to be someone you trust, enjoy, and want to spend time with. Spend some time on your photographer's website and don't hesitate to call or email them. Connecting with potential photographers is the quickest way to get a vibe and to understand their focus and artistic vision. Remember, it's not just about clicking a button on a camera, it is about creating an enjoyable experience that reflects the uniqueness of your family story.



with love,  
Sarah

**PHOTO DE FAMILLE**  
Los Angeles family photography