



THE ULTIMATE  
*PORTRAIT*  
EXPERIENCE

*CELEBRATE  
YOUR LIFE  
THROUGH  
PORTRAITS*

FEATURING

GIRLS DAY OUT  
SISTERS/BFF  
MOTHER/DAUGHTER  
COUPLES/FAMILY  
GENERATIONS  
PERSONAL BRANDING  
CORPORATE HEADSHOTS

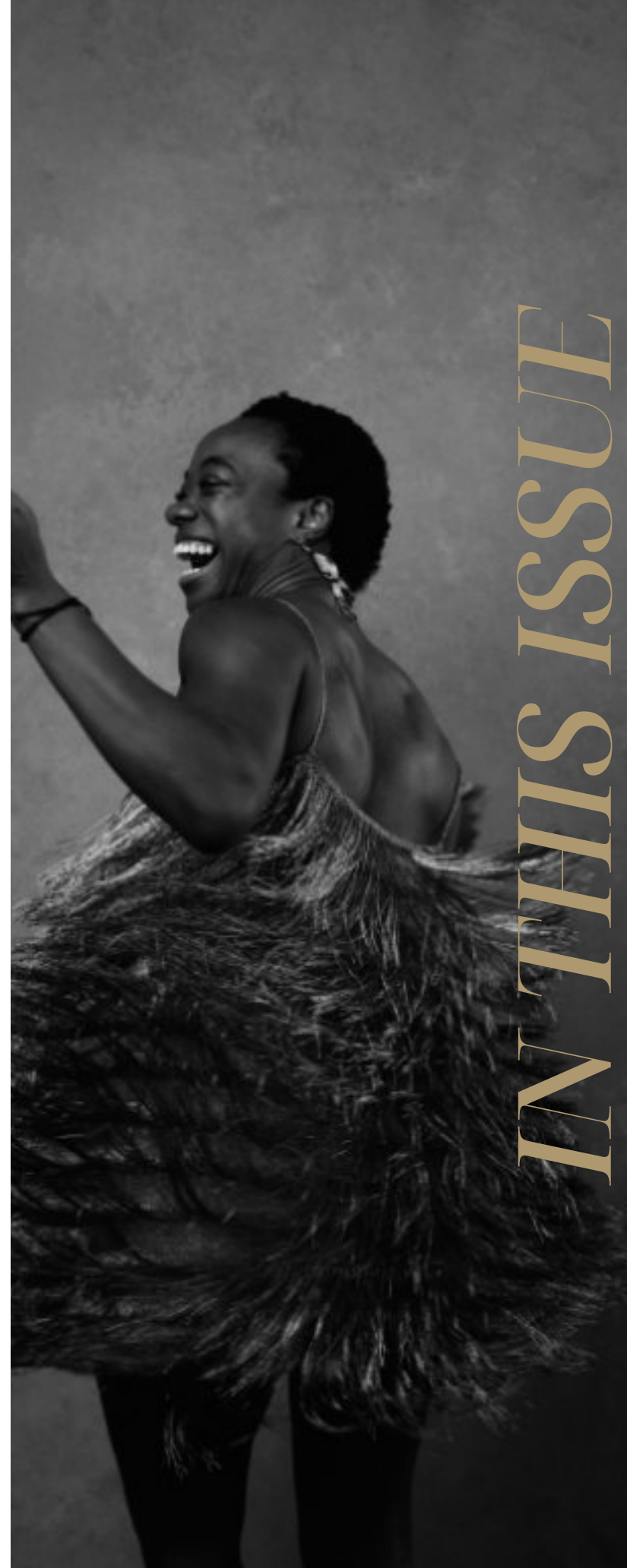
**loriCardwell**  
PHOTOGRAPHY

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- ABOUT THE PORTRAIT SESSION
- GETTING READY / WARDROBE
- MOTHER+DAUGHTER PORTRAIT
- CONTEMPORARY PORTRAITS
- PERSONAL BRANDING
- ABOUT THE PHOTOGRAPHER
- PRICING & PRODUCTS

*Let me show you  
the journey of your life  
through portraits.*

– LORI CARDWELL



# Hello, gorgeous

Thank you for booking your portrait session with me. I'm so excited to share this incredible experience with you. I believe every woman should have an amazing portrait. It's my mission to create the most beautiful portrait you've ever seen of yourself.

I understand the pain of not wanting to be in front of a camera and also the importance of having images that you love and that will last a lifetime. Each of us has our own beauty, and seldom do we see in ourselves what others see.

This welcome packet has all the info you need to prepare for your portrait session, including a style guide, beauty tips, and planning tools. Over the next few weeks, make an extra effort to really pamper yourself, drink plenty of water and treat yourself to those spa services or beauty treatments you've been eyeing, even if it is the diy at home versions!

To help you figure out and connect with the person that you want to portray in these photos, take some time to write a journal entry. Write about who you are in this moment and how you want to see yourself. Which parts of yourself that you love, maybe some parts that you've lost or want to reconnect with again. If you're willing to share those insights with me, I'll be better able to capture the amazing person you are and want to be.

I want you to see how beautiful you are. I want to create a unique experience that is yours, because... This time it's all about you! Let's freeze your story in time - for yourself, for your business, for your loved ones.

Please don't hesitate to text or email with any questions.

With love, Lori



# WHAT TO EXPECT

## CONSULTATION

Several weeks before your photoshoot, we will plan and design a session that you want—that you've dreamed of. This consultation can be a quick Zoom session, or email and texts with pics of what you might be considering bringing and other details like the mood of the shoot, how you would like to use the photos. We will work together to create a custom plan for your special photo session.

## WARDROBE SELECTION

1 week before your photoshoot, you will have a zoom consultation with a professional clothing stylist via zoom. She will help you select outfits that will shine in your portraits and send you a list of those items so you are organized and ready on your shoot day. Making you more relaxed and confident before your session! We will have you bring between three to five outfits.

## PRO HAIR + MAKEUP

Arrive with clean, dry hair and a clean, moisturized face. You will have a world class makeup and hair artist get you ready for your session and have you looking your best! Be sure to let her know if you want any specific look for your session so she can make any adjustments. We want you to love your images and love your hair and makeup!

## THE SESSION

Once you're dressed and ready, I'll guide you through poses designed to flatter your shape and showcase your beauty!

## THE REVEAL + PHOTO SELECTION

We will review the unedited images for you to make your selections to be edited. We will also go over product options. Depending on if you receive digital or prints, we will go over the delivery timeline. Prints and frames can take 2-4 weeks from order date.

# A CELEBRITY-STYLE PHOTO SHOOT EXPERIENCE!

*What I offer is a celebrity-style photoshoot experience  
with professionally styled hair, makeup, and clothing however you want to be photographed.*

*During the consultation I will ask...*

## *When was the last time you were professionally photographed?*

During your consultation we will plan and design a photo shoot that you want—that you've dreamed of. I work with a professional clothing stylist, a professional makeup artist and hair stylists that will give you a full makeover and give you any level of glam that you want to be. We have you bring three to five outfits for your photoshoot and help you style them.

What style do you like? What clothes do you want to wear? How do you plan on using the images?

We will work together to create a custom plan for your special photo session.

This consultation can be a quick Zoom session, or email and texts with pics of what you might be considering bringing and other details.

## *Who would you like to be photographed with?*

Enjoy this photo shoot with your mother, sister, daughter, best friend, husband, or partner.

You can plan it as a "Girls Day Out" with champagne. We can create an incredible shoot for you and where the guys show up at the end for family portraits. You can share this experience. And the best part, you can go out that night and "paint the town red"

because you are all going to look and feel fabulous!

# KEEP IN MIND

*How you style your wardrobe depends on the type of portrait session you choose.*

During your consultation we will talk about what type of portrait session you want, how you want to be photographed and start planing your wardrobe!

There are many options when it comes to getting your wardrobe ready for your portrait session.

You can bring in your wardrobe from home and I can style you in the perfect combinations for your shoot. You can rent or buy dresses from online stores. Borrow outfits from your friends or family too. Also do you have a favorite dress in the back of your closet that you've been longing to wear but it's either a little too big or doesn't quite zip up all the way? ...well guess what, it would be perfect for your photo session because we have ways to make it look fabulous on camera!

## **FIT YOUR FORM**

Fitted clothing which shows your shape looks best in photographs. Too baggy often can make us look bigger than we really are and too small is not flattering. Find the perfect fit to look best!

## **BRING NECESSARY UNDERGARMENTS**

Consider the under garments you will need to look the best in the clothes selected. If you have a knitted blouse , a patterned bra will show through so have a solid nude bra or a tank .Shapeware is also great to conceal any wobbly bits.

## **ACCESSORIZE**

Bring jewelry, hair accessories, scarves, hats, fun shoes or wraps to complete any outfit. Opt for timeless or something with sentimental value over trendy. Remove any watches or fit bits. Always better to bring too much than to wish you brought something else at the last minute!

# WHAT TO WEAR

Bring 3 - 5 outfits

Something Light

Something Dark

Something Classic

Something Professional

Something Casual

Something Sexy

Something Epic

Wrap dresses or tops that wrap around your waist are a flattering cut for any type of body or shape.

V-Necks are an excellent choice as they always elongate the neck.

Jackets and blazers are always a good choice for layering.

Solid, neutral colors look timeless and photograph best.

Avoid trends and dress for your body type.

Avoid logos, stripes, and patterns,

afterall we want to keep the focus on you and not your clothing.

Finally - Make sure that clothes are ironed /wrinkle free!



# STYLE GUIDE

## SUMPTUOUS TEXTURES

Luxurious fabrics and textures add a tactile richness and depth to your outfit and photos. Embroidered lace, sequined tulle, fringed chiffon, silk, satin, cashmere, wool, linen, velvet, or cotton are just a few fabrics that belong to the luxury segment. Avoid high-contrast patterns that can be distracting.



## MONOCHROMATIC OUTFITS

Limiting each outfit to one color is a great way to create a long lean body line in your portraits. When pairing separates, match light with light and dark with dark. Your top does not have to be an exact match to your bottoms, like dark wash jeans with a dark or black top!



## NEUTRALS THAT LOOK GOOD ON EVERYONE

A classic little black dress of course looks great on everyone!

So do shimmering Metallic & Sequins - While this may seem too dressy in person, it is more subtle in portraits

.Barely there neutrals and blush colors creates a feeling of clothing disappearing and you being the focus



	SEXY	CASUAL	CLASSIC	BUSINESS	EPIC
TEXTURE					
LIGHT					
DARK					
COLOR					



## GETTING READY

*Tips on how to spend the weeks leading up to your photoshoot.*

*Make sure to schedule some “me time” to pamper yourself.*

This is when you'll want to start getting ready for your photo session.

Want your Nails Perfect? Schedule a manicure the day before your shoot.

Need a Hair Cut or Color? Make an appointment 1-2 weeks before. By giving yourself a week, you'll have some time to learn how your hair lays best and how you want to style it

Don't do any extreme beauty regimens right before your shoot, like facial peels, tanning or extensive exfoliating that could irritate your skin. Give yourself a 1-2 weeks between the session and extreme regimens.

Clean up brows and any unwanted facial hair.

The night before brush your lips with your toothbrush to help get rid of any dead skin.

These little touch ups can go a long way to making you feel even more confident and camera ready!

Finally, get plenty of rest the night before!



*“Nothing makes a woman more beautiful than the belief that she is beautiful.”*

*—Sofia Loren*

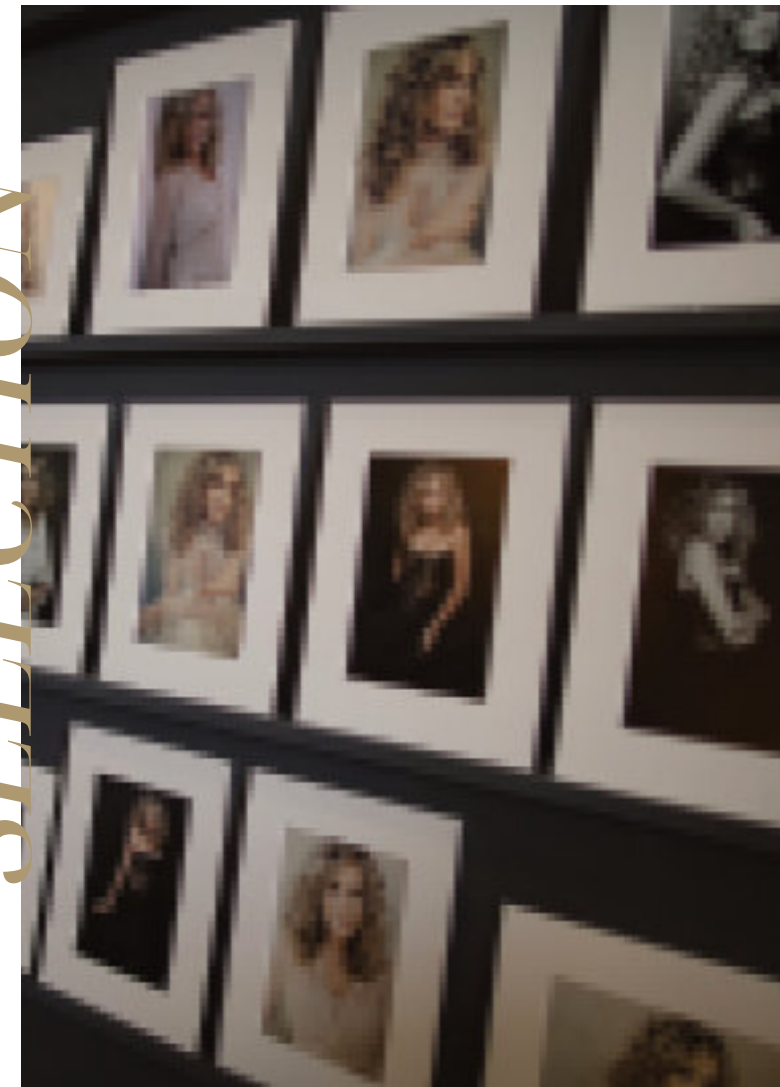




Following your portrait session we review your images and make your selections! Depending on the portrait session you choose you will see your unedited portraits immediately following your session or during a follow up reveal session. You will be able to hand select the images you love. Purchase a folio box to place all your images into it for safe keeping. Choose wall portrait enlargements or any combination of the two. My products will be on hand to look at and touch.

We can even design a beautiful gallery wall to display in various enlargements sizes complete with your choice of vintage frames in white or gold. What you buy is entirely up to you. My job is simply to take the most beautiful portraits you have ever seen of yourself that you want to buy them all!

SELECTION







# TESTIMONIAL

“Thank you again for such a fun day on Friday. YOU are truly an artist.

It is the very first time, I enjoyed having my picture taken and I am 58 years old... you have a unique gift to bring out the best in people.

I’m so grateful..” –DEB B.



These photographs will become some of the most valuable things that you and your children will ever own! Create priceless family heirlooms with a mother and daughter portrait session. Schedule a session every year to celebrate your beautiful relationship and watch each year as

your daughter grows into a beautiful, confident young woman. Get all dressed up and have your hair and makeup done. Create something that you and your child will remember and cherish for the rest of your lives and spend an amazing day together making memories!

## *MOTHER- DAUGHTER PORTRAITS*

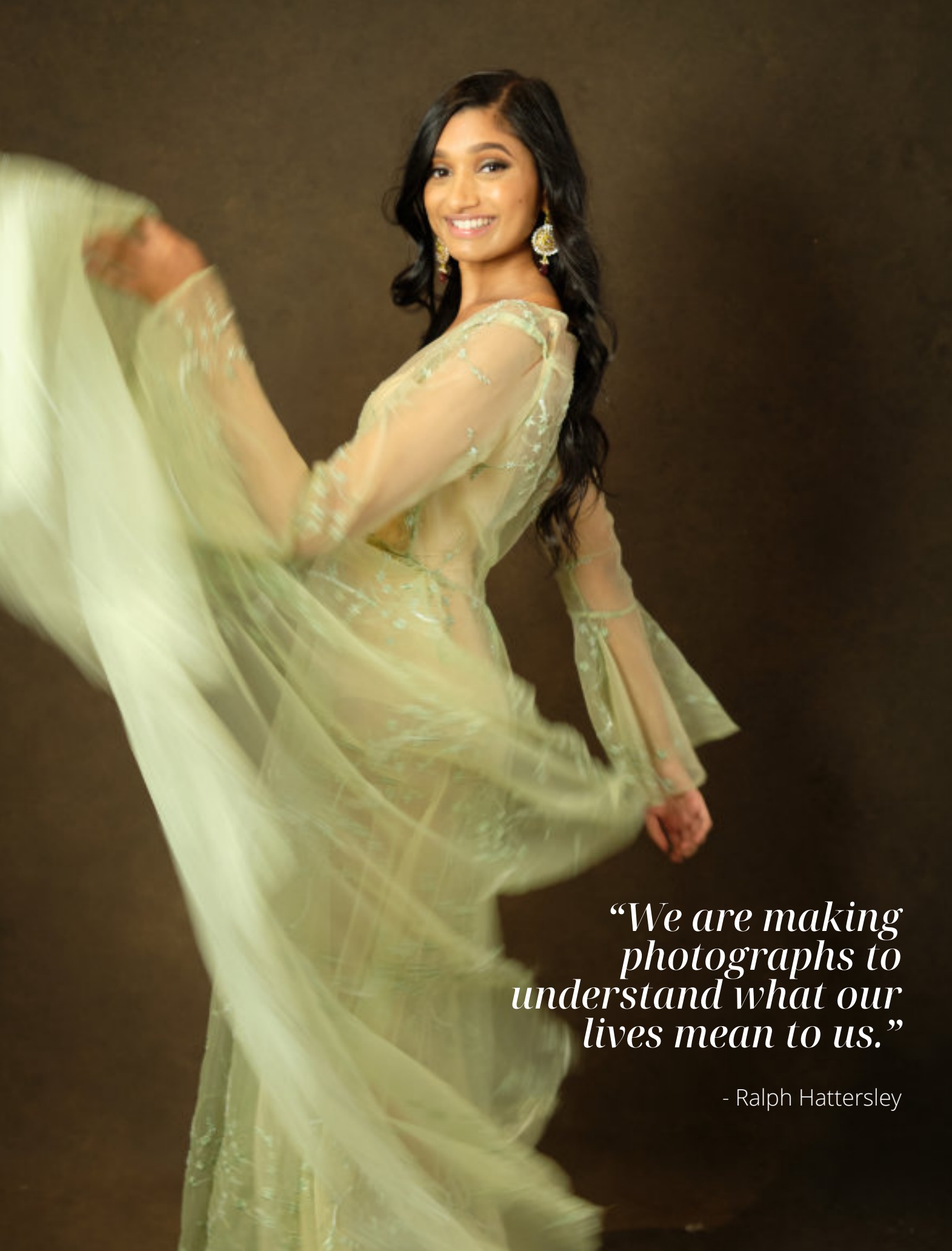
*"There is nothing quite like the bond of a mother and daughter."*





*MAGAZINE STYLE  
PORTRAITS*



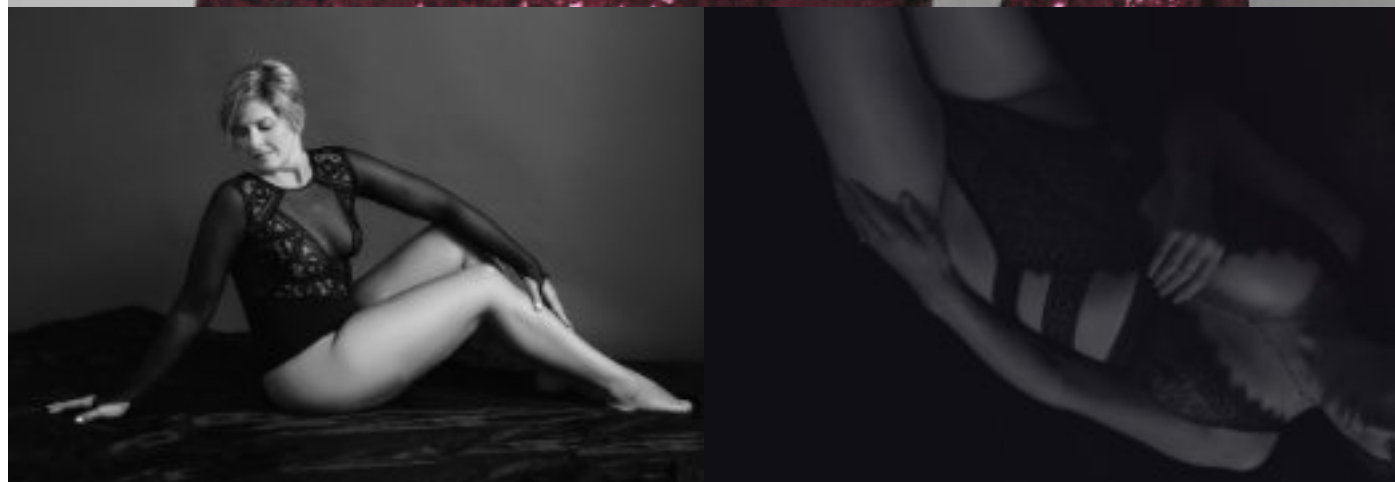


*“We are making  
photographs to  
understand what our  
lives mean to us.”*

- Ralph Hattersley





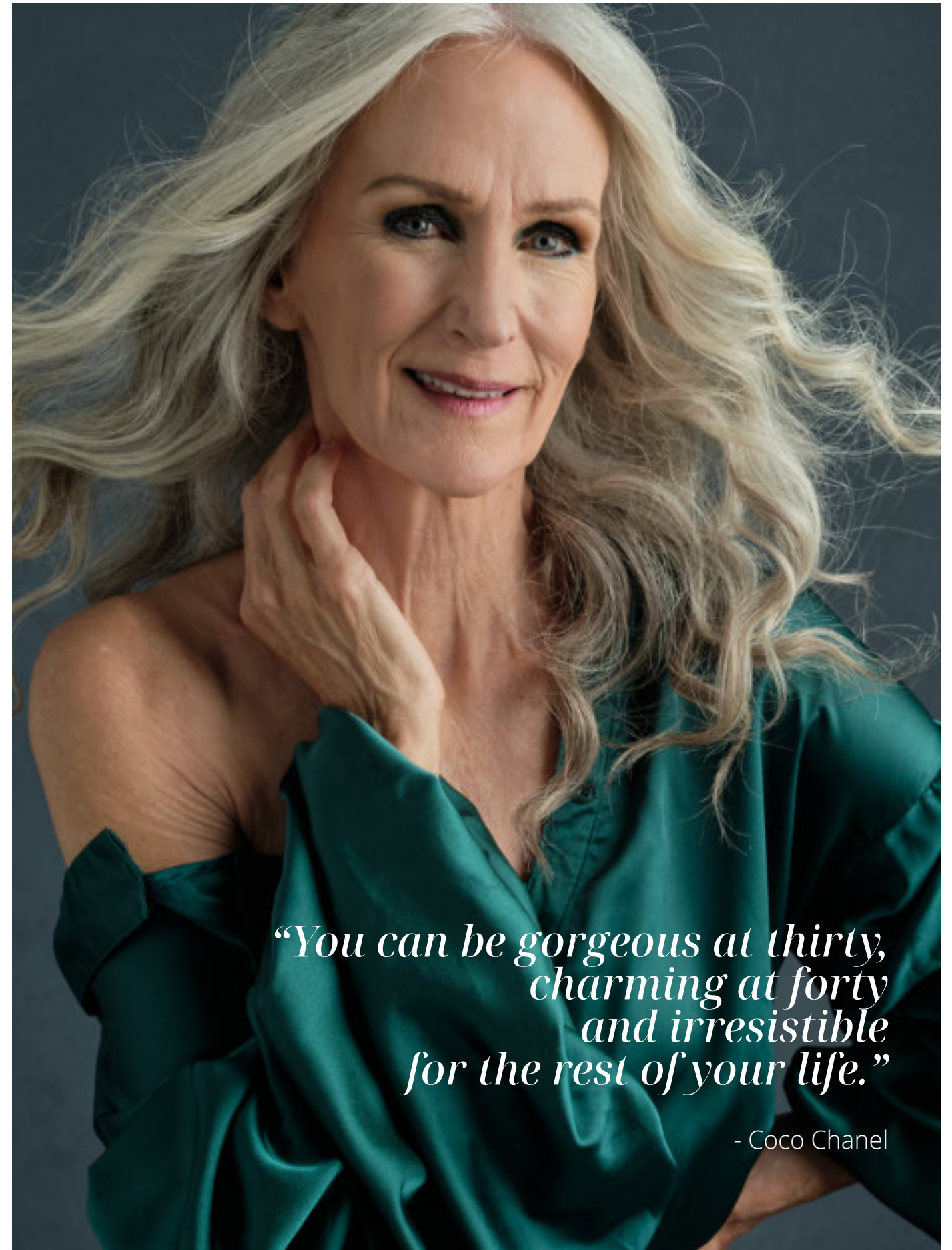


*“Do you want to meet the  
love of your life?”*

*Look in the mirror.”*

- Byron Katie





*“You can be gorgeous at thirty,  
charming at forty  
and irresistible  
for the rest of your life.”*

- Coco Chanel





*“I may be a  
senior but  
so what,  
I’m still  
hot.”*

- Betty White







"THERE IS NOTHING MORE RARE,

NOR MORE BEAUTIFUL, THAN A WOMAN BEING UNAPOLOGETICALLY HERSELF;

COMFORTABLE IN HER PERFECT IMPERFECTION.

TO ME, THAT IS THE TRUE ESSENCE OF BEAUTY."

—Steve Maraboli

delightfully chaotic;  
a beautiful mess



*“Love yourself  
first and  
everything else  
will fall into  
place.”*

- Lucille Ball























Nowadays the average corporate shot is super styled and incredible. So what do you need your headshot for? We can create an image that is exactly right for your brand. Personal branding is a massive part of my business right now and I'm finding with online businesses, with LinkedIn, there's a new "corporate look" that

bloggers, writers, business professionals are all looking for. The personal branding that people want are often really contemporary and really styled. So what's a style will best suit you and your brand? Call me today to schedule a consultation and let's talk about photographing your personal branding portraits.





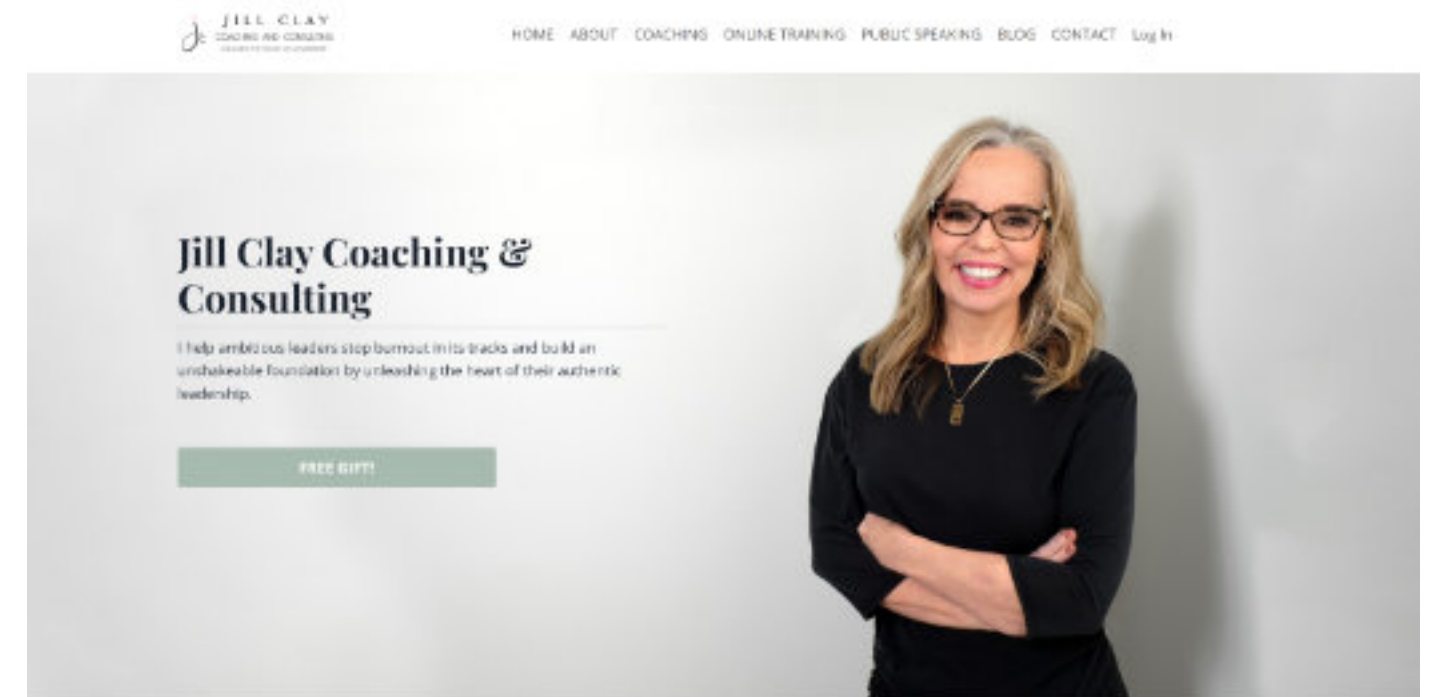
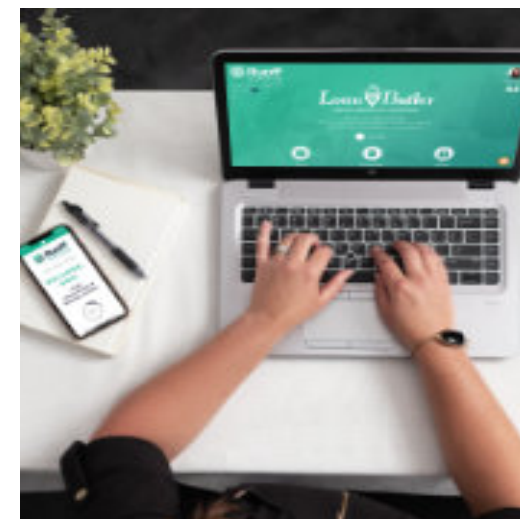
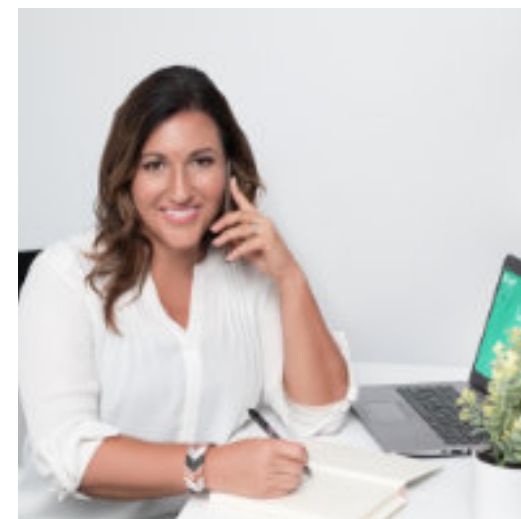


*CUSTOMIZED SESSIONS TO FIT YOUR NEEDS*





*Use branding photos + banners for your website and social media!*







*How do you want  
to be seen  
by your peers,  
your potential  
customers, and  
your competitors?*

*A professional  
photograph  
builds trust  
by the many  
people that view it,  
and  
they pay  
for themselves  
over time  
by generating  
more leads  
+ communicating  
your expertise.*

**HEADSHOTS**



*“I knew I needed high-quality headshots for my business and personal brand, but I have never liked a photo of me. What difference could it make, really? Turns out, great professional photos are about more than just your image – they can change your whole outlook!*

*All I can say is ... WOW! I mean, I REALLY love the photos. But more than that, when I look at them, I see the confident, approachable, successful person I aspire to be.*

*As a professional speaker and entrepreneur, these photos gave me a confidence I didn't know I was missing. I use them everywhere: my website, social media, event flyers, and book covers. In fact, I've even reached for new opportunities because I finally had photos that matched the caliber of the work I was seeking.*

*Lori, I can't thank you enough for walking me through my fear of the camera. You didn't just level up my image. You helped me level up my whole business.”*

*-Amy W*



TESTIMONIAL

*SEE the BEAUTY in EVERYTHING... begin with yourself.*

My mission is for everyone of all ages, shapes, and sizes to have a great experience during their photo session and walk away with photographs they look and feel amazing in.

I understand the pain of not wanting to be in front of a camera and also the importance of having images that you love and that will last a lifetime. Each of us has our own beauty, and seldom do we see in ourselves what others see. I want you to see how beautiful you are. I want to create a unique experience that is yours.

Let's freeze your story in time - for yourself, for your business, for your loved ones!

Are you ready to capture your legacy? Send me a message, I'd love to hear from you!

*To schedule your consultation call 317.296.4359*

www.loricardwell.com

THE PHOTOGRAPHER



*Booking your portrait session starts at \$390*

*This includes a style consultation, professional wardrobe stylist, professional hair + makeup, custom photoshoot, credit towards your images, photo reveal and ordering session.*

*Select what you love*

*INDIVIDUAL IMAGES  
\$190 ea*

*FRAMED WALL ART  
starting at \$500*

*FOLIO COLLECTIONS  
& LEATHER ALBUMS  
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