

creative

PLANNING GUIDE

COLOR, LAYERS & PATTERNS

Examples of how to
style like a pro!

CHECK LIST

for a smooth experience.

PRINTING

Curated inspirations
to consider for
your ordering session

@JESSKOEHLERPHOTO



HELLO,

Welcome to your Planning Guide.

I'm so glad you're here. You're in 'Phase 2: Creative Planning', where I'll guide you through considerations so your session feels thoughtful, easy, and true to your family.

This isn't about perfect poses. It's about connection, personality, and the way your life actually feels right now.

Inside, you'll find tips on wardrobe, checklists, and even starting to think about how you'll want to enjoy these printed within your home for years to come. Take what is useful and disregard the rest.

From planning to print, I'm here to make this an easier reality for you.

JESS



INVESTING IN FUTURE
STORYTELLING THAT YOU'LL
NEVER REGRET.





phase 2: IMPORTANT CONSIDERATIONS

LOCATION VIBE

- What kind of space are we creating within? Let's compliment it.
- Example: Don't wear a business button up to the beach, nor a ball gown at home.

LOCATION TONES

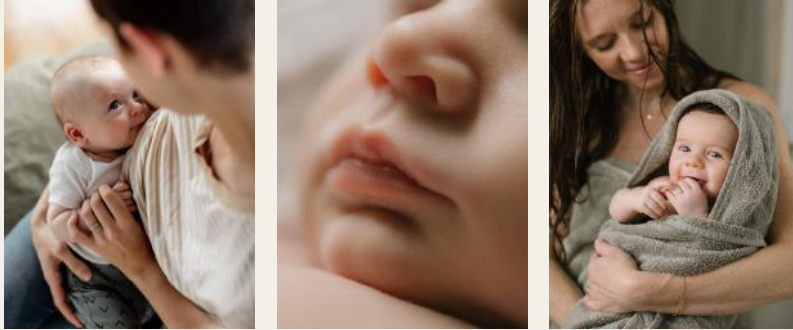
- What is our location's foundational color palette?
- Select wardrobe colors that compliment it and you feel confident wearing.

YOUR INTERIOR DESIGN

- When printed, will it compliment the design in your home?
- Choose a palette that best compliments the whole.

AGE-BASED WARDROBE TIPS

FOR BABY



- Keep it simple.
- A diaper with a bloomer or soft onsie work!
- Choose easy on/off pieces for quick changes as needed
- On location? Bring backup options and drool bibs for spills or swaps
- Use a pacifier? Bring your most photogenic one for backup

FOR KIDS



- Comfort comes first. If they feel good, it shows
- Barefoot, unbuttoned, or shirt off keeps things relaxed and real
- If needed, let them choose between 1 to 2 parent-approved options
- Always have a basic backup on hand

FOR EVERYONE



- Intentional style, even if it's super casual.
- If you were to mix colors, I recommend limiting it to 3.
- Build outfits with layers, texture, and movement.
- Mix in subtle patterns or variation rather than large solid color blocks
- Aim for relaxed and lived-in over perfectly polished
- Choose pieces that feel like you, not like a costume
- Don't forget the shoes! (or barefoot with a pedi)

HERE ARE VISUAL EXAMPLES >>>

phase 2: VIEW THE TONES IN A FINAL PRODUCT



CREAMY TONES



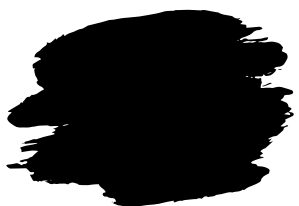
CASUAL BLUES & NEUTRALS



PLAN FOR WHAT COMPLIMENTS YOUR HOME



EARTH TONES



CHARCOALS + BLACK





CREAMY TONES

for warm weather



BLUES & GREYS

for chilly weather



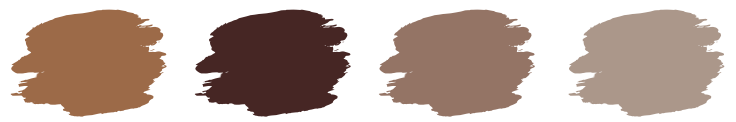
BLUES & GREYS

for warm weather



BROWN TONES

for chilly weather





GREEN TONES

for chilly weather



GREEN TONES

for warm weather



BLACK TONES

for chilly weather



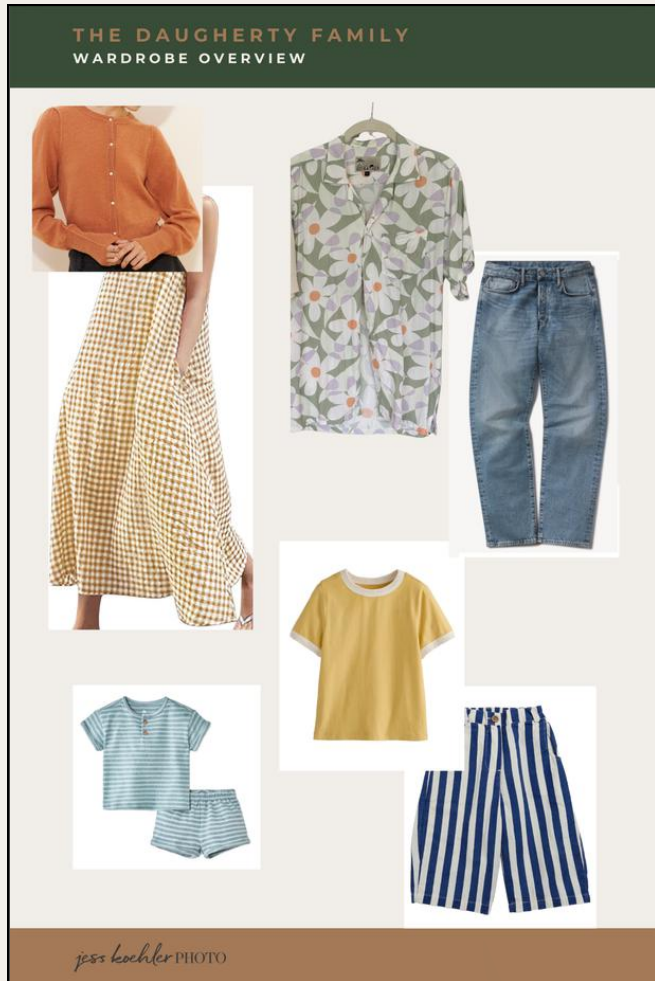
BLACK TONES

for warm weather



BEFORE & AFTER EXAMPLE

jess koehler PHOTO



SUGGESTIONS FOR SHOPPING

jess koehler PHOTO

WOMEN

Madewell

DÔEN

Anthropologie

Zara

Nordstrom

Sézane

Jenni Kayne

MEN

Buck Mason

Banana Republic

J.Crew

Taylor Stitch

Faherty

Todd Snyder

BABY & KIDS

Zara Kids

Rylee + Cru

Quincy Mae

Jamie Kay

Colored Organics

The Simple Folk

Mini Boden

Start within your closet, then fill the gaps!

Need a sounding board? I'm here!

Lay out your options, take snapshots of the wardrobe, and text them to me!

Please give up to 24 hours for response. 323-301-8839

phase 3: PERMISSION TO ENJOY THE RIDE

avoid

Bribing or negotiating during the session

Asking them to “say cheese”

Over-scheduling beforehand
(appointments that drains energy)

Putting pressure on them to behave a certain way

alternative

Let me guide the flow so you can stay connected with your kids

Tell them we’re going to have fun and play together, not “pose”

Keep the plans for the day light and unhurried so everyone arrives regulated

Feed them a full meal before the session and bring snacks & water



CLICK THE DOWNLOAD
BUTTON IN THE TOP RIGHT TO
ACCESS A PRINTABLE PDF OF
THE FOLLOWING CHECKLISTS.

3-4 WEEKS BEFORE

- ☐ Agree on a color palette and start with your own closets first.
- ☐ Share this guide with everyone involved so outfits feel cohesive, not identical.
- ☐ Order anything now to avoid rush shipping and stress.
- ☐ Add these prep check-ins to your calendar so nothing sneaks up on you.

1-2 WEEKS BEFORE

- ☐ Try everything on, including shoes and accessories. Check fit, comfort, and movement, especially for little ones.
- ☐ Continue filling in the gaps and narrow down final outfit choices.
- ☐ Make time for washing, dry cleaning, ironing — as needed.
- ☐ Plan for undergarments, socks, shoes, and accessories.

24 HOUR PREP

- ☐ Prep backup layers, snacks, and supplies for ease.
- ☐ Get dressed calmly and a little earlier than you think you need.
- ☐ Trust your prep. You've done the hard part.

HEART FIRST REMINDER

Done is better than perfect. The goal is connection and confidence, not wardrobe perfection.

BOOK ANY BEAUTY APPOINTMENTS NOW

☐

Hair, Brows, Nails, Tanner, Facial, etc.

Avoid booking the day before if they really need 3-5 days to breathe. IYKYK.

Avoid excessive bronzers and shimmery products.

SKIN PREP

☐

Moisturize your face, lips, and body leading up to shoot day. It does make a difference, especially for maternity!

Exfoliate as needed.

Come at your best and camera ready!

SMOOTH LINES

☐

Avoid tight underwear to prevent any unwanted body marks on the day of your session.
For example, nude undergarments for a seamless look.

PROFESSIONAL HAIR & MAKEUP

☐

If enjoying a professional hair and makeup artist, arrive at the studio with clean, dry hair.
If your hair tends to be unruly, consider scheduling a blow-out to tame it beforehand.

ON LOCATION

- ☐ Backup clothing option (for kids)
- ☐ Snacks and water for kids (and a few for adults too)
- ☐ Wipes or small cleanup kit for quick fixes (diaper bag, if that season)
- ☐ Favorite comfort item for little ones, if needed

BEACH SESSIONS

- ☐ Towels for drying off
- ☐ Warm, dry change of clothes for everyone
- ☐ Bag for wet or sandy items
- ☐ Slip on shoes



PRINTING EVOKES GRATITUDE

When we enjoy these printed in your home, I believe it can evoke a practice of gratitude and creates a greater sense of belonging.

START DREAMING

WHERE IS BEST TO DISPLAY IN YOUR HOME?

Empty Walls

Coffee Table

Shelves



phase 4: PREVIEW OF MENU TO THINK AHEAD



Classic Series

Frame Collection

Starts at 8x10 for 635

Up to 30x40 for 3,405

Listed as Print Sizes.

Includes Master Retouched Digital.



Square Series

Circular Print Framing

Starts at 12x12 for 755

Up to 24x24 for 1,525

Listed as Frame Sizes.

Includes Master Retouched Digital.



Oval & Circle Series

Keepsake	12"	1,155
Nook	16"	1,535

*Listed as Frame Sizes.
Includes Master Retouched Digital*



phase 4: PREVIEW OF MENU TO THINK AHEAD



The Collage Within A Single Frame

Example of (9) 5x7 in 24x30
matted frame for 1,540

Includes Master Retouched Digitals



The Gallery Multiple Signature Frames

These are custom quoted based on
what works best for your space.

Includes Master Retouched Digitals



Signature Album

8x10

Starts at 24 pages and your
favorite 30 photos for 990

*Add Matching Retouched Digitals with
50% savings for 925*



Matted Print Box

8x10 or 11x14

Starts with 10 mattes for 950
Additional 90/ea

*Add Matching Retouched Digitals with
50% savings, starting at 450*

phase 4: PREVIEW OF MENU TO THINK AHEAD



Fine Art Prints

STUNNING HAHNEMUHLE PAPER

Starts at 8x10 for 120

Up to 30x40 for 870



Only Digitals

20-Pack for 1,400

60+ for 2,950

*Preferred digital pricing is
available with qualifying
artwork and album purchases.*

PAYMENT PLANS AVAILABLE

HOLDING SPACE FOR THE
TRANSFORMATION THAT
OFTEN GOES UNNOTICED
IN REAL TIME



Are there more print options?

To help you feel inspired (and not overwhelmed!), I've carefully curated a selection of our most popular options. If you'd like to explore additional frames or albums—or see different colors and textures—just let me know! I'm always happy to share more.

Do you have any in-person samples?

I'm happy to share that the sample library is slowly growing! Be sure to inquire and I'm happy to show you what I have at this time.

How will I be receiving my products?

I believe in delivering your order with efficiency, wrapped in joy! All orders will be drop shipped directly, unless I have them come to me first for marketing photographs. In that case, I'll either hand-deliver your art to make the experience even more special or ship it soon after.

Do you have a payment plan available?

I'm absolutely thrilled that you're as excited as I am about printing your beautiful photographs! To make the process as easy as possible, I'm happy to offer flexible payment plans. Just reach out via email, and we'll find the perfect arrangement for you!

SEE YOU SOON!



(323) 301-8839

hello@jesskoehler.com

www.jesskoehlerphoto.com

@jesskoehlerphoto

