



TO OUR CUSTOMER:

Thank you for your choice of using J. McKenna Photography to capture your timeless memories! We know this can be both exciting and nerve-wracking for you, as it's not every day that you find yourself in front of a camera, all the lights on you, the small shutter snapping away hundreds of times, and...I know, we're not making this any better. But relax! Our job is to have your back, and to bring out the absolute best in you; you'll do great! As the time for your session approaches, here are a few notable ideas for you to consider before you show up:

WHAT DO I BRING TO MY SESSION?

For your portrait session, choose timeless outfits, but also bring the things you love to wear (maybe even that ratty old t-shirt). If you like a variety—or even if you only have a few favorites—bring them. We'll help you choose what will work best for your session setting.

Remember to bring your stuff, too! Props of your interests add texture to your shoot, and it's always fun when you bring your trusty hunting dog or sport uniform.

WHAT SHOULD MEN WEAR FOR PORTRAITS?

Bring a variety of tops and bottoms to mix and match, but generally avoid shorts or overly vibrant (read: neon) colors. And while a variety of colors never hurts, be sure to bring things you would normally wear rather than shopping the latest trendy seasonal pastels you found on sale. If you like it and wear it, we're sure of one thing: it'll be authentic to *you*.

WHAT SHOULD WOMEN WEAR FOR PORTRAITS?

You can wear just about anything and it will look great. Same as with the guys, your passions and interests are extremely important! Be creative and stay true to your personality. You could wear a fancy prom dress, brightly trending looks with matching accessories, sophisticated black outfits, jeans and simple tops, or even that hoodie you love around the house.

OH NO! I HAVE A ZIT!

Don't worry, it'll be ok! We offer bump and blemish retouching standard with our editing. Our editing philosophy aims to show you as you-like as possible—which means we hide your transient maladies (Zit Vesuvius & Co.) and leave your distinguishing characteristics (sublime freckles and smile lines).

BAD HAIR DAYS, TOO?

While we won't Photoshop a toupee over your bald spot, don't worry too much about flyaway or frizzy bits. Do your best to brush before the shoot—bring a brush to the session if your hair is particularly ornery—and avoid haircuts within a few days of your shoot.

DON'T WAX THE UNIBROW!

Well, we sorta misled you on this one, but we definitely don't want you to wax the day of your shoot. Always wax at least 36 hours in advance to avoid puffy red skin patches.

SUMMERTIME TAN LINE

Please avoid being overly tan for your skin type. Watch your sun exposure as best you can starting a week or two out from your session, and *please* don't pay for a carrot spray!

WHERE CAN I GET MORE IDEAS FOR PROPS AND OUTFITS?

We love browsing infinitely on [Pinterest](#), but if you really need help, [email us](#)! We're here for you and always happy to help with ideas.

That's all, folks! Remember this shoot is about *you*, so be yourself. Our job is to help you look your best by capturing your natural style, and your job is to...well, relax and enjoy the show! We look forward to seeing you for your session, and hope you have as great a time as we do.

ENJOY YOUR PHOTOS!

A large, stylized handwritten signature in black ink, appearing to read 'J. McKenna'. The signature is fluid and cursive, with a large loop at the end.

OWNER, HEAD PHOTOGRAPHER