

# INFORMATION GUIDE

## ABOUT ME

I am Bethan and I am the one behind the cameras!

I am a freelance photographer, specialising in family photography & I am based in Taunton, Somerset (UK), though I love to travel anywhere!

I am a primary school teacher of over 10 years, though my degree is in Psychology. I have been passionate about photography and working with cameras from a young age and one of my first jobs was in selling cameras, which is probably where I first started learning the technical side of things!

In 2019, I got back to learning, reading, experimenting and exploring and realised a few things - I love the time at sunset and immediately after; I love looking through a lens; I love creating something a little different through styling and location choices and I absolutely love getting a little creative with my edits.

Bethan Ruiz Photography  
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## ABOUT ME

I really wanted to create a small business that focused on capturing families and real moments, preferably out in our beautiful world. I wanted to create something for me and my family. I wanted to inspire my small children to follow dreams, even if it isn't always safe or easy.

I wanted to build a wardrobe that would cost clients no extra, to help style, plan and deliver magazine worthy images.

I wanted to make sessions affordable and reasonable so that everyone can have these opportunities to capture such special moments.

So this is where I am now: constantly adding simple and retro styles to the client wardrobe; constantly scouting out new locations; constantly learning and experimenting so that I can provide the best service and constantly doing all I can to make the entire experience the best for my clients.

And I love every moment of this.

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## PACKAGES

The Shorter One  
30 minutes

Recommended for individual children, smaller families  
and mini maternity

10 digital downloads  
+ opportunity to purchase more

£150

Includes:

Styling advice and client loan wardrobe

10 high resolution digital images (JPG) edited in my own natural/retro style  
which you choose from your own private online gallery

Travel quoted on enquiry/booking

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## PACKAGES

The Longer One  
60 minutes

Recommended for families and maternity

20 digital downloads  
+ opportunity to purchase more

£200

Includes:

Styling advice and client loan wardrobe

20 high resolution digital images (JPG) edited in my own natural/retro style  
which you can choose from your own private online gallery

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## PACKAGES

For The  
Smallest  
Ones

Recommended for newborn/young baby in home  
(inc. simple, neutral backdrop and set-up)  
- up to 2 hours

20 digital downloads  
+ opportunity to purchase more

£300

Includes:

Styling advice and client loan wardrobe

Simple in home set up, including baskets and blankets

20 high resolution digital images (JPG) edited in my own natural/retro style

Private online gallery for viewing and selection

Travel quoted on enquiry/booking

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## PACKAGES

### The Journey

1 hour maternity session &  
2 hour newborn session

20 digital downloads from each session  
+ opportunity to purchase more

£450

Includes:

- Styling advice and client loan wardrobe
- Simple in home set up, including baskets and blankets for newborn session
- 20 high resolution digital images (JPG) edited in my own natural/retro style from each session
- Private online gallery for viewing and selection
- Travel quoted on enquiry/booking

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## GALLERY UPGRADES

Every session includes a set number of downloads, but every gallery has many more to choose from.

You can purchase additional images or upgrade the entire gallery to have full access to all images.

Once you have your gallery, just pop me an email to upgrade!

1 image £10  
5 images £35  
10 images £60

Full gallery upgrade from 30 minute session  
£100

Full gallery upgrade from 60 minute session/newborn session  
£200

Full gallery upgrade from 60 minute session/newborn session  
+ wooden USB  
£220

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## TRAVEL

When you enquire, a no-obligation quote is given for your session to include travel. I can quote for outdoor locations, as well as home addresses.

I am based in Taunton (TA2) and travel covers both fuel and my time to travel to and from locations.

An average guide on popular areas/locations and travel cost:

Taunton £10-£20

Burnham/Weston £50

Exmouth £80

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## BOOKING

Get in touch with the type of session you're after and an idea of location and I can provide you with a no-obligation quote. I can also break down a payment plan for you on request to help spread the cost - see more about this on the payment plans page.

If you would like to move forward with booking, you will need to complete a booking form and a 25% deposit via BACS is required. This secures your date and books your session.

Your booking form will also act as a photo shoot agreement, where you will find information on my insurance, terms and conditions and payment details.

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## BOOKING

When booking in, you can ask any and all questions -  
I am here to help!

Booking with me is not a one click type of thing - we inevitably will end up communicating quite a bit, discussing what you would like from your photo session, potential locations, styling advice and much more.

If you (or anyone involved in the shoot) is worried about the session, I would like to put everyone's minds at ease by suggesting you check out some of the testimonials from previous clients on Google, social media and on my website. It won't be as awkward as you think: I won't ask you to say cheese; any directions are very natural and I will do all I can to help you relax and enjoy the session.

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## LOCATIONS

My expertise is in outdoor photography, frequently using locations near the coast to create the most beautiful backdrop for your photos. I do also offer relaxed, natural in home sessions. I can recommend locations and you can ask for quotes to travel to other areas too. I help to work out every detail for each individual location, including tide times and weather.

Beach sessions are very popular for many reasons. Of course: the beach is beautiful; it is lots of fun for little ones and the colours of coastal areas suit my own style of photography, which leans towards earthy and neutral colours and tones.

My favourite beaches to use are Berrow, Kewstoke and Exmouth but I also love St Audries and many other beaches along both the north and south coasts. I am always happy to travel, so if you're further away or want to venture further - just ask!

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## TIMINGS

It's true, I do almost exclusively shoot outdoors in the hour or so before sunset and the time immediately after. This is simply because I believe this gives a beautiful and flattering, softer light and this is part of my individual style.

If you're a little more colourful and looking for brighter photos in the middle of the day - I may not be the photographer for you and that is ok! I am always happy to recommend other photographers that may suit you better.

In the summer, when sunset is a little later, some previous clients have worried about disrupting sleep routines of little ones or how they may behave, but it has almost always worked fine for just one evening - from baby to toddler!

Although everyone loves golden sunsets, we of course cannot guarantee this and sessions will go ahead unless there are severe winds and rain. Cloudy evenings can give the most wonderful, atmospheric light too, so don't be disheartened if the sun isn't out - I almost prefer this!

For indoor sessions, morning and early afternoon work best.

Please ask for more information and I will guide you on what might work best for you.

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## STYLING & WARDROBE

Once you are all booked in, we can begin to plan some of the finer details that will make all the difference to your end images. A key part of this, which is so important to get right in order to create beautiful, cohesive images, is styling.

I strongly encourage only wearing colours that are natural and of earthy tones - white, creams and beiges, deeper oranges and shades of brown, darker yellow tones. I also recommend clothes that are plain and simple in style, preferably textured, like cord, layered fabric, knitted and woven.

The style (and co-ordination between those in the photos) is incredibly important and by wearing a more simple style and fewer "modern" items (including glitter, sequins, zips, modern watches, etc) there is less chance of any items clashing or showing up in your images and detracting from what is most important - capturing memories with your loved ones. Less really is more here!

Further to this, I recommend avoiding patterns and prints or logos. If one person within the shoot was to wear something with a gentle print in line with the colour scheme, this can work if all other outfits compliment the colours of the item.

Now this may seem like a lot to think about but this is where I come in to help...

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## STYLING & WARDROBE

You can share photos of clothing options and I can help you to make choices - I often help clients shop online too!

In addition, I have an ever growing client loan wardrobe, which is all included when you book a session.

My client wardrobe has clothes for many ages and sizes, including hats, blankets and accessories.

I bring any selected items along to your shoot (clean and ironed), you wear them, I take them away - simple!

I am constantly developing my client loan wardrobe to help gather outfits that compliment my style, as well as reduce any additional cost for clients feeling like they want to get "new" outfits for the shoot. I believe this also helps reduce waste by minimising "one off" outfits bought for shoots and these outfits are carefully cared for by me so they can be worn time and time again. I am happy to say, I also include great condition pre loved items in my client loan wardrobe as caring for our planet and trying not to contribute to fast fashion is incredibly important to me.

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## STYLING & WARDROBE

So why is styling so important?

1. When taking photos in nature, you want to work alongside nature, so wearing close colours work best
2. Wearing natural colours and plain/simple clothes avoids any photos looking too busy or clashing and allow the focus to be on those in the photos, expressions, moments and details
3. I style, shoot and edit my shots in a very particular way, which is quite retro, dark and warm, so these tones always work best with this.

I can't emphasise enough how important taking the time to get the styling just right is to get the most out of your shoot with me, as this will ultimately get you the best end results. If my style doesn't quite sound right for you, then I may not be the right photographer for you and that is OK - just let me know!

For hair and make up, keep it natural and relaxed but you may also want to wear a little more make up (if this is your choice) and this is ok as long as you still look and feel like you! This is YOUR photo session capturing a special time for you and you might want to feel a bit fancy for the shoot, this is ok too!

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## GALLERY

Your images are delivered via an online digital gallery provided by Shootproof, where you have access to all of your high resolution digital images. Depending on the length of your session, there may be anywhere between 100 and 300 images to choose from!

You have the option to download the number of images from your package, as well as upgrade and purchase additional images by popping me an email. A full gallery upgrade now includes an additional wooden USB option.

When your gallery is ready (which is usually around 2-4 weeks minimum depending on time of year) you will receive an email and have instant access via your own personal login and pin to view, download and save your images. Your gallery images will have a watermark that will disappear when downloaded! You will have a limit on the number you can download and the gallery will automatically update you on this. I highly recommend downloading on to a computer or laptop to avoid any complications with saving images from mobile phones, particularly if your downloads are limited.

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## GALLERY

To purchase additional images or the entire gallery (recommended), you simply pop me an email, I'll invoice you the relevant amount, you make payment and I speedily update your gallery so you can download more or all - it's easy!

If a whole gallery upgrade sounds like a lot, the payments can be spread out over 2 or 3 months. Your gallery will remain active longer, you can still download your limit and at the end of your payments, the whole gallery will be upgraded.

As part of your gallery email, I will include guidance on saving your images securely. I recommend using a computer/USB/external drive or upgrading to include the USB, so that your images are safely stored by you. Once the images have been delivered, you are then responsible for the safe keeping of these! The gallery is active for 28 days.

What does a full gallery upgrade give you?

- Unlimited downloads
- 3 months to download
- No watermarks
- Small additional charge of £20 for a wooden USB delivered to you as a back up

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## PAYMENT PLANS

I understand that, like many things, paying for a photo session is not always easy. I will do all I can to help you make a plan to spread payments and make the whole process simple for you.

On request, I will create personalised payment plans for both booking your session and any gallery upgrades.

If you book at least 2 months in advance, you can pay your deposit and then spread out the remaining balance.

Your balance is due 14 days before your shoot and a reminder email will be sent out.

If you choose to upgrade, you can spread this over a maximum of 3 months and the full gallery will be released once the final payment is made.

Always ask about what options are available for you to spread your payments and I will be happy to help.

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## A SHOOT WITH ME

I really do aim to take mostly natural photos, so just enjoy the time and explore, interact and have fun like you might normally with your family.

I will use prompts, give some gentle directions and suggest positioning, but mostly (unless you desperately want to look directly at the camera here and there!) I ask you to not look at me! Ignore me a little when I let you and just enjoy the time together.

The more you relax, the more relaxed you will look in your photos. It is ok to laugh, talk, smile and mess around. It is ok to move - sometimes blurry and out of focus are just as awesome as the crisp, clear shots and this is also a big part of my style! Often, I'm not even taking photos of your faces, sometimes it's all in the little details. Other times my camera is incredibly close to your faces - sorry about that!

I have had multiple photo sessions myself so I know how awkward you can feel. But I truly believe in living in the moment and focusing on happiness over appearances: be in the photos, love your body, trust me.

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## A SHOOT WITH ME

If you have little ones and they aren't playing ball - don't panic! I'm a very experienced primary school teacher and a mum of two, so please never apologise for this and don't sweat it - we can get them back on track!

We can work around it all, feed your babies anyway you need to (I often photograph breastfeeding mothers too and am passionate about this), give little ones snacks (and bribery if needed!), wipe their snot or dribble for the hundredth time, take a minute to sort things out, just do not stress - it is a whole experience and the photos should not be perfectly posed and not just about the end images alone, but hopefully of new memories made with loved ones.

If you have children with particular needs and have any concerns then let me know. We can work out accessible locations and plans for any concerns you have.

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## CLIENT DISCOUNT

When you book in for a photo session, it's not a computer. It's me and we talk!

We talk about what you're hoping for.

We organise wardrobe and styling.

You often share worries and I do my best to reassure you.

We get excited with our plans and we get to know each other.

When we meet, it's not "stay still and say cheese for the camera".

We chat to help get everyone relaxed - and because I like chatting!

You do all you need to keep everyone happy: snacks, snuggles, bribes.

You explore and breathe, cuddle and soak it all in, touch noses and enjoy this time.

Many of you book future sessions and I get to see little ones grow and capture more memories for you.

And this really does mean everything to me.

It means so much, that I have a returning client discount.

After your first session, you will receive 10% off any future package for life.

Because respect, appreciation, value and connection rules.

\*discount not applied to travel or upgrades

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