



# BEFORE YOU BOOK A PHOTOSHOOT

7 Costly Mistakes That Can Ruin Otherwise Beautiful Photos

BY SARA MILLER

# W E L C O M E

*Hi Friend!*

If you're reading this, you may be thinking about booking a photoshoot—or at least exploring the idea.

Many people arrive feeling unsure about what to wear, how to pose, or whether they'll actually like how they look in their photos. That's completely normal.

What most people don't realize is that a few small decisions before a session can have a big impact on the final result. When certain details are overlooked, it can become costly—both financially and emotionally if the photos don't turn out the way you hoped.

The good news is that these mistakes are easy to avoid once you know what to look for. I hope this guide helps you feel more confident and prepared as you start planning your photos.

*Sara Miller*

## ABOUT ME

I'm Sara, the photographer and owner of Sara Miller Photo Studio in Smithtown, NY. I specialize in headshots, personal branding, boudoir, couples, families and pet portraits.

My goal is to create portraits that you will fall in love with!



# MISTAKE #1

## *Waiting for the “Perfect Time”*



Many people delay booking a photoshoot until life feels calmer, schedules open up, or they reach a certain personal goal. Sometimes it's waiting to lose weight. Sometimes it's waiting for work to slow down or for kids to be older.

The problem is that the “perfect time” rarely arrives. Months turn into years, children grow up, relationships evolve, and the moment that would have been meaningful to capture simply passes.

### **Why This Is Costly**

Life changes quickly. Waiting often means missing the chance to capture a moment that can never be recreated.

### **How I Can Help**

I guide clients through the entire process—from wardrobe planning to posing—so the experience feels relaxed and easy.

## MISTAKE #2

### *Choosing a Photographer Based Only on Price*



Portrait photography is more than simply taking pictures. Preparation, lighting expertise, posing guidance, and the overall experience all influence how the final portraits look and feel.

When price becomes the only factor, people often overlook the experience and guidance that make portraits truly flattering.

#### **Why This Is Costly**

If the photos aren't what you hoped for, many people end up paying for another session to get the results they wanted in the first place.

#### **How I Can Help**

My sessions include planning, guided posing, and image selection so clients feel confident throughout the process.

## MISTAKE #3

### *Skipping Professional Hair and Makeup*



Makeup that looks great in everyday life can appear very different under professional lighting. Cameras and studio lights often soften facial contrast, which can make features appear less defined.

Professional hair and makeup designed for photography helps restore balance so skin looks smooth, eyes appear defined, and the overall look feels polished on camera.

#### **Why This Is Costly**

Hair and makeup issues are difficult to correct afterward, which can affect the overall polish of the images.

#### **How I Can Help**

Professional hair and makeup services are available for sessions so clients look and feel confident and prepared.

## MISTAKE #4

### *Wearing Clothing That Distracts From the Person*



Wardrobe has a major impact on how a portrait feels. Large logos, busy patterns, or very trendy styles can quickly pull attention away from the subject of the photo. They can also make images feel dated much sooner.

Simple, well-fitted clothing with thoughtful color choices usually photographs best and keeps the focus where it belongs.

#### **Why This Is Costly**

Wardrobe appears in every image. If it doesn't photograph well, it can limit how the photos are used or displayed.

#### **How I Can Help**

I provide wardrobe guidance to help clients choose clothing that photographs beautifully and feels timeless.

## MISTAKE #5

### *Rushing the Photoshoot*



Some photoshoots are scheduled so tightly that there is little time to relax, adjust lighting, or guide natural expressions.

When a session moves too quickly, people often feel pressured to perform rather than simply settling into the experience.

#### **Why This Is Costly**

When people feel rushed, it often shows in the photos. Tension and awkward expressions can limit the number of images that truly feel natural and flattering.

#### **How I Can Help**

I allow time for clients to settle in, adjust poses, and work through different looks so the session feels comfortable and the final images feel natural and confident.

## MISTAKE #6

### *Thinking You Need to Know How to Pose*



One of the most common concerns people share before a photoshoot is that they don't know how to pose.

The truth is that most people are not models, and they shouldn't need to be.

Natural, confident portraits usually come from guided direction rather than trying to figure it out alone.

#### **Why This Is Costly**

Trying to pose yourself often results in stiff or awkward images, sometimes resulting in a shoot that needs to be redone.

#### **How I Can Help**

I guide clients through every pose and expression so they look natural and confident.

## MISTAKE #7

### *Not Thinking About the Final Result*



In today's digital world, many photos live only on phones or computers. Over time they often disappear into folders and are rarely seen again.

Portraits become far more meaningful when they are printed, framed, or placed into albums where they can be enjoyed regularly.

#### **Why This Is Costly**

When images are never printed or displayed, they are easily forgotten. Photos that could have become meaningful artwork often remain hidden on a hard drive—and if that drive fails, those images can be lost permanently.

#### **How I Can Help**

After the session, I help clients select and display their favorite images as albums, wall portraits, or professional photos for their business.

# FINAL THOUGHTS



*Behind the scenes of a photoshoot*

Most of these costly mistakes come down to one simple thing: not having the right guidance before the photoshoot begins.

Most people arrive feeling a little unsure—wondering what to wear or how to pose. With the right preparation and direction, that uncertainty quickly fades.

After seeing their portraits, many clients say the same thing:  
“I wish I had done this sooner.”

If you've been thinking about planning a session, a short consultation can help you avoid these mistakes and create photos you'll feel proud to share.



READY TO PLAN YOUR  
PORTRAIT SESSION?



Click the button below  
for a free phone consultation.

LET'S CONNECT!