

firefly photography

Client Guide





Hello! My Name is Dana



I deeply understand how incredibly fleeting time is. Your beautiful story right now, is worth preserving.

I hope you have identified with my soulful, dreamy style and artistic vision to create timeless images of your beautiful life as it is today.

I have dreamed of being a working artist ever since I can remember. Image-making has been my life's passion.

I started taking photographs during my travels around the world. When I became a mother, my life changed & so did my photography.

I feel blessed to have had firefly since 2010 and enjoy another year in business.



Warmly, Dana

My style of photography is a more soulful & artistic one. Time is so fleeting & abstract and there is a certain magic in the present moment. My approach to portraiture reflects these sensibilities.

I'd love to tell your story.

5-6 WHAT TO WEAR

11-12 TESTIMONIALS

7-8 PREPARE FOR YOUR SESH

15-16 PRICES

9 CREATIVE PROJECTS

19-20 PORTRAITS & BABIES

10 FAQs



Here's what I am doing to generate as little waste as possible:

Both print labs that Firely uses are in Made in the USA, green-friendly print houses. Most of my packaging is from recycled materials. I also use PDFs and online forms wherever possible to minimize paper waste.

Gift Certificates

You may buy a gift certificate in any denomination. They make a wonderful gift.

A gorgeous firefly gift certificate is handstitched on kraft paper with my logo.

You can call me or email me and even pay with a credit card online and I will send the gift certificate to you or your recipient, directly.

Easy peasy.



What to Wear

Clothing choices are critical to the finished images, so choose carefully. The clothing you choose should complement both you and the outdoor environment in which the session is taking place. Make sure that no matter what you choose, you are comfortable. or you'll look.....well....uncomfortable.

Layered, textured, clothing works well in photos, as well as extras like rain boots, hats, and scarves. Small prints work well. I particularly like vintage prints & layers. If you're a maternity client, we really want to see the shape of your belly - maxi dresses, and maternity gowns work nicely. I am also a very big fan of lace! Please avoid any and all bright colors.

If it's a family shoot, avoid being too "matchy matchy." It can tend to look cliché.

Feel free to bring a variety of outfits & look at my online portfolio for inspiration or consult with me. I love chatting about clothing! When in doubt, bring several things. It's fun to mix & match.



common wardrobe mistakes

logos
or letters

cartoon
characters

team
names

horizontal
stripes or
large patterns

the colors
red or hot
pink

matching
outfits





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The Gift of a Photo

Shortly after I lost my mom to cancer in 2015, my son asked me to place a photo of him, my mother, and me in a frame. The most recent one I had of the three of us was about 5 years old. I was bummed.

I had actually planned to have some portraits taken while my mom was sick, but we ran out of time.

It inspired me to offer a free service to folks in the Lebanon area who have a gravely ill family member and who would like photos of them with their loved one while they are still here. I will take their photos and put them in an online gallery for download at no charge.



Preparing for your session...

Bribery works. Bring a special treat to "encourage" your child to participate. However, please do not tell him/her about the treat until we are shooting. The build-up can be distracting.

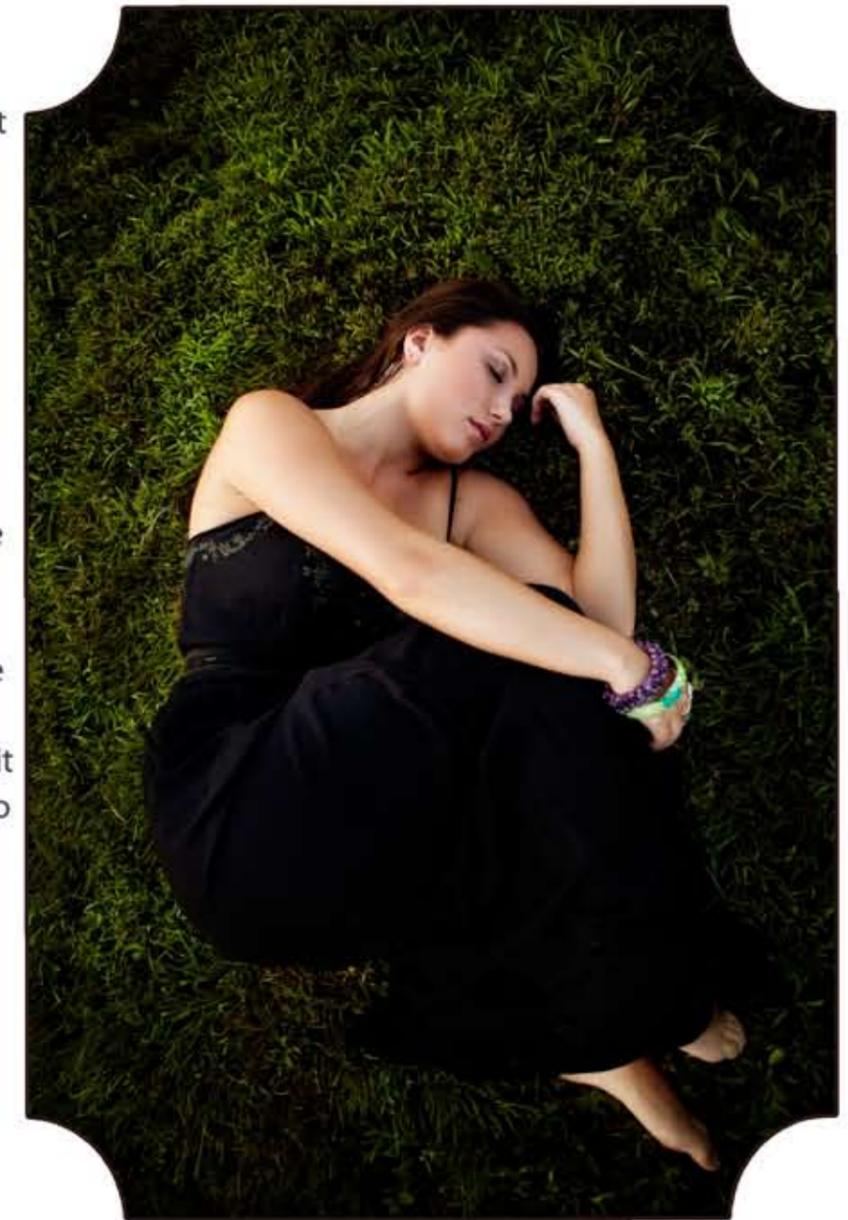
Be you. These portraits are about you. Be comfortable (with what you're wearing, too). This is *your* story!

Get rugged. Muddy/snowy spots, treks through tall grasses, and buggy nights are the norm.

Get close. If you're in the picture, get close to one another (space between people is visually distracting). If you're trying to elicit a smile from your child, I encourage you to get close to me as I am shooting, so that your child is looking right at me (and my lens). Feel free to make funny faces over my head.

Bring snacks & water. Sometimes all children need is a little pick-me-up.

Be patient. Children sometimes need a little time to feel comfortable.



CURRENT CREATIVE PROJECTS



Each year, I do a styled shoot as a personal project in a series I call, *Do You Dream in Color?* You can view it on my website:

<http://www.whimsicalstorytelling.com/do-you-dream-in-color/>

I take commissions from clients who would like to have their own portraits in this style.



H.S. Seniors

I now offer senior portraits sessions in my dreamy style.



FAQS



ARE YOUR PRINT PRODUCTS "ARCHIVAL" QUALITY?

Yes, my printer uses archival inks and I utilize Hahnemuhle Photo Rag 308 (acid free) papers for my prints.

WHAT DO YOU SHOOT WITH?

I shoot with a Canon 5D Mk4 and the 85 1.4 and a 24-70 2.8 lenses almost all the time.

WHAT KINDS OF SESSIONS DO YOU DO?

Couples, babies, maternity, children, families, HS Seniors, generational portraits, womens portraits, artful headshots, styled shots & more.

I WANT TO SCHEDULE A SESSION. WHAT NEXT?

You can contact me through my website, email, or telephone! This will be our time to chat about what expectations you have of me and what you're looking for. The session fee is due at the time of the booking to secure your appointment. During our initial contact, we will consult on what you are looking for in your portraits and any specific ideas you are thinking about & any questions you have. We will also go over the location.

WHERE DOES THE SESSION TAKE PLACE?

Except newborn sessions, all sessions are outdoors, year round at dusk, in the Keene or Upper Valley utilizing available light. I know where sun set is in several locales for best light.

WHY IS THE SESSION AT DUSK? I am looking for that "golden hour" when the setting sun casts a magical light & helps me create that dreamy, ethereal quality to my work. On cloudy days, a soft grey light is cast & that is also very beautiful, but only at dusk does it happen.

WHAT HAPPENS AFTER OUR PHOTO SESSION?

In 2-3 weeks, your images will be ready to view. If you're in the Upper Valley, I meet you at my studio in the AVA Gallery in Lebanon for the image reveal or you can view them online. Once you place your order and payment is received, prints and digital image files will be delivered to within 7-10 business days. Other custom products may take longer.

WHAT DO YOU SELL? Digital images, prints & canvas wraps.

whimsicalstorytelling.com/products/

WHAT PAYMENT DOES FIREFLY ACCEPT? cash, checks, Visa, or Mastercard (via Square)

Kind Words

I loved her style. She was creative yet classic. A rare combination to pull off, yet she did! - D.D.

She does such breathtaking pictures. I love how she brings nature into her shots. Her creativity and talent is shown in her work, I was very happy with my pictures and I highly recommend her. - C.M.

Dana was professional, understanding, patient, and was not afraid to crawl on the ground or get in a tree for the perfect shot. I wasn't worried about not getting great pictures, but she exceeded my expectations and I am truly grateful for the forever memories I now have. I look forward to working with her again. - S.M.

Dana truly has a gift and captures the moments perfectly. I would 100% recommend Firefly Photography. - A.S.

Dana did a beautiful job. You can tell she really enjoys her work and it shows in her photos. She is also a pleasure to work with. She is accommodating, patient, and takes her time with you because she enjoys capturing the right moments. - I.M.

It was a pleasure watching you work with Ellie, Serena, and Charlie - they responded so well to your gentle requests. You have a true talent and we are so grateful to have a little piece of our childrens' childhood captured in such a special way! - M.M.

Thank you for making me look and feel so beautiful. Dana is an amazing artist. - M.M.

Dana is simply amazing. There are many baby photographers out there, but Dana stands alone. She has the background to prove it and stays true to her own unique style. And she is a dream to work with. - K.H.



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PRICES

Session Fee

newborns - 250 | *\$100 credit
portraits - 100 | with both newborn &
maternity sessions.*

Prints

Archival inks & acid free Hahnemuhle Rag paper

30x40 - 400 (mounted on gatorfoam)
24x30 - 350 (mounted on gatorfoam)
20x24 - 225 (mounted on gatorfoam)
16x20 - 175 (mounted on gatorfoam)
12x12 - 140 (mounted on gatorfoam)
11x14 - 125 (mounted on gatorfoam)
8x10 - 65 (not mounted)

Photo Box

branded wooden box with a 4x6 print of each image
from your gallery - 1200. Add the USB for 800

HS Seniors Friends Special

\$450 per student - If you & a friend book and shoot
together at the same time, it's a flat cost of \$450
each for the session fee and all the digital images
from our session together. I do require a \$50 session
fee in advance. It will be included in the total cost.

Canvas Gallery Wraps

24x36 - 500
20x30 - 350
20x24 - 325
16x24 - 275
11x14 - 215
12x12 - 215

Digital Image Collections

900 - all-inclusive up to 40 hand-edited images of
the entire gallery

700 - includes 10 hand-edited images from your
gallery

500 - includes 5 hand-edited images from your
gallery

Visa & Mastercard are accepted.

All prints are archival quality and printed on Hahnemuhle paper.

firefly commissions made-in-the-USA print products from
eco-friendly vendors & uses recycled packaging where possible.

A romantic couple is captured in a close embrace, kissing under the shade of a large, ancient tree with thick, gnarled branches. The tree is in full bloom with vibrant pink cherry blossoms. The man, on the left, has a shaved head and is wearing a dark blue button-down shirt and brown pants. The woman, on the right, has long, flowing red hair and is wearing a light-colored, possibly white, dress. The background is a soft-focus field of similar cherry blossom trees, creating a dreamy and romantic atmosphere. The overall color palette is dominated by the pinks of the blossoms and the greens of the grass, with a soft, warm light filtering through the scene.

Your beautiful life.

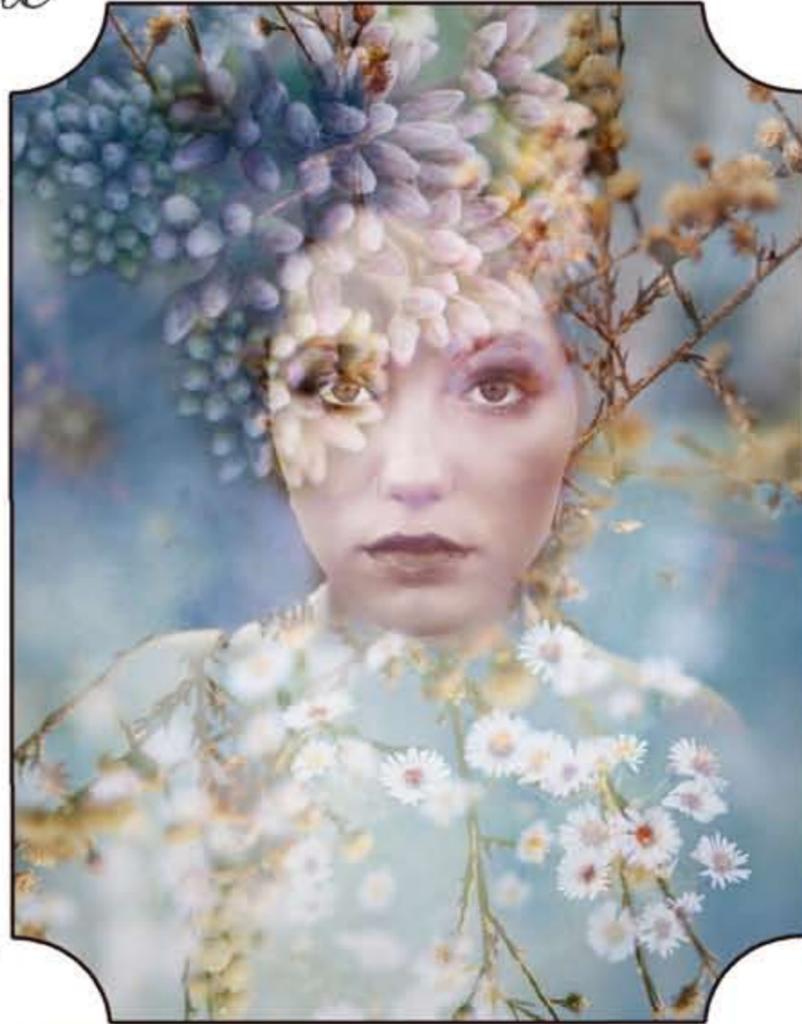
Women's Portraiture

In these portraits and digital photographic collages, I combine a love of portraiture, my growing fascination with botany, reverence for the feminine, the cyclical rhythm of the seasons, surrealism, and my dreamy style.

The cyclical and temporary nature of things resonates deeply for me.

My costumes are usually assembled the day of the shoot and models need to be flexible around changing weather conditions and optimal locations in terms of blooms. I enjoy working with natural elements, due to their fleeting nature.

I am happy to incorporate this style of portraiture into your senior session (or just a portraiture session) and I also take commissions for my digital mixed media work.



19 firefly photography

Newborns

I do lifestyle newborn sessions in your home, where you can be comfortable. I feel like the lifestyle newborn sessions are more authentic and thus, more beautiful than the studio sessions that I used to do.

To prepare: your baby wants it to be a balmy 80+ degrees. Dress accordingly and bump up the heat. There will be less posing (though there may be some). The session is geared around your interaction with your baby & lasts about 1.5-2 hours. Please don't feel like you need to have a clean house on my account! I have been where you are & I can make house cleaning magic with a very wide aperture in-camera.

As for scheduling your newborn photos, I like to photograph babies under 10 days old, while they are still very sleepy (and flexible for posing.) I schedule morning sessions around 9am Monday-Friday while my own son is in school, but can work with your baby's needs.



I had the honor of being commissioned to make breastfeeding imagery for the Community Coalition for the Promotion of Breastfeeding & the NH Dept of Health & Human Services.



Where you may have seen my work:

- THE KEENE ART WALK
- MONADNOCK BIRTH CENTER
- GENTLE LANDING BIRTH CENTER
- PHOTOPLACE GALLERY
- CHESHIRE MEDICAL CENTER
- BRATTLEBORO MEMORIAL HOSPITAL - BIRTHING UNIT
- THE AVA GALLERY
- ARTISTREE
- TOY CITY IN KEENE
- WHIPPERSNAPPERS
- TAPROOT MAGAZINE
- MONADNOCK TABLE MAGAZINE
- THE PARENT EXPRESS
- KIDSTUFF MAGAZINE
- LOVEINCMAG.COM

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Dana Read
www.whimsicalstorytelling.com

firefly photography
Studio #211 in the AVA Gallery
11 Bank Street, Lebanon, NH

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