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A FREE GUIDE FOR PHOTOGRAPHERS

50 Questions to Ask Before *Every* Session

The questions that turn a nice shoot into images your clients cry over, and the reason each one matters.

Made by a photographer, for photographers · joinposy.com

BEFORE YOU BEGIN

Great sessions start before the camera comes out.

After six years and more than a thousand sessions, I learned the difference between a good gallery and a *gasp-out-loud* one usually isn't lighting or gear. It's what you knew about your client before they arrived.

The right questions do three things at once: they make your clients feel deeply cared for, they hand you a shot list full of meaning, and they quietly prevent the little disasters, the nap-time meltdown, the outfit that clashes with their walls.

Here are 50 of my favorites, sorted by category, each with a quick note on *why* it earns its place. You won't ask all 50 every time. Pull the ones that fit the session in front of you.

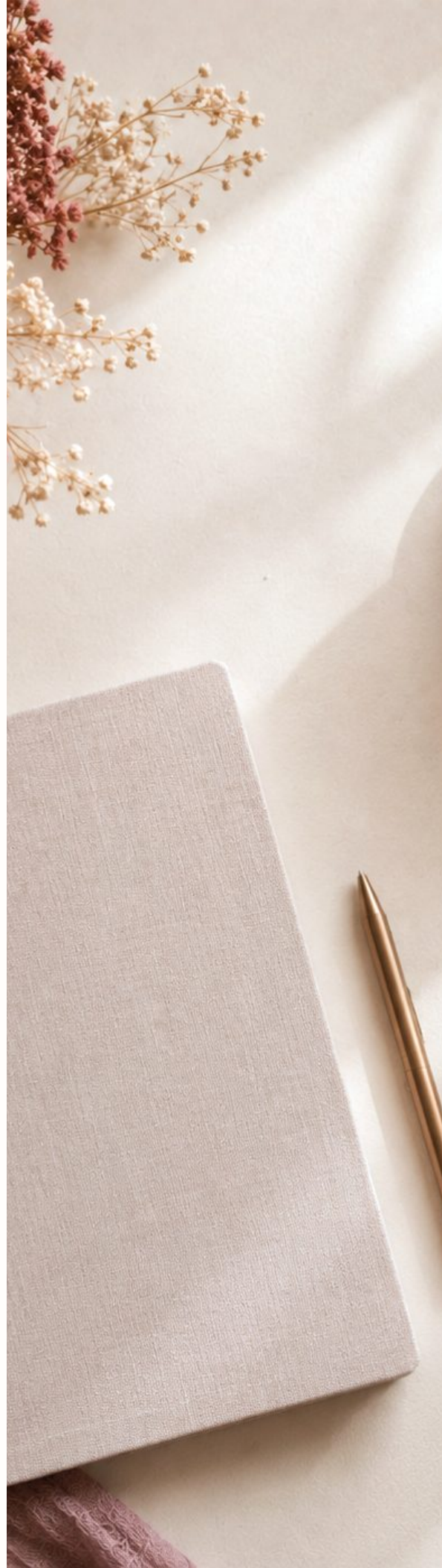
*Happy shooting,
Tara*

01

The Big Picture

Why this session, why now

- 1 **What made you book this session right now?**
Why: Reveals the real driver, a milestone or a fear of time passing, so you can shoot for meaning.
- 2 **When you picture the final photos, where do you see them living, a wall, an album, your phone?**
Why: Tells you how to shoot and what to offer before you pick up a camera.
- 3 **Give me three words for the feeling you want these to have.**
Why: Your north star for mood, posing, and editing.
- 4 **Are these for a specific occasion, holiday cards, a gift, an anniversary?**
Why: Sets your real deadline and the deliverables that matter.
- 5 **Whose idea was this, and is anyone secretly dreading it?**
Why: Surfaces the reluctant partner or teen early, so you can win them over.





02

The People

Who's in the frame

- 6** Who exactly will be photographed, names, ages, relationships?

Why: No surprises on shoot day, and smarter time and posing plans.

- 7** Describe each person's personality in a sentence.

Why: Lets you direct to who they actually are, the goofball, the shy one.

- 8** Are there relationships you especially want highlighted, siblings, a grandparent and baby?

Why: Makes sure you capture the connections that matter most.

- 9** Is anyone joining I should know about, a service dog, a caregiver, mobility needs?

Why: Lets you plan logistics and accessibility so no one feels forgotten.

- 10** Are there family dynamics I should gently navigate, a divorce, a new partner?

Why: Avoids posing landmines and awkward moments before they happen.

03

Wardrobe & Styling

What they'll wear

- 11 Do you have outfits in mind, or would you like guidance?
Why: Tells you how much styling help to offer, the thing clients quietly want.
- 12 What colors are in the room where these will hang?
Why: Wardrobe that complements their home means photos they'll actually print.
- 13 How do you want to feel in your clothes, dressed up, cozy, effortless?
Why: Comfort drives confidence, and confidence is what the camera needs.
- 14 Is there anything anyone feels self-conscious about?
Why: Lets you pose flatteringly and reassure them, so they relax.
- 15 Any special piece you want included, a christening gown, an heirloom?
Why: The details are often where the story lives.





04

Location & Timing

Where and when

16 Do you prefer studio, outdoors, or your own home?

Why: Matches your plan to their comfort and the look they're imagining.

17 Is there a location that's meaningful to your family?

Why: A meaningful place makes meaningful photos, and an easy upsell.

18 What time of day is everyone at their best?

Why: Schedule around naps and moods, not just the golden light.

19 Any concerns about weather, bugs, allergies, or terrain?

Why: Prevents a miserable shoot and a rebooking headache.

20 Are you hoping for a seasonal look, fall color, fresh snow, spring blooms?

Why: Aligns your timing and location before you promise anything.

05

Babies & Newborns

The tiniest clients

21 How old will baby be on session day?

Why: Newborn posing windows are short, timing changes everything you can offer.

22 What's baby's feeding schedule and method?

Why: Feeding breaks shape the whole session, plan for them, don't fight them.

23 Any birth or health notes I should hold gently, a NICU stay, reflux?

Why: Lets you handle baby safely and hold space for what the family's

24 Are there colors or props you love, or want to avoid?

Why: Matches your setup to their taste instead of guessing.

25 Would you like sibling and family photos too, and who's coming?

Why: Plans your shot list and timing so no one's standing around.





06

Kids & Toddlers

Your secret-weapon intel

- 26** What does your child love right now, a show, a toy, a snack, a game?
Why: The fastest route to a real, belly-laugh smile.
- 27** What's the surest way to get a genuine laugh?
Why: Real connection beats 'say cheese' every single time.
- 28** Are there words or approaches that tend to backfire?
Why: Knowing the meltdown triggers is how you avoid them.
- 29** How does your child usually warm up to new people?
Why: Sets the pace for those crucial first ten minutes.
- 30** What helps them feel safe when they're overwhelmed?
Why: A comfort item or a parent nearby can save the session.

07

Cake Smash & Themes

Bring on the mess

31 Do you have a theme, color palette, or vibe in mind?

Why: Anchors your entire setup, where the magic happens when you get it right.

32 Any allergies or dietary needs for the cake?

Why: Safety first, and it decides where the cake comes from.

33 Has your child had cake or sugar before, and how did they react?

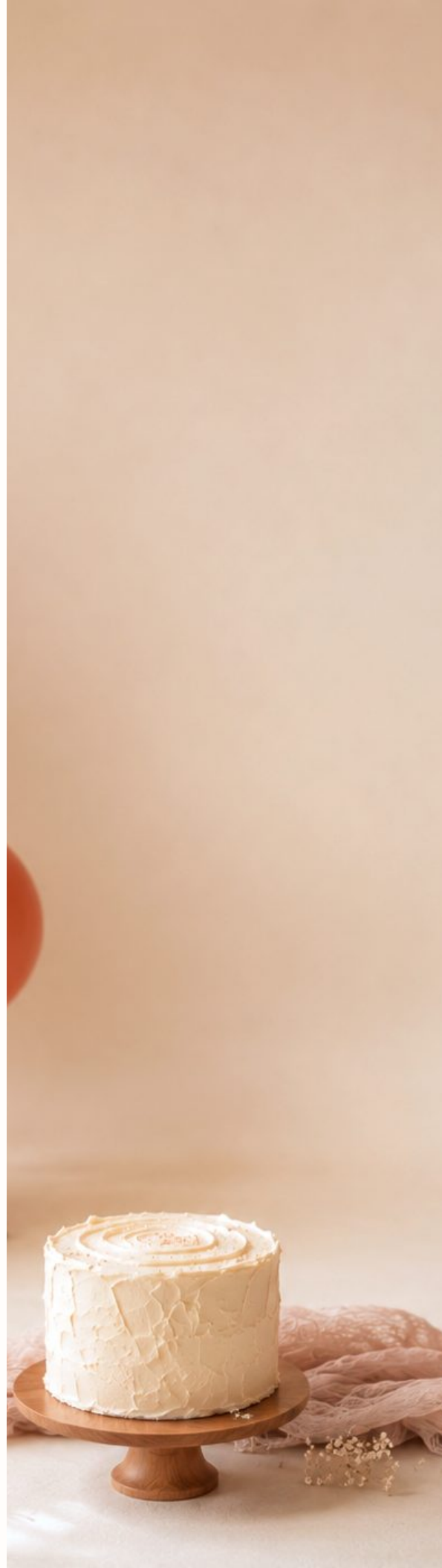
Why: Sets expectations: some dive in, some cry, all are photogenic if

34 Do you want a splash finish, milestone props, or a simpler setup?

Why: Plans your add-ons, your timeline, and your cleanup.

35 Are there details you want featured, a name banner, the age, an outfit?

Why: Personalizes the set so it's unmistakably theirs.





08

Comfort & Experience

How they feel about all this

36 When was your last professional session, and how did it go?

Why: Reveals past disappointment to heal, or high expectations to

37 What's your biggest worry about this session?

Why: Name the fear and it shrinks, they'll relax the moment you address it.

38 Do you like clear posing direction, or do candid prompts feel better?

Why: Matches your directing style to their comfort instead of the

39 How do you feel about being in front of the camera?

Why: Especially the parent who always hides behind it, they deserve to be seen.

40 What would make this feel easier or more fun for you?

Why: Small accommodations earn enormous trust.

09

Story & Sentiment

The heart of it

- 41** Is there an object, tradition, or activity that says 'this is us'?
- Why:** Turns a portrait into a story only your family could tell.
- 42** What do you hope your kids feel when they see these in 20 years?
- Why:** Shoot for the future, not just the feed.
- 43** Are we marking a specific chapter, a last baby, a move, a recovery?
- Why:** Gives the whole session weight and tells you what to protect.
- 44** Is there someone who couldn't be here that we should honor?
- Why:** Opens the door to a quiet, meaningful detail, a photo, a ring, an object.
- 45** What's the one photo you'd grab if the house were on fire?
- Why:** Tells you the single frame you cannot leave without.





10

After the Session

Where the photos go

46 How do you picture using or displaying the final images?

Why: Guides your product recommendations toward what they'll love.

47 Are you drawn to prints, albums, and wall art, or mainly digitals?

Why: Sets sales expectations kindly and early, so nobody's surprised.

48 When do you need the images by, is there a hard deadline?

Why: Protects your workflow and their event.

49 Would you like a peek at how to prepare in the days before?

Why: A little prep guidance means calmer clients and a smoother session.

50 Is there anything I didn't ask that you'd love me to know?

Why: The most important detail is often the one they were waiting to be asked for.

ONE LAST THING

Imagine your clients answering all of this *before* they arrive.

That's exactly what I built **Posy** to do. Instead of a scattered email chain, you send one beautiful link where clients tap their outfits, locations, props, and answers, and it all lands in your dashboard, ready before the session. It works right alongside the CRM you already use.

Photographers are locking in founding pricing right now. Come see if it's for you.

Start your free trial →

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