



ALYSSA LUND
PHOTOGRAPHY

lifestyle photography

capturing the *life* you've created together





“Words can not honestly describe how beautiful these photos are. We can't decide which one our favorite is!”

-NIKKI + WHITNEY

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allow
me to
introduce
myself

Hey there!

My name is Alyssa!!

I've been a professional photographer for ten years, and it's been my full-time job for more than half of that time. I live in a little yellow house in South Minneapolis with my partner, Tyler and our little pup Luna.

In the summertime, I'm all about sunny state park hikes and an outdoor patio happy hour with friends. In the winter, I live in a nest of blankets and thrive off of bread-baking season (my partner Tyler makes the world's tastiest homemade pizza crust).

I am an optimist, a feminist, an art designer, and a photographer.

I have a lot of experience with infants, babies, and kiddos: I've been a nanny, a preschool teacher, a tutor and a day-camp counselor. In college I volunteered at a children's hospital and took courses in child development. I'm CPR certified and have taken child and infant first aid classes.

But when it comes to kids, the real thing I should tell you is that I'm a super proud auntie to my two favorite kiddos in the world, Theo and Signe! They are silly and sweet and playful; watching them explore or laugh or learn is magic. I love every minute I spend with them.

There are a lot of photographers out there, so what might make me the right photographer for you?

You know that you don't want cheesy, stiffly posed photos - you just want relaxed, natural, warm pictures that help you remember what this chapter of life feels like.

You're maybe a little nervous about being photographed and you'd like a photographer that's really great at helping you feel natural and relaxed in front of the camera.

Your partnership (and family) is built on inclusive values and you want a feminist, body-positive photographer that's 100% on-board with challenging gender roles and standing for equal rights!

You love the idea of holding photographs in your hands, and get excited about creating tangible art or albums to remember this season of your life.

You value adventure as well as quiet moments - exploring new places and cultivating meaningful routines at home.

You love the Minneapolis Farmers Market, keep your radio tuned to MPR, or want a suggestion for my fav state park hikes. Just kidding, but seriously I'll go on a farmers market date with you anytime.

you are *welcome* here

The photography industry is not always an inclusive place, especially for folks who have been marginalized or whose existence has been ignored or underrepresented. I'm a person who carries a lot of privilege - I'm a white, cisgendered woman married to a man. I do my best to recognize and acknowledge my privilege, and use it to create a space that is as welcoming and inclusive as possible for the folks that I work with.

I believe Black Lives Matter. I welcome interracial couples and families, and I'll photograph you regardless of your religion, race, cultural or ethnic background, citizenship status, gender identification, or physical ability. I'm a body-positive feminist and welcome people of all body shapes and sizes, and couples of all ages.

Looking for a photographer who is part of the LGBTQIA+ community? I identify as bisexual! I hold a lot of privilege with this

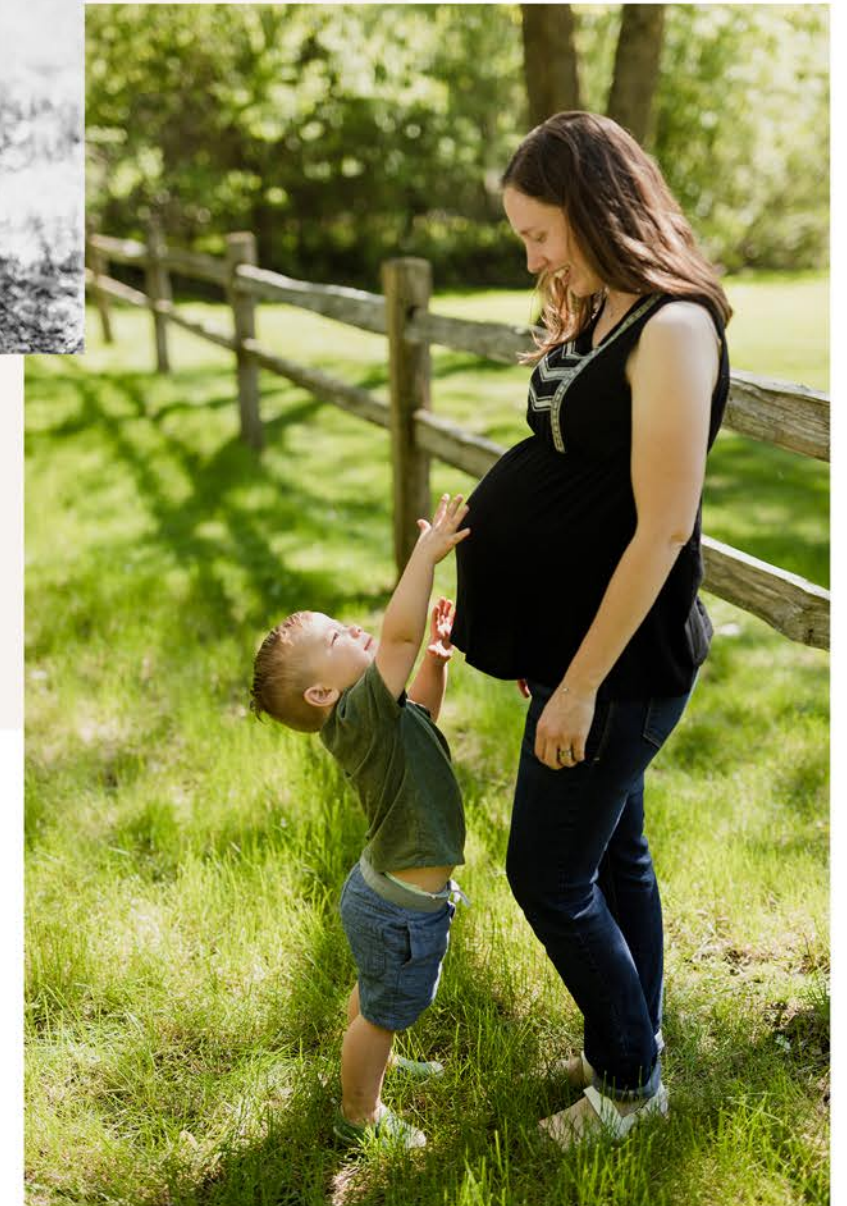
identity because I'm also in a hetero marriage, so most folks assume that I'm straight. I've learned that knowing I'm bi has helped some couples feel really safe and welcome in working with me as a photographer, so I try to let every couple and family I work with know that I will accept you and your partner as you are.

I'm an LGBTQIA+ friendly photographer. I welcome trans folks and gender non-binary folx. I try not to assume gender roles for my clients - I'll get to know you and your partner and your family, so we can capture emotions and moments that reflect your own life, values, and relationship dynamics.

Overall, I do my best to be an inclusive photographer. You deserve to be validated and seen, to feel safe, and to be celebrated without judgement.

I'm here to tell your story with love and respect.

lorem ipsum





What is a lifestyle portrait session?

This is an approach to photography that's all about celebrating the everyday, capturing the loveliness and art and imperfect perfection of this chapter of your life, right now.

We'll skip the cheesy, forced poses and instead structure a portrait session around authentic parts of your life - like giving your baby a bath in the kitchen sink, a cozy afternoon of cooking, snuggling on the couch with a book, or adventuring to an outdoor brewery with your pup in tow.

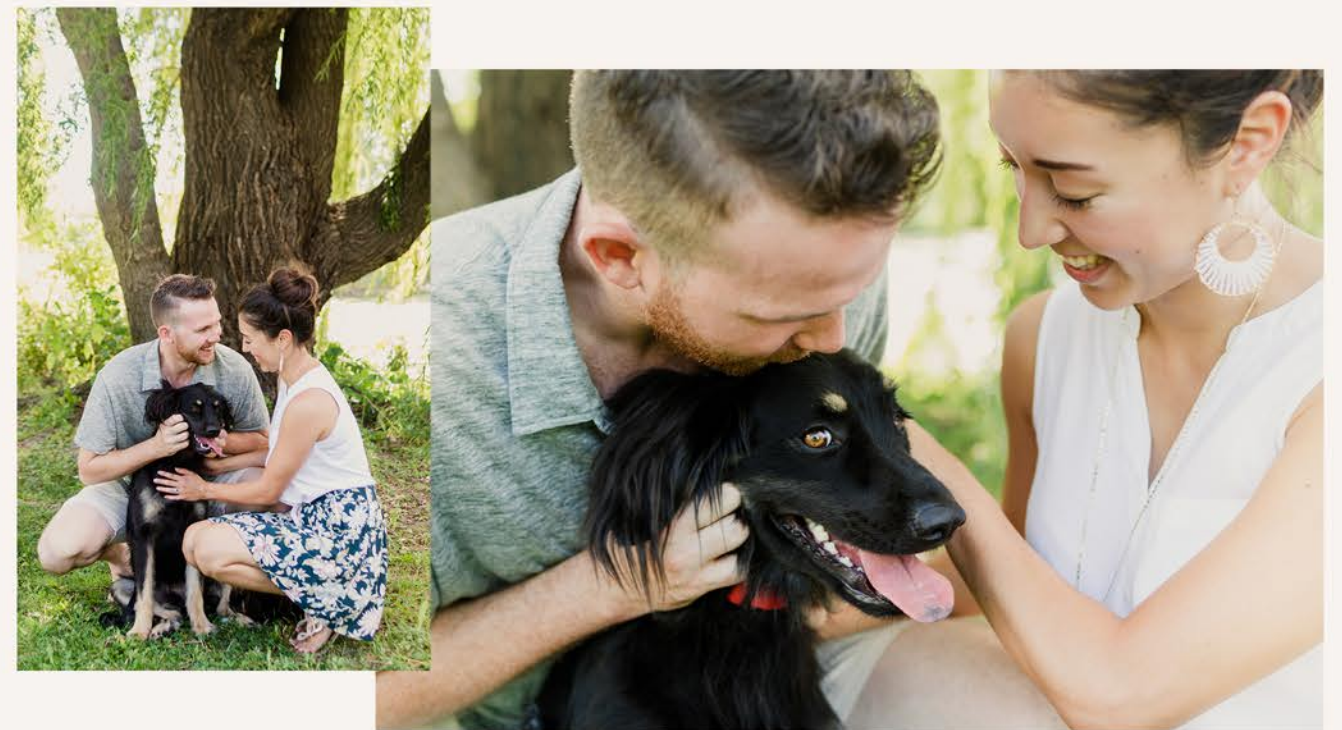
How does a lifestyle session work?

All of my lifestyle sessions start with a personal chat about what you're looking to capture in these pictures, planning how we can create emotionally rich photos that will instantly bring you back to all the feelings in this season of your life together.

Together, we'll choose a location for your session! We can really go anywhere, but most folks do a session at their home or at my natural-light studio (it's a bright, comfy space - think cozy loft vibes).

As your session approaches, I'm here to help you feel ready! I can help you plan what to wear, we can meet up at my studio or at your home ahead of time to talk about photo ideas, and I'll send you reminders about what to expect for your photoshoot.

At your session, we'll have unlimited time so we're not rushed and can take things at your own pace. I keep a really chill, friendly atmosphere during sessions - my couples always tell me that it feels like we're just hanging out instead of doing a photoshoot (which is awesome! If you feel relaxed, you'll look relaxed and true to yourself in pictures!)





life with your partner

PHOTOSHOOTS FOR COUPLES & ANNIVERSARIES

There's a common misconception that after you've gotten married, the next time to hire a photographer is once you're having a baby.

But what about all the beautiful moments in between?

One of my favorite kinds of lifestyle sessions to do is working with couples a year (or a few years, or a decade!) after they've been married. Being a partnership and sharing life together is reason enough to want to document your life in pictures!

Sometimes couples will do a session for a milestone like a fifth wedding anniversary, and other times it's just to document a chapter of life that feels extra special and that they want to remember - the third summer in your house, the winter when you finally perfected your sourdough recipe, the year you got a new puppy. Think about the beauty in your life right now, and let's celebrate and document that in pictures!



EXAMPLES OF LIFESTYLE SESSIONS



pregnancy + maternity

DOCUMENTING A POWERFUL CHAPTER OF LIFE

Expecting a baby is a huge deal, and it's an honor to document this season of life with soon-to-be parents! I often hear couples tell me that they love the idea of doing a maternity or pregnancy portrait session, but that they don't want the pictures to be too cutesy, cheesy, or stiff. I totally understand where you're coming from!! I bring my same natural, relaxed approach to pregnancy or maternity portrait sessions - offering relaxed posing guidance, keeping a chill and calm atmosphere, and creating pictures that feel natural and emotional and document all the feelings and joy in this season of life!

Some pregnant folks want to plan a session that really honors the changes their body is going through and celebrates their feelings of anticipation, excitement, and joy. A session out in nature (or even a maternity boudoir session with my other brand, Illuminate Boudoir) could be a great fit here.

Other couples plan a pregnancy/maternity session that focuses on their relationship as a couple in this season of life before their baby arrives - cozying up at home, setting up a nursery, or documenting your favorite pre-baby date would make for a really meaningful collection of portraits.



EXAMPLES OF LIFESTYLE SESSIONS



families and kiddos

MY EXPERIENCE WITH KIDS MEANS YOUR SESSION CAN BE RELAXED AND FUN

I have a lot of experience with infants, babies, and kids: I've been a nanny, a preschool teacher, a tutor, and a day-camp counselor! In college, I volunteered at a children's hospital and took courses in child development. I'm CPR-certified and have taken child and infant first aid classes. I'm also a super proud auntie to the two sweetest kiddos on the planet!

What does this mean for you and your session? It means that I'm super comfortable with kids, know how to keep your baby or child safe, and that I get kids. I know where they're coming from, I adore being around them, and I have patience galore for all the messes, mishaps and other surprises that are part of working with children!

You don't have to worry about your kids being perfect or well-behaved for a session; I'm here to meet them where they're at, make a photoshoot plan with you to will help your kids feel as relaxed and comfortable as possible, and create a calm, fun atmosphere so that we can document all the beauty and love in your family, just as it is.





newborns

A STORYTELLING, RELAXED APPROACH TO NEWBORN SESSIONS

Ahhhh, I love babies!! The tiny hands, the squashy little faces, the sweet baby smell. <3

When I photograph newborns, I bring my warm, natural photography approach to create organic storytelling pictures to document your new baby and this sweet moment in your life as a family.

My lifestyle approach to newborn photography means that I don't use cutesy props or cookie-cutter poses in my photography. Instead, we'll plan a session at your home or in my studio and aim for pictures that feel natural and cozy - I want to capture what it feels like to be part of your family right now as you're welcoming a little one.

more details about newborn sessions

When to schedule

We can do a session in your baby's first 5-14 days for calm, cozy, sleepy portraits with their tiny little newborn features. We can do a session when they're closer to a month old to capture more open eyes, the beginnings of face expressions, and more connection with family members.

What to expect at the session

We'll meet up and touch base about any last ideas or questions that you have! If we'll be shooting at your home, you can show me the rooms you'd like to include; if we're at my studio, I'll walk you through the space and we can make a plan for where to take pictures.

If you'd like to include multiple outfits, or any special blankets or meaningful items, just let me know! I'll have extra space heaters, neutral blankets, and plenty of calm, patient energy on hand.

Whether you're a new parent or have been through this before, I know that having a newborn can leave you feeling a little overwhelmed. It's okay if you're still figuring things out, it's okay if you're feeling exhausted or dazed! There's a reason that I only do one session per day, and it's so I can completely focus on you and we can take everything at your pace. We'll have plenty of time so that you can take breaks for feedings and diaper changes, too.

I'll walk you through the entire session (I'll guide you into relaxed, cozy poses or capture activities/actions) and we'll capture some beautiful, emotional moments - I'm here for you every step of the way.

Safety + COVID 19

Safety has always been important to me when I'm photographing little ones (maybe it comes from growing up with a mom who was a teacher and a girl scout leader!) but especially with the pandemic affecting our lives in this current season, I feel like it's extra important for me to name the safety and hygiene precautions that I'm implementing in all of my sessions.

I'm fully vaccinated for covid, and am only working with clients who are also fully vaccinated.

I've always told my clients that if either of us are unwell on your session day, we can easily reschedule - and that's more important now than ever.

I'm skipping my usual hugs and handshakes to maintain our physical distance whenever we're physically together. Come air high-five or dance six feet apart with me instead!

I'll keep hand sanitizer at the ready for myself as well as for you! In most newborn sessions, I'm generally holding, soothing, and naturally posing babies a bit - and if you'd prefer to be the only one touching your baby, that's okay too - I can give you complete direction on what to do.

For meetings or photoshoots, I can come to your home (where I'll arrive with sanitized gear and a mask) or we have the option to meet at my private studio in Northeast Minneapolis, which I am able to ensure is totally clean, bleached, and hygienic. (I'm also happy to meet virtually if needed - just ask).



MELISSA + ANDREW AND....

baby Owen

I photographed Melissa and Andrew's wedding a couple years back, and was thrilled when they shared with me that they were pregnant! We planned a relaxed lifestyle newborn session for their new baby - they really wanted to focus on documenting a cozy afternoon in their home (which is also their first house together!).

While they wanted a few portraits (each of them with their new baby, and the three of them together and looking at the camera), they wanted the majority of their pictures to feel more candid and focus on emotions and feelings; Melissa said she really wanted to remember how small and sweet their baby was in those early, fleeting days and have a documentation of what this time felt like.

After Baby Owen was born, we were able to do his newborn session within his first ten days! I loved being able to take



pictures at their home - using their living room, Owen's nursery, a few portraits in their bedroom of them snuggling up as a family.

Throughout the session, I focused on documenting their interactions as a family of three and their happy snuggles - and I love the warmth, tenderness, and coziness that you can feel in these pictures.



what to *expect*

the lifestyle photography process with Alyssa Lund Photography

Booking

Initially, I connect with couples on the phone to chat about what they're looking to document in their life right now, walk them through pricing and package options, and see if it feels like a good fit! If we decide to move forward, we'll compare calendars and choose a date for the session, and I send along booking paperwork to complete online.

Pre-session meeting and planning

In the weeks or months before a session, I love to meet couples or families in person. We'll meet at your home or my studio (we usually meet at the same location we'll be doing the session!) to talk about ideas for your pictures, how we'll use the space during your session, and we can even talk more about what kind of art you'd like to create with your pictures.

I'm here to be a resource for you as your session approaches - from choosing outfits to adjusting the timing of the session to best fit your kid's nap schedule, I'm here to help in any way I can.

Session day

We'll meet up as planned, touch base, and begin the session! You won't need to stress a bit - at this point, I'll have a really solid sense of what you're looking to capture so I can guide you through what to do during

the session. You can focus on enjoying the moment, and I'll take care of capturing it.

After your session

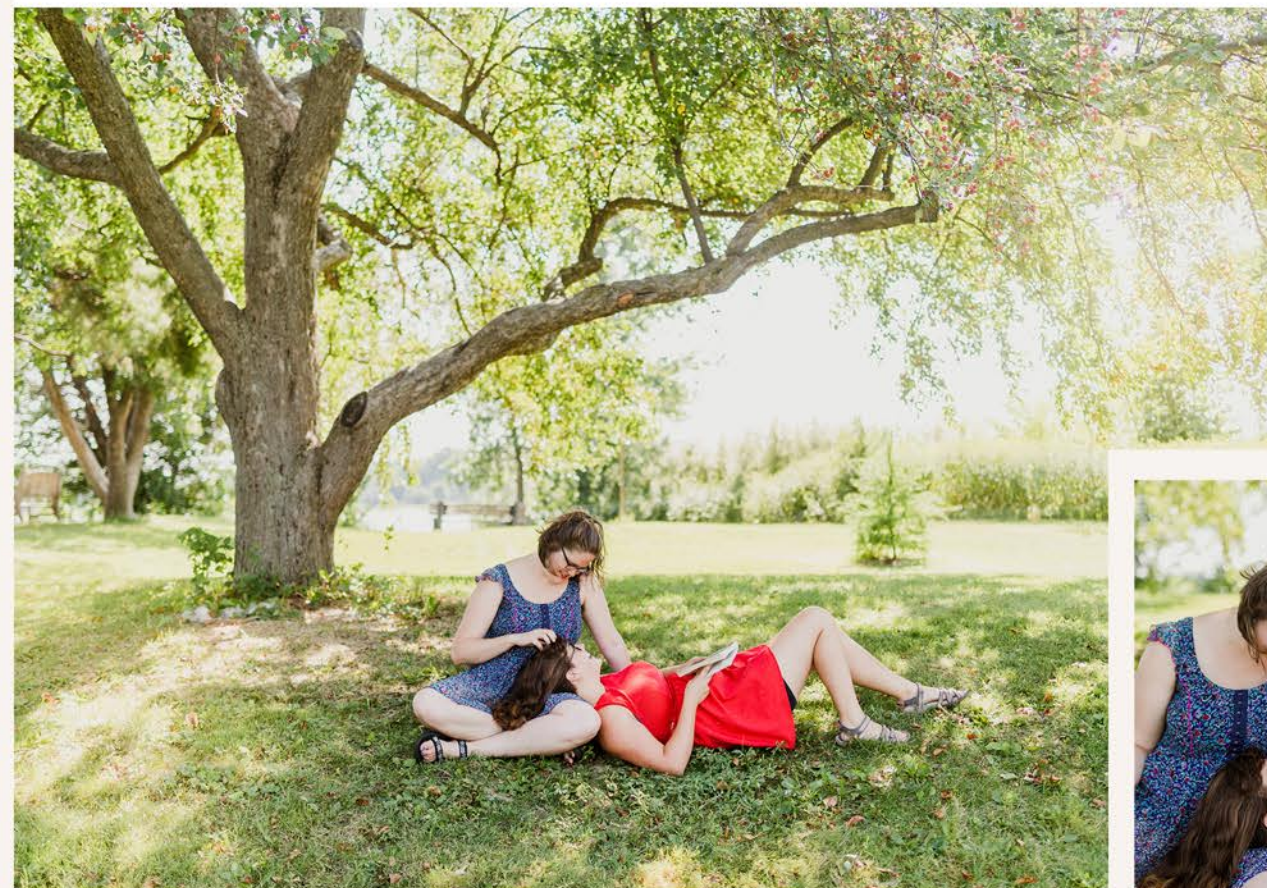
I carefully backup your images in multiple places. Over the next week, I'll go through all the pictures we took at your session and choose the final images (usually around 50 pictures). I'll edit each image and get them ready for you to see at your portrait Reveal!

One or two weeks after your session

We'll meet up at my studio (or virtually on zoom) for the reveal of your portraits! We'll watch a slideshow with all of the final images (usually around 50). Then we'll plan out your order and choose which pictures you'd like to take home! This is one of my favorite parts of my job and is always really emotional and fun.

Two - six weeks after your Reveal

Your order is ready!! I have all art and orders shipped directly to me so that I can inspect them and make sure everything is perfect; then we'll coordinate a time for pickup (I also include delivery and installation for any wall art that you purchase). This is the culmination of everything we've been creating together, and it's always a magical, powerful moment to send your art to its new home.



“From planning meetings to bringing a ladder and tool-bag over to our home to professionally hang the artwork we ordered, Alyssa brings so much heart to her work for her clients.”

-EMILY + IAN

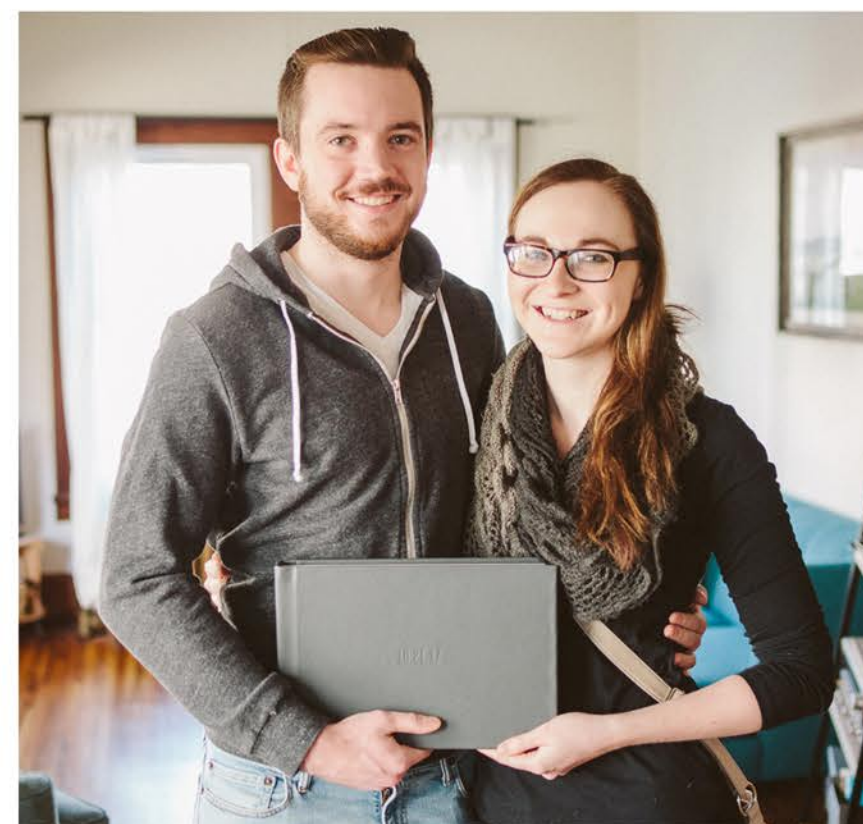
what to do with your pictures: lifestyle albums

Printed albums tell the story of this season of life.

I love giving my clients beautiful, printed portraits they can hold in their hands.

Albums are my most popular art pieces for lifestyle sessions, because their narrative structure really tells the story of this moment in time. My albums are all made by hand in the US with super-thick pages and beautiful leather and linen cover choices - and they're rated to last for hundreds of years, so they become a literal heirloom.

I design each of my albums from scratch, working closely with you to create an album that captures the magic and beauty of your life and family right now. When we meet for your portrait reveal appointment, I will have album mockup designs ready for you to see. We can make any changes you like, and then your album gets ordered right away and arrives just a month or two after that!





what to do with your pictures: wall art pieces

Inspire yourself daily with wall art.

Wall art feels incredibly special, and can be a beautiful way to remind yourself that your life is artful and inspiring. Many of my lifestyle clients love to order some wall art to highlight a favorite moment for their session, or a trio of artistic storytelling images.

A lot of couples like the idea of using their wedding pictures to create some art for their home, but aren't sure what form that might take. Do they want single large photo or a collection of smaller ones? Would they want a clean and modern style or something more organic?

With all these questions in mind, I actually visit most of my couples homes to do an art planning meeting. I love to sit with my clients in their space, so we can talk about what they like to surround themselves with. I can see the colors and textures they're drawn to in their own home decor, and I always bring along samples of my art sizes and frame styles so we can see how various pieces would look in their space.

I know it can be really hard to picture the final result with printed art, so I use this really cool software program to take photos of my couple's walls and show them exactly what the different art designs or sizes will look like, to scale on their real walls.

From large-format prints to custom frame gallery walls to delicate, organic pieces, I love working with couples and families to design a wall art collection that will fit in with their home decor and reflect the atmosphere of their portraits.



baby Lyra

LINNEA + ROSS
WITH TODDLER PAX AND A NEW BABY



Now a family of four

Linnea and Ross are thoughtful and intentional people and parents. It's been amazing to collaborate with them over the years - I've photographed their wedding, lifestyle portraits of them with their food truck, maternity and newborn photography for their first child Pax - and I was absolutely honored when they asked me to join their family again to photograph newborn portraits for their second baby, Lyra.

As we chatted about what they were looking for with these newborn portraits, we noted how in some ways they were looking for similar things as they were with Pax's newborn session - they wanted pictures that would feel cozy and sweet and document the emotions and feelings and relationship between their little family.

A session at the studio

Linnea and Ross loved the idea of doing the session at my studio so that they wouldn't have to worry about cleaning their home and could just show up to a warm, ready-to-go space!

Including an older sibling

There were also some things that were very different this time around, now that they had a toddler in addition to their newborn. I've photographed a number of families with older children as well as newborns - and it does slightly change the focus of the session!

Newborn sessions can often take up to four hours (we don't shoot continuously that whole time, but newborns are totally on their own schedule - and I like

to allow a ton of time so that we can take breaks as needed to feed, change diapers, etc). Photoshoots with a toddler, on the other hand, need to be short and efficient - they just don't have the attention span to keep smiling at a camera for much longer than 15 or 20 minutes.

Combining the needs of all the young ones involved can be a bit of a balancing act - in many ways, it's a bit of combining a toddler photoshoot with a newborn photoshoot - each have their own considerations and needs.

I wanted to be mindful to schedule the session at a time that would work ideally with Pax's routine, to set him up to be in a good mood. I suggested that Linnea and Ross bring along a family member or friend to hang out with Pax when we didn't need him for photos (that way he could have someone to focus on him or take him on a walk, while I photographed Lyra with just her parents for a bit).

We started the session without taking any pictures for a bit, just giving Pax time to be comfortable in the studio and play with a couple toys they had brought, while I chatted with him and his parents. And when Pax was ready to be in pictures, I worked to be efficient for his part of the session - while he was smiling and giving me his full attention, we quickly moved through pictures of the whole family together, and Pax with his sister.

Once we had gotten everything we needed from big brother Pax, he got to go off with his family member for a break, while I captured a few more pictures of Linnea and Ross and sweet baby Lyra. I love all the cozy, warm vibes in all of these pictures - they're so full of calm, grounded, loving energy.

pricing

All of these collections include the Alyssa Lund Photography lifestyle portrait session experience, which includes planning guidance before the session, a portrait session with unlimited time, outfits, and location, and a portrait reveal appointment just one week after your session to see your final portraits (there'll be about 50-60 final images) and plan out your printed art.



lifestyle booking packages

Storyteller collection / 3400

Lifestyle portrait session experience
Large 40-page album to tell the story of this chapter of life (2000 art credit)
Matching heirloom box for your album
A small piece of wall art for a favorite portrait (600 art credit)
All your final, edited digital images

Signature collection / 1500

Lifestyle portrait session experience
Your choice of a small 20-page album or a small piece of wall art (600 art credit)
All your final, edited digital images

ordering options at your portrait reveal

Upgrade from the Signature Collection to the Storyteller Collection : \$2000

Albums: \$600 - 2500

Wall art pieces and trios: \$600 - 4300

want multiple sessions?

Add on a second lifestyle session + all the final digital images from that session for an extra \$900

*Payment plans are available. Please note that prices are subject to change.
Please note that 8.025% sales tax will be added to your order. I also charge a 2.9% credit card processing fee
(which I'm happy to waive if you pay with a check - just ask).*



8 ideas for a lifestyle session

INSPIRATION FOR LIFESTYLE SESSION ADVENTURES / ACTIVITIES

WHAT DO YOU WANT TO REMEMBER ABOUT THIS TIME IN LIFE?

Pup snuggles

They will only be that fuzzy for a few minutes!! Let's hang out in your backyard and get some pictures of you rolling around on the grass with your new tiny furry friend.

An afternoon of baking

Have you and your partner perfected your sourdough recipe? Let's spend a cozy afternoon in your kitchen, baking and kneading and slicing into a fresh loaf.

Document your home

Maybe you'll be moving soon, or you're just feeling super proud of how you've made your space your own. Let's spend a sunny morning documenting your favorite things to do at home - reading the paper with your coffee, playing games at your coffee table, tending to your garden.

Your favorite date night

This is extra perfect for an anniversary session - let me tag along to your favorite date night spot, or let's take a romantic walk on your favorite trail.

Your go-to weekend adventure

A brewery with your pup and your bestie? Making tacos with the family at your mom's house? Checking out a new bike trail with your partner? Let's document your favorite part of life right now.

Cozy baby moments

Let's plan a quiet newborn session at your home - counting their tiny toes, reading to them, tucking them in, and snuggling on the couch.

Crafting with your kiddo

I'm imagining a messy morning at a craft table, with jars of paint and a cute little smock and your kiddo's small hands grasping paint brushes with you snuggling next to them.

Your neighborhood walk

If you're like me, you have a beloved route around your neighborhood - pick your favorite season, and let's document that adventure.

“Alyssa worked with us and our kids to make us all feel relaxed and look our best in front of the camera.”

-ELLIE



next steps

Let's make this happen!

If you'd like to move forward or have some questions first, let's find a time to chat! I'd love to hear about what you'd like to document in life right now, I can walk you through my process and pricing, and we can see if we might be a good fit for each other!

Can't wait to chat,

Alyssa

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