

# THE STRESS-FREE FAMILY PHOTO WARDROBE GUIDE



5 Simple Steps to Coordinating Outfits for Your Tampa Bay Family Photos  
(Without the Pinterest Spiral)

A Free Guide from Jeff Jansen Photography

*Jeff Jansen*  
PHOTOGRAPHER

# BEFORE WE START: THE PERMISSION SLIP YOU NEEDED

Stop trying to look like someone else's family. The photos you'll treasure most aren't the ones where everyone's outfit was "perfect"—they're the ones where everyone looks comfortable, relaxed, and genuinely themselves.

Your goal: Look like YOUR family, just the best version.

Now let's make this easy.



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# STEP 1: Start with Mom's Outfit (Yes, You Go First)

**Why this matters:** Everyone else's outfit is easier once you have your anchor piece. Plus, you're the one most stressed about this—let's fix that first.

## YOUR ACTION STEP:

Choose ONE outfit you feel confident and comfortable in.

Ask yourself:

- Can I move, sit, and play in this?
- Do I feel like myself in this?
- Will I be tugging or adjusting it constantly?
- 

If the answer is yes, yes, no—you've found your outfit.

## QUICK WINS FOR MOMS:

- ✓ Flowy midi or maxi dress (comfortable + flattering)
- ✓ Wrap dress (universally flattering)
- ✓ Flowy blouse + jeans or soft pants
- ✓ Nice tank with cardigan + bottoms

## FLORIDA SMART:

- Breathable fabrics (cotton, linen, lightweight knits)
- Loose fits over skin-tight (you'll be more comfortable)
- Nothing you'll sweat through in 5 minutes

Real talk: Choose clothes that fit you NOW. When you feel comfortable, it shows in every single photo.



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# STEP 2: Build Your Family Color Palette

**Why this matters:** You're creating a coordinated look, not matching uniforms. Think "palette" not "matchy-matchy."

## YOUR ACTION STEP:

Look at the outfit you chose for yourself. What 3-4 colors could coordinate with it?

### EXAMPLE:

- You're wearing: Soft blush dress
- Your palette becomes: Blush + Cream + Soft Gray + Dusty Blue

Now everyone picks from those 4 colors—but they DON'T all wear the same thing.

## COPY-AND-PASTE PALETTES THAT WORK IN FLORIDA:

### Warm Neutrals (Year-Round):

Cream • Tan • Rust • Olive • Soft Mustard

### Soft Coastal (Beach/Park):

Dusty Blue • Cream • Soft Gray • Blush

### Earthy Greens (Nature Settings):

Sage • Cream • Terracotta • Taupe

### Rich Jewels (Fall/Winter):

Burgundy • Forest Green • Cream • Navy

### Sunset Warm (Golden Hour):

Blush • Peach • Cream • Camel • Soft Coral

**Pro tip:** Screenshot your chosen palette on your phone. If it doesn't fit the palette while shopping, don't buy it.

  
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# STEP 3: Coordinate the Family (The Easy Formula)

**Why this matters:** Once you have YOUR outfit and your palette, everyone else falls into place.

## YOUR ACTION STEP:

Use this simple formula for a family of 4:

**MOM:** [Your anchor outfit—already chosen!]

**DAD:** Pick 2 colors from the palette (solid shirt + coordinating pants)

**CHILD 1:** Pick 1-2 colors from palette (can mix differently than Dad)

**CHILD 2:** Pick 1-2 colors from palette (different combination)

## EXAMPLE USING SOFT COASTAL PALETTE:

- **Mom:** Blush dress
- **Dad:** Cream button-up + gray pants
- **Daughter:** Dusty blue dress
- **Son:** Cream shirt + tan shorts

**See?** Everyone coordinates but nobody matches exactly.

## THE PATTERN RULE:

Each person can have ONE subtle pattern OR stay solid.

**Patterns that work:** Small florals • Thin stripes • Delicate prints

**Skip:** Large logos • Busy patterns • Plaids + stripes together



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# STEP 4: Dress the Kids for COMFORT (Not Just Cuteness)

**Why this matters:** Uncomfortable kids = stressed kids = photos where everyone looks miserable. Comfort = natural smiles and real connection.

## YOUR ACTION STEP:

Ask yourself: "Can my kid actually move/play/be themselves in this?"

### FOR GIRLS:

- ✓ Dresses they can twirl in
- ✓ Rompers or jumpsuits (one piece, easy)
- ✓ Tops with skirts/pants they can run in

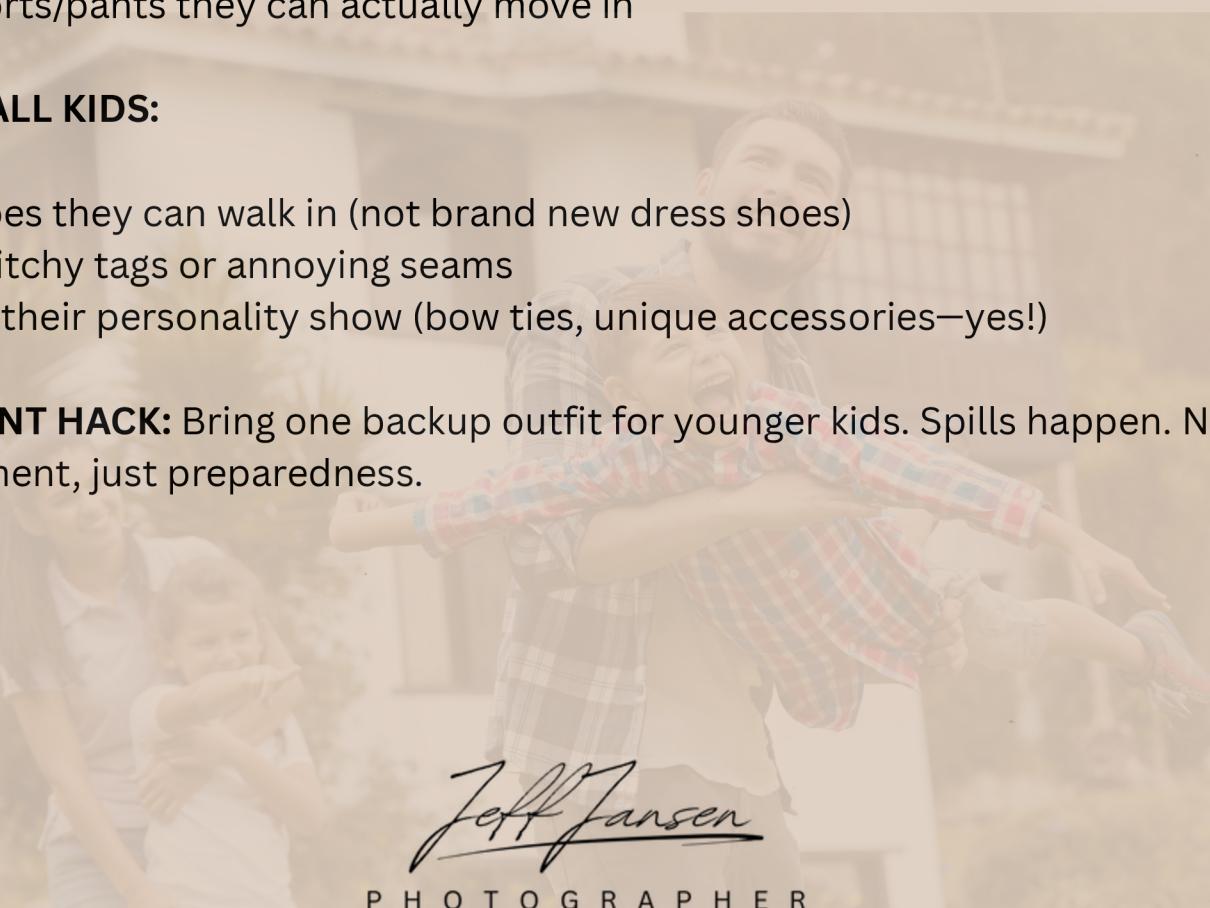
### FOR BOYS:

- ✓ Button-ups they don't hate
- ✓ Henleys or solid tees
- ✓ Shorts/pants they can actually move in

### FOR ALL KIDS:

- ✓ Shoes they can walk in (not brand new dress shoes)
- ✓ No itchy tags or annoying seams
- ✓ Let their personality show (bow ties, unique accessories—yes!)

**PARENT HACK:** Bring one backup outfit for younger kids. Spills happen. No judgment, just preparedness.



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# STEP 5: The Final Check (Avoid These Common Mistakes)

**Why this matters:** These are the regrets I hear most often. Let's skip them.

## YOUR ACTION STEP:

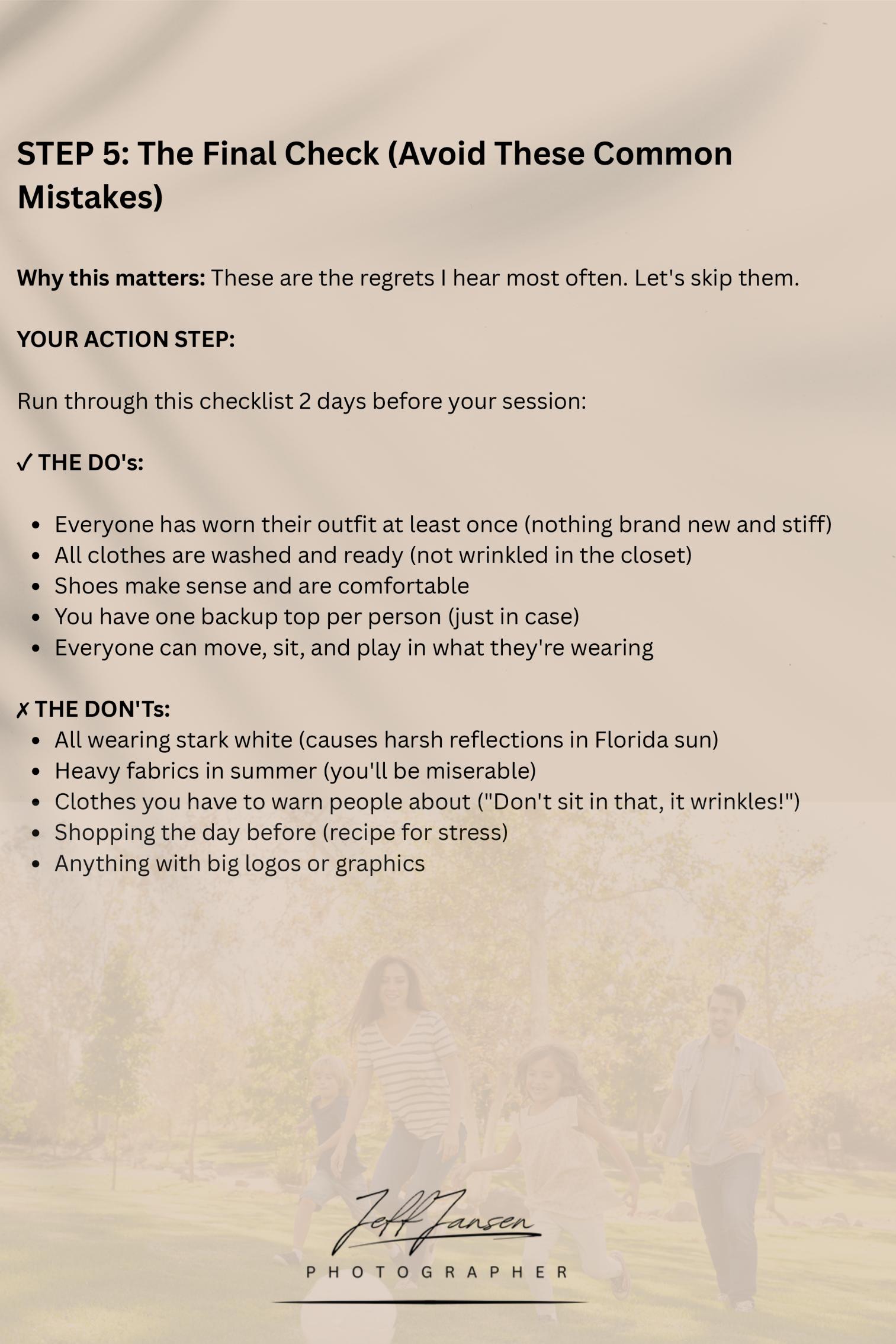
Run through this checklist 2 days before your session:

### ✓ THE DO's:

- Everyone has worn their outfit at least once (nothing brand new and stiff)
- All clothes are washed and ready (not wrinkled in the closet)
- Shoes make sense and are comfortable
- You have one backup top per person (just in case)
- Everyone can move, sit, and play in what they're wearing

### ✗ THE DON'Ts:

- All wearing stark white (causes harsh reflections in Florida sun)
- Heavy fabrics in summer (you'll be miserable)
- Clothes you have to warn people about ("Don't sit in that, it wrinkles!")
- Shopping the day before (recipe for stress)
- Anything with big logos or graphics



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# THE SECRET NOBODY TELLS YOU

After photographing hundreds of Tampa Bay families, here's what I know for sure:

*The photos people treasure most aren't the ones where the outfits were "perfect." They're the ones where everyone was comfortable enough to forget about what they were wearing and just be present with each other.*

That presence? That's what creates connection.

And connection is what makes photos you'll actually want to look at in 20 years.

So yes—use this guide. Coordinate your colors. Follow the formulas.

But more than anything: **Wear things that let you show up and be WITH your family.**

That's what photographs best. Every single time.



## READY TO MAKE THIS HAPPEN?

You've got the wardrobe guide. Now let's capture your family's beautifully imperfect life—exactly as it is right now.

Book your stress-free family session:

 Email: [jeff@jeffjansen.net](mailto:jeff@jeffjansen.net)

 Text: (727) 408-0258

 <http://www.jeffjansen.net>

Free consultation included: I'll answer every wardrobe question you have, help you pick the perfect location, and make sure you feel completely confident before session day.



## **BONUS: What You Get When You Work With Me**

- ✓ Detailed wardrobe guide specific to your session
- ✓ Location recommendations for your family's vibe
- ✓ Text me photos of outfit options for feedback
- ✓ Client closet with accessories and backup options
- ✓ Patient, fun session where kids can be kids
- ✓ 40-75+ edited high-res images with print rights
- ✓ Sneak peeks within 24-48 hours
- ✓ Full gallery in 2-3 weeks

*Because connection beats perfection - every single time.*

**Jeff Jansen Photography**

Family Lifestyle Photography Tampa Bay, Florida

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