



— FOR THIS CHILD — CUSTOM FAMILY PROFILES

— WELCOME! —

Adoption can be beautiful - and messy and hard and entirely overwhelming. We know; we've been there!

We also know that your family's profile book is one of the most important elements of your adoption process. It's exciting to think about the hands that will hold your book, but it can also be very stressful. Where do you begin? How do you explain who you are and what your family is all about in just a few short pages? What can you say to an expectant mama that builds courage in her heart and reminds her that she is not alone? For This Child is here to make this piece of the journey a little bit easier by creating a unique, custom family profile book that celebrates and shares you with the brave ones who are choosing life for their child.

WHO I AM

and why I love what I get to do



Hi! I'm Lindsey.

I'm an adoptive mama, married to an incredible man, ex-teacher, current profile book designer, social justice warrior, and advocate for being wholly and ethically pro-life.

For a lot of years, I offhandedly echoed the same sentiment, "I just want to stay home with my babies, write homestudies, and make profile books!" Eventually, the Holy Spirit whispered back, "So why don't you?" Done.

In May of 2018, I left my job in the classroom to recklessly run after the passion He's placed on my heart - loving the orphan, pouring into adoptive families, and advocating for birth moms. While my background is in education and social work, I'm also an Enneagram 4, which means I loooove beautiful things, so creating fit right in! I am a self-taught designer, but more than that I'm an "in-process mama". Our family was built through adoption, and I have spent the past decade digging into trauma-based care, sensory processing, connected parenting, racial identity, adoptee and birth mom voices, etc. In short: I'm in the trenches with you!

My heart is to see expectant mamas honored and children put in families, and I believe all of it - when we do it well - puts the Lord on display. I also believe that grief and celebration coexist, and when we choose adoption, we choose proximity to both, and acknowledging it is everything!

All of this is at the core of what I do. I believe the profile books we send out are about more than finding a child. They have the potential to speak life into dry bones, hope into a hopeless situation, choice to women who may feel like they have none, and joy where there has only been shame. I believe they can be a vessel for Jesus, and I never want to sell that short.

MY FAMILY

and why I love
what I get to do

One of my favorite things about my job is that I get to do it from home!

I'm married to an incredible man with a heart for Lord. We have two beautiful daughters and one handsome son! Diamond is our songbird, with worship in her heart and feet that dance away shadows. She was adopted out of foster care in 2015. Ameliana is our mountain goat; she is sure-footed and steady, ready to run on mountain tops with Him. She was adopted domestically in 2017. We fell in love with her birth mom before we ever knew our sweet Millie, and I've been completely undone every day since when I think of the way He grows our families. Our son, Benaiah, is Ameliana's bio-brother, and we feel incredibly humbled that his mama chose us to continue walking alongside her. Benaiah is our buffalo boy, strong and steadfast. Walking this road of adoption has been harder and yet more beautiful than we ever could have imagined, and we'd never go back.





MY STYLE

My goal is to create something that shouts YOU!

IN NUTSHELL, I WOULD DESCRIBE MY STYLE AS...

- Clean
- Modern
- Photo-centric
- Narrative

In my designs, I use a lot of large photos that I believe tell a story and written content to do the same. While I do utilize lists/bullet points throughout, a majority of my written material is in story form. I really believe this invites a mama in and allows her to see an authentic picture of YOU! In addition, I also use a lot of earth tones, clean texts, and white space!

MY SERVICES

what the process
will look like



In my professional opinion, every powerful profile book has three essential elements:

1. QUALITY PHOTOS. This is your job!

And lots of them! Once you're ready to get started, we will set up a Google Drive folder to share photos. You will be provided with a list of required professional and nonprofessional photos, as well as asked to connect with a local photographer to set up a mini-shoot. We cannot stress enough how much the quality of your photos increases the quality of your book. They truly do become the central focus of your book, telling the story of your hearts. We encourage families to do [at least part] of their mini-shoot in their home; this provides natural, beautiful, fun but still high quality photos to bring into your book

**A mini photoshoot with a professional photographer is a requirement in our contract. Please take this into consideration when planning your budget and timeline.*

2. HONORING AND ENGAGING CONTENT. Let's do this together!

Next we'll work on the written content of your profile. Writing about yourself may be one of the most difficult parts of creating your book, especially in language is honoring and encouraging. To help with this, you will receive a questionnaire to guide you through your thoughts and prompt important information. Based on your responses, I will compile your content and turn your words into a narrative.

3. CHARACTER. Leave it to me!

Alongside honoring birth moms, celebrating the uniqueness of your family is one of my primary goals! Every book is creatively designed with different elements to fit your family. I will share a few sample with you and ask for a list of your likes and dislikes. I'll also ask you to share any unique words, pictures, etc. that you might associate with your adoption journey and work to incorporate these themes into your profile.

HOW LONG WILL IT TAKE?

PROJECTED TIMELINE

Once we have everything we need, we will start creating your custom family profile! A first draft takes approximately 2 weeks to complete. At that time, you'll be sent a copy of the first draft to review and edit. Once your edit is complete and you feel confident about the final product, we will send in an order for the books to be printed! Most families receive their final product within 3-4 weeks.

*If you have any requirements from your agency such as size, orientation, or required content, be sure to communicate this on the front end.

WHAT DOES IT COST?

CUSTOM FAMILY PROFILE | \$750

- All the copy formatted for a profile book, written by our copywriter, based on the questionnaire you complete.
- Google Folder with access to the questionnaire, photo list, and tips for writing your letter to an expectant mom.
- Fully customized profile book design
- Photo Enhancement
- 1 digital book in PDF
- 1 printed book: 8.5x11 soft cover, perfect bound!
- 3 Rounds of Edits

ADD ONS + ADDITIONAL EXPENSES

- Birth Mom Educational Experience (Including a video from a birth mom coaching you how to write your letter, a 1-hour phone call, feedback on your opening and closing letter, and follow-up: +\$50
- Expedited Design (first draft in 10 days): +\$75
- Help uploading + organizing photos: +\$30 per hour
- An additional round of editing: +\$30 per hour
- Extra printed copies of your profile: +\$15 per book + shipping

*REMEMBER TO ALSO BUDGET FOR YOUR PHOTOGRAPHER. WE WILL SUPPLY YOU WITH A LIST OF REQUIRED SHOTS.

WHAT DOES IT COST?



FINAL PRODUCT

what goes into
my book?



WRITTEN CONTENT

- Cover with photo and title
- Family Summary / Quick 'Get To Know Us'
- Husband's Bio / In His Wife's Words
- Wife's Bio / In Her Husband's Words
- Our Story
- Family Values
- Kids Bios, if applicable
- Adoption Story
- Hobbies / Interests / Holidays / Traditions
- Extended Family / Community
- Home
- Our promise

GRAPHICS AND DESIGN

- Professional Photos
- Candid Photos
- Design Elements that reflect your family
- Simple Layouts
- Clean, Modern Colors
- Honoring Verbiage

PHOTOS

Can you tell me more
about this requirement?



PROFESSIONAL PHOTOS

When you sign on with For This Child, you will be given a document that can be shared with your photographer. This document details photo expectations and shares samples from other adoptive families' profile books.

To give you a preview, you will need:

- High-quality cover photo of husband and wife - portrait orientation
- Coordinating photo for the back cover
- Additional photo of husband and wife (minimum of 4)
- Collection of family photos
- Husband Portrait
- Wife Portrait
- All children together
- Individuals of each child
- A picture of the outside of your home
- Your family doing things inside and outside your home (minimum of 5)

CANDID PHOTOS

If you do not take a lot of photos, consider how your photographer might capture these as well. Utilize wardrobe changes!

- Cands of husband and wife (individually!) doing things he enjoys
- Cands of kids doing things they enjoy
- Wedding photos
- Candid of couple doing things together
- Extended families interacting with each other (ie. Grandma baking with the kids, Grandpa giving a tractor ride, etc.)
- People in the backyard
- People doing things inside the house
- Pictures of pets
- Pictures that reflect your hobbies / interests / traditions

The more you share, the more I have to work with! You should also know that I edit every photo that goes in the book!

REVIEWS

what people are saying about FTC



"Lindsey is incredible to work with! I was feeling so overwhelmed with the process of making a profile book but she just took that burden on & made it so enjoyable for us!! She has each step broken down in such an organized and efficient way and the end result is just beautiful!! I can't recommend her enough!!" - Justin and Lacey

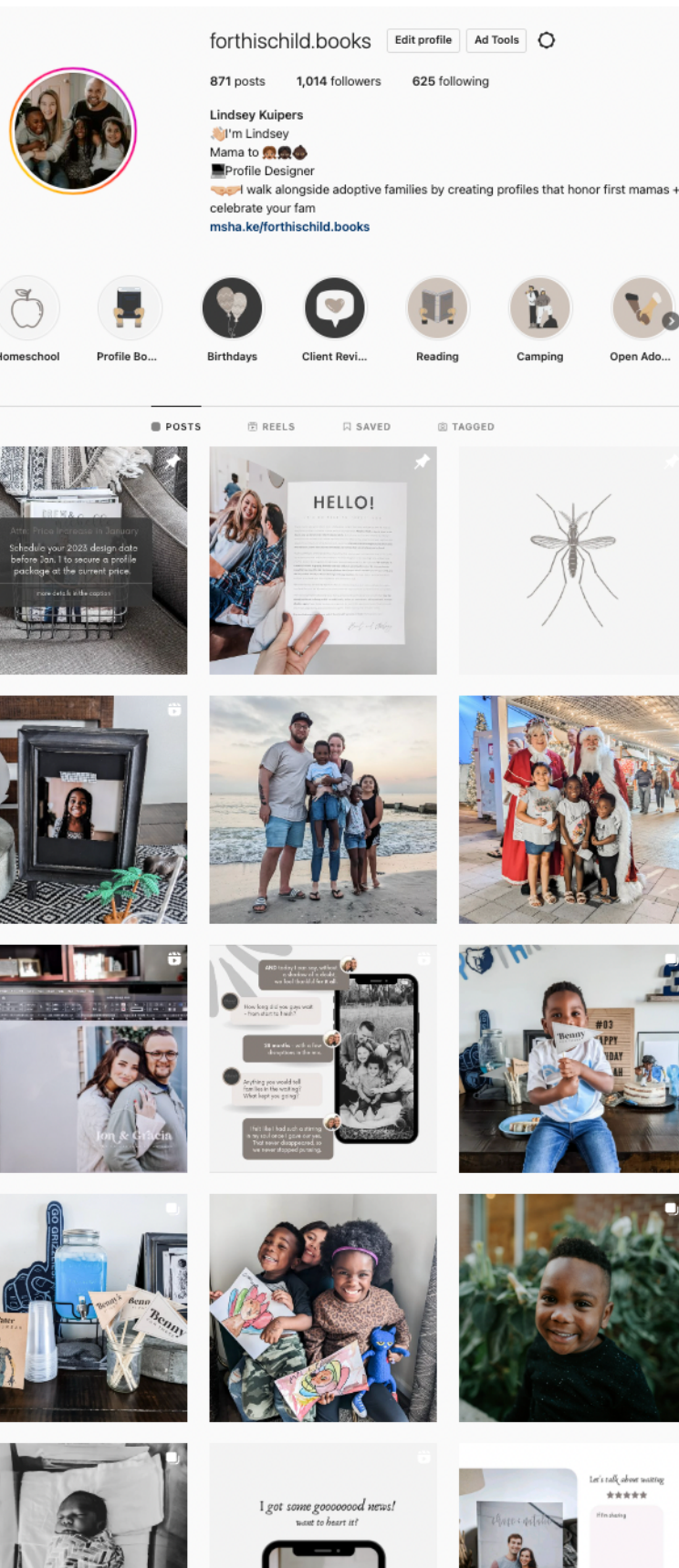
"I stumbled onto For This Child while researching adoption profiles. I'm so glad that I decided to trust Lindsey. She did an incredible job capturing our family and what life looks like for us! I was a little stressed and anxious about the whole process. She took all of those worries and fears away. My husband and I are so impressed with the work that she did! She has a beautiful heart and a passion that shines through." -Zech and Elizabeth

"We can't say enough good things about working with Lindsey! She made the entire process so easy and created a profile book that represents our family perfectly. Her work is beautiful and she truly has a gift for conveying the heart of her clients through the content. If you're considering hiring someone to create your book, we 100% recommend Lindsey!" -Chase and Natalie

"Lindsey's gift for writing and love for her families allowed her to perfectly capture our family. Laughter is our love language, which is so hard to capture with the right words and pictures, but Lindsey did an amazing job! She was absolutely wonderful to work with, and extremely organized and patient with all of our thousand questions. Ever more important, Lindsey has prayed with us every step of our adoption journey, and a few curve balls in between. It's rare to connect with someone you truly know is praying over your family, and I know Lindsey will walk any family's journey alongside them if they're lucky enough to work with her." -Jerry and Cara

ARE YOU READY?

let's get started!



1

email me

Ready to get started? Send an email to kuiperslindsey@gmail.com

Include your name, your agency or consultant, and your timeline!

2

facebook

Want to read a few more reviews? Hop onto my Facebook to check out what people are saying! You can find us at For This Child Books

3

instagram

Want to learn more about me as a person or see some samples? It's all on my Instagram! You can find me @forthischild.books



THANKS FOR CONSIDERING FOR THIS CHILD

I would be honored to walk alongside of
you in this journey. If you have any
questions, please do not hesitate to ask!
