

WALDRON



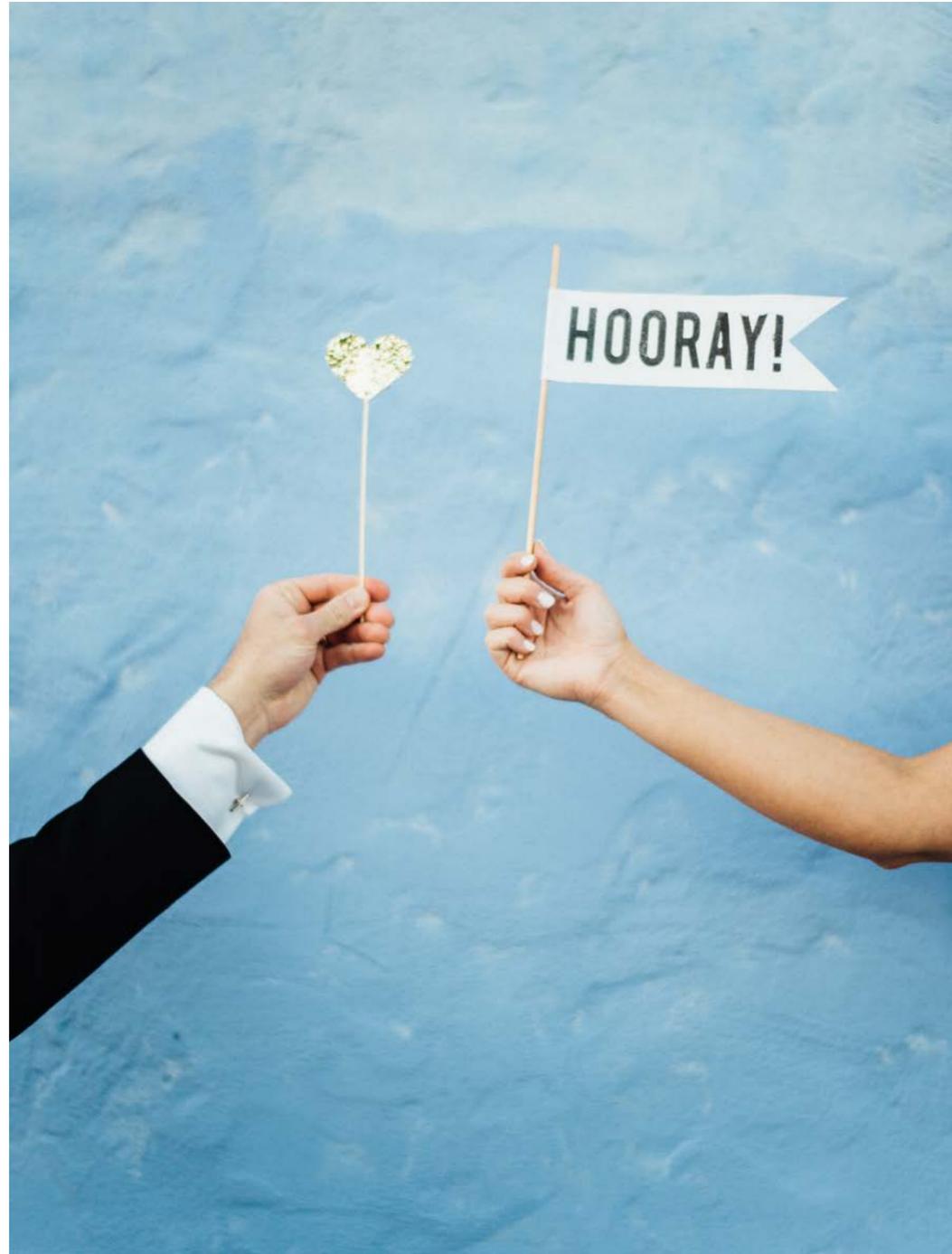
Let's talk about expectations.

As a recently-engaged couple, running headlong into wedding planning can be (read: is) fairly daunting. Throw Pinterest and nearly a hundred million wedding blogs into the mix and what do you wind up with? Panic. I was right there with you several years back when my wife and I started this same process.

Because the whole deal has a bit of a “so, uh, where do we start?” dynamic to it, I like to chat about just what you can expect, with respect to photography, at these key points:

- 1. now - the very beginning, moving forward*
- 2. engagement portraits, if you would like them*
- 3. at least a couple of sit-downs along the way*
- 4. wedding weekend*
- 5. wrap-up - you're married and in possession of a dang good gallery of wedding photographs*

The next several pages will outline just what these key points look like.

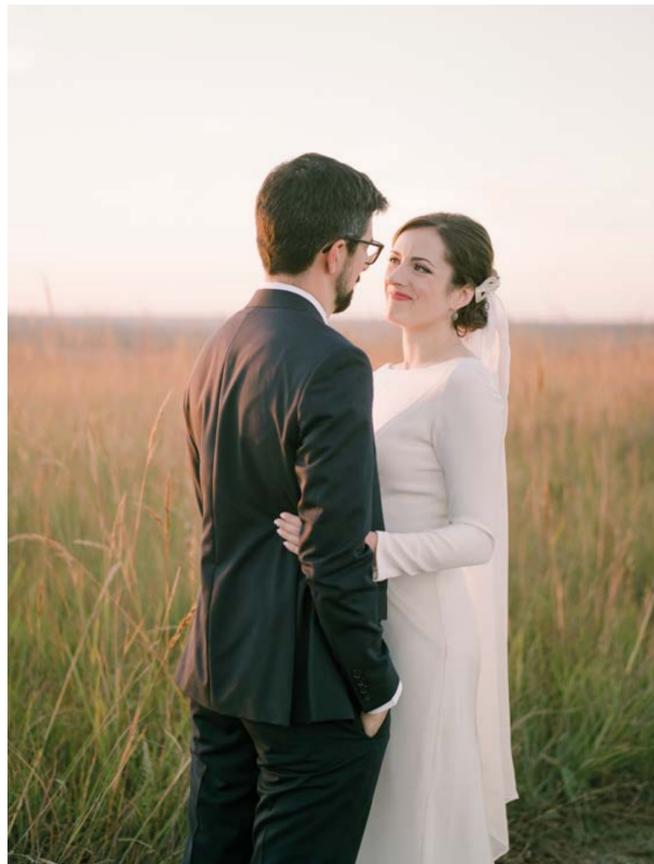


Getting things rolling.

Starting off with a clearly-defined big picture.

Right out of the gate, we'd work together to assemble a timeline of all of our planning pieces as they relate to photography. Typically, from there, the first order of business is engagement portraits, if you're interested in such (they're included complimentary, but if you've got other arrangements for those portraits - or if you just don't consider yourself the engagement portrait type - I'm happy to substitute in one of a couple other options.) From there, we make it a point to sit down at least a couple of times prior to wedding day to ensure we're staying on the same page regarding the various moving pieces.

[By clicking here](#), you'll find an actual example of said big-picture timeline that we put together for these folks - Brian & Lauren.





Engagement Portraits

Kitty cats and matching turtlenecks, right?



First things first - let's address a stigma. Engagement portraits don't have to be cheesy, posey, unenjoyable and otherwise just downright bad. If we're going to do them, let's make an oath to each other that we're going to knock 'em out of the park, okay?

Oftentimes, I hear folks drop a line something along the lines of: "Man, I'm just awkward in front of the camera. You've got your work cut out for you." Rest easy - I'd actually say the same thing about myself. And because of this, I'm fairly directive during portraits; I give prompts to encourage some interaction but the overall goal is to create some space in which you can be you. And, tell your folks not to worry - we'll take a small handful of the more standard posed portraits as well, just for them.

In terms of locations for such portraits, this is a back-and-forth conversation. I primarily want to know if there are any spots toward which you and your fiance tend. A park, a bar, your couch at home, or the lake, for instance. From there, I'm happy to suggest spots with which I'm familiar based on any ideas or aesthetics you've got in mind. You're welcome to change outfits if you'd like, and we'll take as much time as we need. Turnaround time on these portraits is three weeks, and they go into the full gallery where your wedding photographs will also live. From there, I also mail you a USB drive and a small collection of fine art prints.

And, full disclosure: I'm a supporter of pre-portrait whiskey shots.



Keeping the momentum going.

Commandeering the various moving pieces when it comes to wedding day.

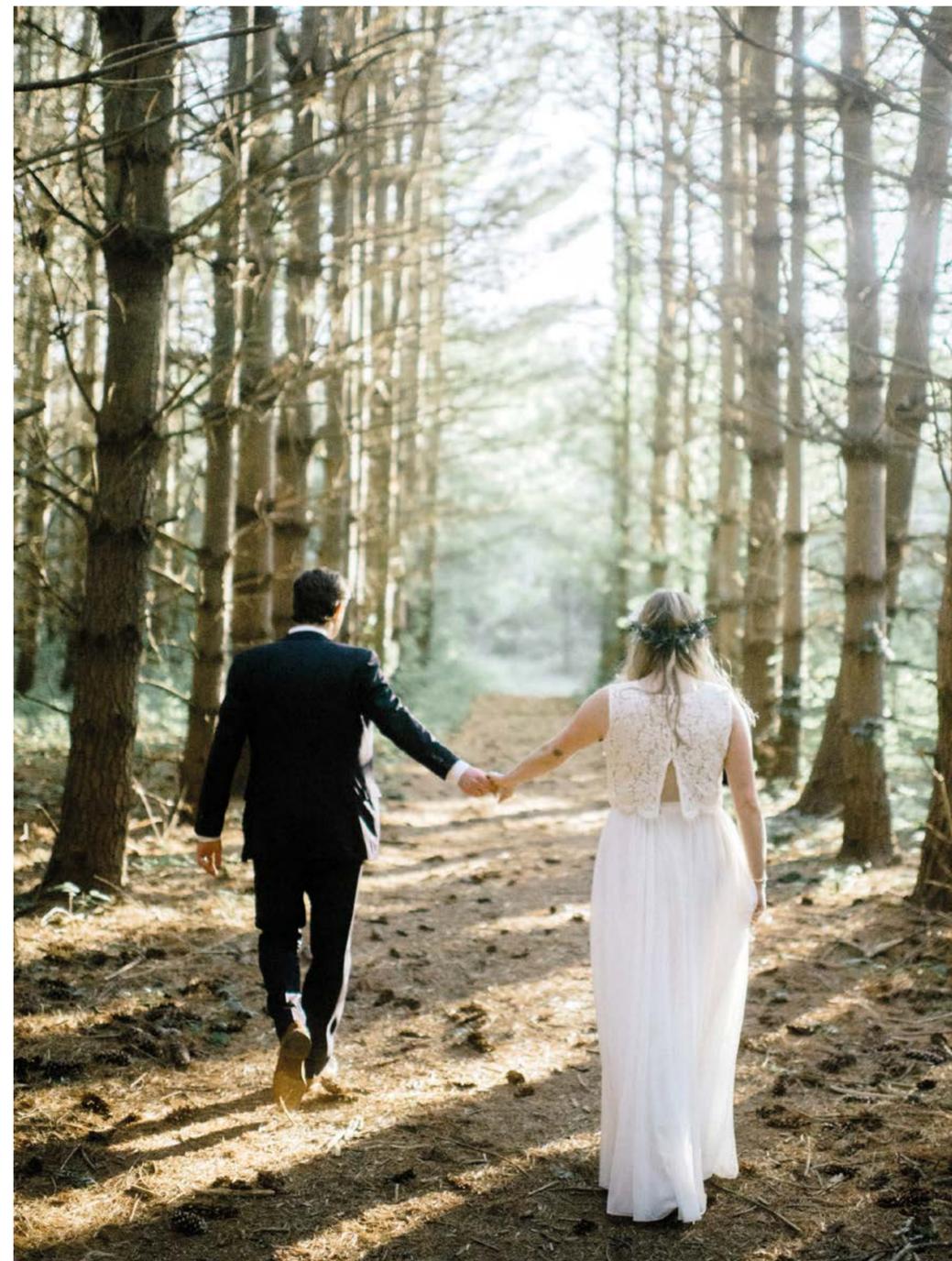
Between now and wedding day, I'm happy to be as hands on, or inversely as on standby, as you see fit with respect to your wedding planning. Some folks have called me their "wedding psychologist" - and friend - after sitting down together every few weeks, if for no other reason than to grab a quick drink and make sure everything's being considered. Other folks know their way around planning a wedding (or have a wedding coordinator on board), and prefer to check in with me only to crosscheck timing with respect to wedding day portraits and such. Either method - or somewhere in the middle - is completely fine, of course, and it all just depends on personal preference.

In general, I think it's important to help you identify your ideal plan first, without necessarily considering the photography aspect, and then come back in to figure out how to meld that schedule with the timing and location of three things: (1) portraits with your families; (2) portraits with your wedding party, if you're having one; and (3) portraits of you and your fiancé.

Our primary goal in all of this is two-fold: First, I want to get to know you as best as possible. I feel that the better I know you, the better pictures I can make for you. And, on the other end of that, the better you know me, the easier it is for me to be your shadow for a day. Second, I want to make sure that we've accounted for every single timing piece and detail that has any importance to you. We'd definitely put a fair amount of conversation into family portraits; I feel these are immensely important, to both you and your families, but they shouldn't take more than twenty or so minutes to efficiently accomplish. We'd put together a list of first names so that I can be direct with folks in cruising through these portraits. And, if you've got a coordinator, I'm of course more than happy to work hand-in-hand with them to establish these day-of plans.

[By clicking here](#), you can see the actual timeline we used for another couple - Alex and Clair, who were wed last autumn - on their wedding day. (A couple things to note here: for this wedding I was present all day with my associate, Matt. The notes on the left side were the particular details that were of importance to Alex and Clair or otherwise had bearing on my schedule.)





Wedding weekend.

Our grand masterpiece.

If one final sit-down would be useful in the days leading up to wedding weekend, we aim to make this happen less than three weeks prior. It's typically not likely that this is NECESSARY, but oftentimes huddling up even for fifteen or twenty minutes simply to slap a high five, make sure ducks are in rows and say, "Okay! See you in a few days!" is a sensible deal.

Otherwise, wedding weekend - I say "weekend" in the event I'll be at your rehearsal dinner in addition to your wedding day - is most accurately described as me playing fly-on-the-wall with all of our plans in mind. My goal is to capture all of the planned-for moments, as well as the spontaneous ones, while remaining as inconspicuous as possible, giving minor direction only when necessary. The main exception here is portrait time; for portraits of you and your fiance, as well as with your wedding party and family, I take on more of a coordinative role and make sure things flow smoothly.

Come reception time, I typically work closely with your emcee to stay on the same page regarding the evening's flow and activities. And regardless of the amount of time we've agreed I'll stay for, I'll touch base before departing to be certain we've accounted for everything.



And that's a wrap.

The post-wedding skinny.

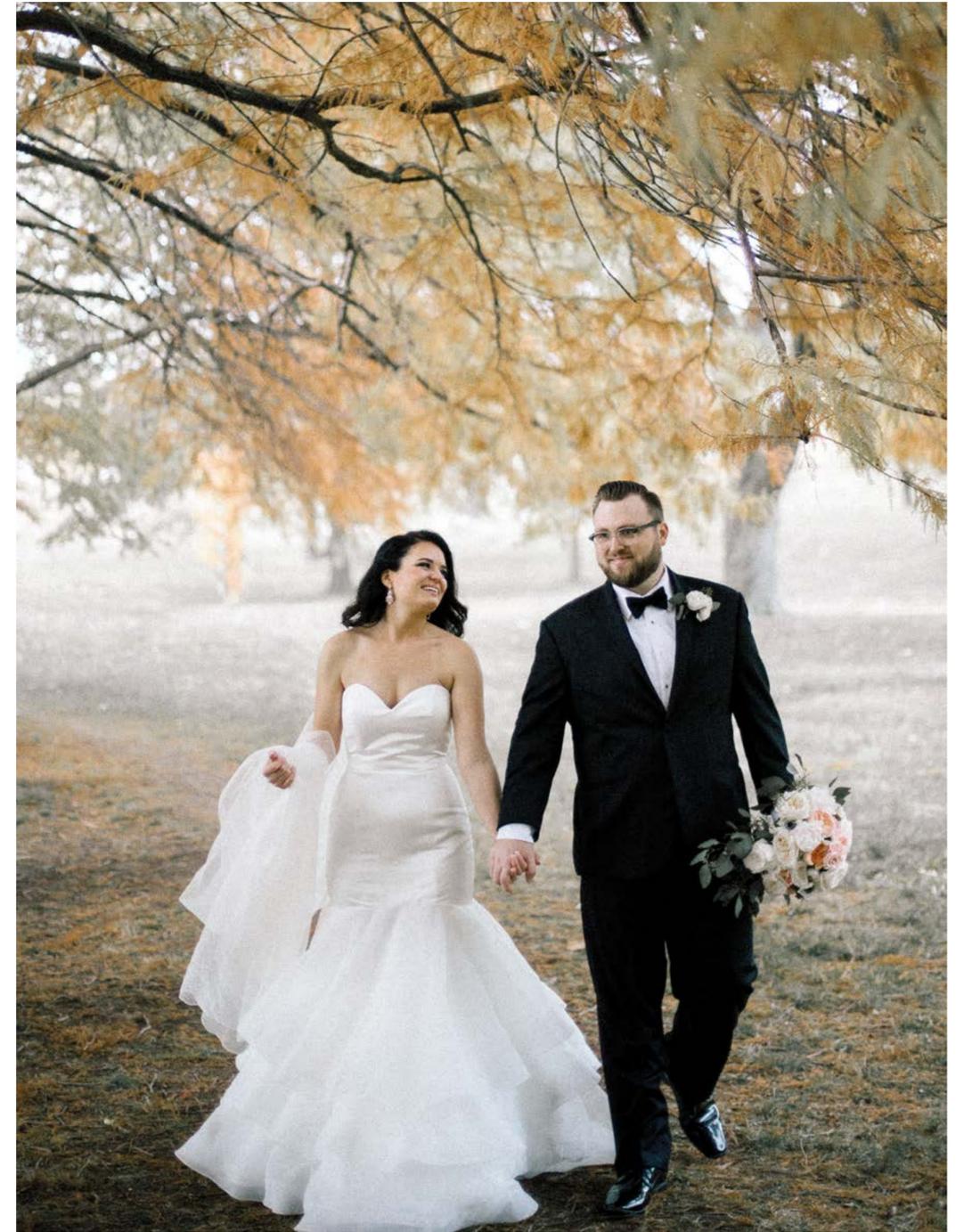
Now that you're married, freshly off a remarkable honeymoon perhaps, and back to some much appreciated routine, here's what things look like.

Within four weeks of wedding day, you're photographs are all polished off and uploaded to your gallery. While we take a quality over quantity approach, expecting around 50 images per hour of coverage is a safe bet. These images are high resolution and are downloadable right away, which means you can pull them from the gallery and make prints of them immediately if you'd like. This gallery stays online for a minimum of ninety days.

Within two weeks of that - so a six week total turnaround time - you'll receive in the mail another USB drive containing your images and a print release, as well as a nicely-arranged stack of fine art prints.

After a few additional weeks, now that things have settled and you've had a chance to "experience" your photographs, we'll chat once more. This is a quick quality check, essentially, and we also use this conversation as a chance to discuss options like albums and additional prints.

While this is the last "scheduled" interaction of the process, I keep your images on file for at least twelve months, and am happy to help in any capacity at any point.



Final mentionables.

A few FAQs regarding the next steps.

Q. What needs to happen for us to move forward? A. To book a date, I simply ask for a signed contract and a \$700 deposit. Both contract and deposit can be completed entirely online.

Q. Mind if we take a peek at said contract? A. Of course not - just [click right here](#) for a soft-copy PDF.

Q. What if we take too long to book? A. Rest easy. I've got you on the calendar for two weeks following our discussions. I know this is a big decision, and I encourage you to take some time and carefully consider your options.

Q. Will there be any surprise charges along the way? A. No way. Any number you've seen is the number you can take to the bank. All applicable sales taxes are included. While your balance is due two weeks prior to your wedding day, I'm happy to be flexible here.

Q. Can we pay with a card? A. Most definitely. Just ask.

Q. We're still on the fence. Got any hard sells? A. I'm not the best salesman, but I encourage you to check out what past couples have said. We don't strive to be your cheapest option but we do strive to provide the most value through a remarkable experience, and we're pumped to have a five star rating across all platforms. Reviews can be found via the Knot, [right here](#); via Wedding Wire, [right here](#); and via Facebook, [right here](#). Additionally, we've been rated by [Expertise](#) as one of Kansas City's top twenty wedding photographers.

P.S.

A final note - the truth about your photographs, your investment, and DOING YOU.

If nothing else, planning a wedding should have at least some resemblance of fun. If something doesn't make sense to you - throwing a garter or cutting a cake or having a dollar dance - cut it out. Make your wedding true to you, because that's what makes a wedding a cool deal. It's my goal to keep this idea of individuality at the forefront throughout the planning process, and to ultimately make photographs that truly fit you.

At the base of this whole deal, I get such a kick out of a wedding because it's the beginning of a story. When you look back at these photographs in five years, or when you show them to your kids in fifteen years, or when your great grandchildren see them after you've passed, I want the story of the day, with all of its emotions present, to be the most apparent thing. The in-between moments. The glance your flower girl gave you, or the forgotten exchange with your parents just before your ceremony started, or the way you held your new spouse's hand during your first dance.

Photographs are what remain as a result of hours upon hours of dreaming and planning. Hours and hours culminating in a day that - and I know everyone says it - flies by in the blink of an eye. If you think we're a good fit for each other, but have any concerns about anything, let's talk about it.

And, if you've got any general or specific questions, never hesitate to reach out:

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