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PHOTOGRAPHY

## NEW BLOG POST

The "Fine Art" of contacting  
your wedding photographer

*Love & Romance*

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## *Your Wedding Experience Series*

"The fine art of contacting your wedding photographer"



### *Tell your photographer what is important.*

You are newly engaged, and about to take a giant leap (or so it may seem). Into the big. Diverse. Trendy. Confusing. Colourful. Blogged. Tweeted. Instagrammed. Inspiring. Pinterest crazy world of wedding planning!

Your friends are begging you for information. Everyone around you is volunteering ideas and opinions. You casually say "it's ok we have it covered", because actually you have got it covered.

There are so many articles online to read, so many wonderful blogs and magazines. Sign ups to get free this and that, and enter a competition to win that. What you need to do is start reaching out to people and, suddenly it's all a little bit real.

You have done your "we've got it covered" research online as well as at a couple of wedding fairs. You have narrowed the vast selection of photographers available to you. Down to an inspiring few. The feel you want for your amazing "we do" day appears to be covered by them. From their public online persona. They look like the right type of creative wedding person or people you are interested in hiring. So what's next?



I am writing this today with my photographer head on. With the hope that this will help guide you from this stage to the next. In a way I have found few articles online cover. Does that mean that this advice is missing off the web, not at all – but I thought what it did find needed a refresh.

As a wedding photographer, every enquiry I receive is different. They can happen on social media, via my website form. Or via email. Each one requires different consideration. A different reaction and of course a carefully worded response. Like any wedding supplier, I love receiving enquiries. Especially when they feel as though they have had time taken over them.

Some clients have approached me telling me how their husband to be dropped down on one knee. "In the middle of the busy office reception area" after popping in on the way to an appointment.

Some have given me an outline of their day. Some have kind words about how they love my work, can't wait to work with me, and links to ideas boards. Perhaps the odd "this is what we are looking to do". Some, are a little harder to connect with "how much do u cost?" on Facebook messenger makes a reply quite difficult. Today, I would like to inspire you into putting as much time and effort into your first enquiry as possible.

Making sure you give us extra inspiration to allow us to reply and wow you. Moving mountains. Making it completely impossible for you not to book us as your wedding photographer.

Contacting wedding photographers is as much about finding out a price for their services. As it is to see if you have the right fit personality, ethically and service expectation wise.

There are approximately 50,000 wedding photographers in the UK alone. These are just the tax registered and insured ones. Which of course are the only ones you should consider for your own peace of mind and protection.

After you have found a few perfect ones. The one that "floats your boat".

Here's how to make an amazing impression, getting the most out of that first enquiry.

## *It's all in the details...*

By telling me a little more about your plans, you allow me to engage you and inspire you. You may find that we have different sets of information we can send you. Different articles we can highlight to you for dare I say "homework" to do. We will definitely have different replies and sets of advice we can give you. Some of my absolute favourite client bookings, come from couples who have wow'd me with their first email.

Ensuring that by return I can show you how much I adore my job. Allow me to then in turn inspire you to be excited about booking me. Resulting in us working together in a much better way. Photography is about being creative, and when you as clients inspire us. You enable us to produce our best work.

## *Our budget...*

We know people enquiring have a figure in mind. A number allocated to the photography part of their wedding budget. I've been married for seventeen years this year. To this day I remember planning my wedding vividly. It is actually the terrible experiences I had with my wedding photography and photographer. That taught me exactly what NOT to do.

We know couples sometimes have:

- Exceptional reasons for a tight budget
- A dislike of having their photograph taken. Perhaps because they have had a bad experience. Meaning it's with obligation they book a photographer. Rather than a feeling of we would love pictures of our amazing day
- The thought that having a photographer is a luxury, and something that needs missing off the list
- Perhaps they have read rather bland and unhelpful articles in the wedding press. Leaving couples believing every wedding supplier has minimal ethics.

It is 100% worth in your approach to your dream "we've got it covered" list of wedding suppliers. Saying what your budget is. There is nothing worse as a supplier than going through the process of quoting with a client. To then find out that the gap is just too big to bridge, it leaves everyone feeling disappointed. Most photographers have their prices on their website. So if you know they are out of your price range, make us aware of this right at the start of your approach.

All quality, reliable, committed suppliers have indemnity insurance, advertising, marketing and website costs. Thousands of pounds worth of kit to insure, service and keep updated. This does not stop just because we are not shooting for a weekend. If the price is out of your budget, but you feel your style or what you love about their work is a perfect match. So speak to them but explain why and send them an awesome first email, you can but ask.

If you have, opted for the first Saturday in July, and you are booking in April you are very likely to be disappointed.

## *Can we have a discount?*

"We don't want someone shooting all day". "We are eloping. "We are marrying abroad and having a party when we get home". Or "we just want a few hours and it's a small wedding".

These things are superb. I don't know many photographers who would not want to be involved. Shooting your personal intimate wedding. There is in this case a difference between asking for a "bespoke package" and a "discount". Approaching a photographer explaining your need for a bespoke package. Stating you love their work, but have more individual requirements. Is a much better way of making this type of approach.

## *What are the big no nos*

I'll go back to the "how much do U cost" message on Facebook, there was no date, no venue, not even an "are you available".

Giving no information to help me to come back to you with an answer to that question. I would say this is a big no no! This approach felt as though the couple were not really interested. That they could have been contacting any photographer.

"I'm not very photogenic". "I already hate the idea of having my photograph taken". "You need wedding pictures though right?". Even "I don't know why I am contacting you, I don't actually even want a photographer, but my mother says it's important".

As a passionate business owner, photographer and general lover of most things bridal. Hearing these things breaks my heart.

The quote below is from an amazing photographer in the US, by the name of Sue Bryce – she asks the question

*"What will your children feel when in 20 years from now they go looking for photographs of you and there are none?"*

At one of the happiest points in your life, is your wedding day. Why would you not want professional, timeless, gorgeous images captured? Please put aside your doubts and worries. Take the time to find a photographer who makes you feel magnificent. Trust them to do their job with the passion and integrity. I promise you will not be disappointed. So, make your first approach a positive one putting aside your worries.

There are questions, and then there are lists

I just did a website search "Questions to ask your photographer". A certain search engine gave me 8.3 million results. Each article or blog post may spin it or word it a little differently. Most are going to say the same thing though. Instead of asking about watermarks. Or the supposed Nikon vs Canon silliness. Or about copyright in your first approach. Tell us something we can connect with. Something exciting, something about you're wedding that literally takes your breath away. Something that keeps you up at night with excitement.

We will at the right time tell you all the important "business stuff". In the serious conversations. Reassuring you, that your initial instinct was correct, and you are making the right choice booking us.

So the absolute essentials are:

- Both your names
- Include your date
- Tell them about your venue
- Include your email address, your phone number and tell them a good time to call
- Tell them about your wedding
- If you are wanting bespoke, mention that
- If you are on a budget, mention that
- Have you been referred by someone, if so who do I have to thank

Jasmine Star is also a US photographer, a brilliant blogger and entrepreneur, she says

Photographers don't all need to be flattered. We don't mind it if an email arrives saying "prices and packages please".

Something key to think about though is;

Hiring your wedding photographer is not like hiring someone to clean your windows or fix your car. This is where compromise isn't an option and good enough is not enough.

Finally and I think one of the key things to take into consideration, i'd say

If at any stage you decide not to go ahead with your enquiry. Please don't leave us hanging with deafening radio silence. A simple email, letting us know you have found another photographer. Is perfectly fine and we will not be offended.

You can find the full original post on Wedding Ideas here. Do take a look it contains further advice from other wonderful photographers.

Love  
Tasha x

*Your final notes*

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