

Keepers By Kelly

BRIDE GUIDE





Well Hello

I want to start by thanking you for picking Keepers By Kelly as your wedding photographer! Weddings are one of my favorite things to photograph and it's not because I get to eat cake at the end of the night. I really enjoy getting to know my clients; both as individuals and as a couple, and building a relationship with them. When couples choose me to capture the most important day of their life I consider that as more than just a job. I love what I do and I love my couples; I'm so excited to be working with you!

I always want to ensure we have a solid foundation so I can snap the best pictures for you. I try to accomplish this in a few different ways:

- I want to meet you in person: Over coffee, lunch, or margaritas.... face to face meetings are critical to ensure we are a good fit
- Email/texts/calls: I want you to send me ideas, bother me with questions or concerns, I want to see the shots that inspire you for your wedding. I will have ideas too, but these photos are yours and I want them to be what you want.
- Social Media: When you follow me on Facebook and Instagram you not only support my business but you'll see much more of my work and get a feel for my aesthetic.

I get asked many questions regarding the planning process, so as a service to my couples I put together this guide to keep with them. While I won't help pick table linens or the color of bridesmaid dresses, there are definitely aspects of the engagement/wedding process that I'm familiar with and I've taken the time to create this guide to help mitigate some of those questions. Please read this guide all the way through, and check the FAQ page for quick reference. If there is anything I haven't covered or that isn't clear please don't be afraid to contact me. I'm here to support you.

Engagement Photography Session

You're engaged, yay! So, what next?

Aside from setting the date and finding a venue, you should find your photographer (hopefully me!) and plan an engagement photography session.

1 Why Should You Have An Engagement Session?

A lot of couples use the photos from the engagement session for their save the dates or use them as decor at showers, etc. The biggest reason, for me, in having an engagement session is to make sure you like the way I photograph you and that we are comfortable with each other. It can be very odd to have your pictures professionally done, especially by someone you don't know super well. I may ask you to do some odd poses or give strange directions. It's a matter of trust. Once you do the session and see the photos, you will understand why I asked you to fake laugh or 'look at that tree' or do poses you have never done before. Once your wedding day comes along, you will be comfortable with me and that will translate in your photos!



2 Engagement Photography Process

When booking the engagement session please plan on a 2 hour block of time. We will discuss what time and what location will be best as well. You should have an idea of what you will be wearing too (see #3) as that will dictate where we shoot. If I know ahead of time the bride wants to wear a dress with high heels then I know I shouldn't suggest a state park, for example, where there are lots of trails, grassy areas that might be hard to walk through in heels etc.

As for time, I do try to schedule early evening; about an hour or 2 before sunset, depending on location. For example, if we are shooting in Detroit I would schedule a little earlier in the day because taller buildings may block the sun earlier in the day. If we go to a park, I'd schedule about an hour before sunset. However, we will discuss expectations and make sure we schedule a time that works for you, regardless of the sun.

Nervous about posing? Don't be; that's my job. I will make suggestions on how to sit or stand and make gentle corrections in order to make you look your best! If you have an insecurity or concern please don't be afraid to share that with me. I can make adjustments based on what is shared so you feel confident and at your best.

I also like to remind my brides that sometimes the make-up artist or hairstylist booked for the wedding will do trials of their services before the big day. Try to book a trial on the same day as your engagement session so your hair and make-up are done for these photos too. It's a fun way to not only pamper yourself but you'll also see how your makeup photographs too.

3 What to wear

The first thing I tell clients when they ask what to wear is make sure you are comfortable! If wearing heels is your thing, work it, girl! But if it's not, please don't try them during your engagement session. It's not the time to try a new look. Generally speaking it's best if one of you is wearing a print or pattern and the other is wearing a coordinating solid color. If you have questions on color combos, just ask!

I allow for outfit changes too! Please let me know this as well so we can budget our time effectively. Keep in mind not all locations will have an area where you can change and you may need to change in your vehicle.





4 Where to shoot

I am open to any locations for your engagement session. If you have a location in mind please let me know. Many couples choose to do their session where they had their first date or at their favorite restaurant. I have learned if we can plan a location where there is a simple activity, like getting ice cream or coffee, apple picking or sledding, I receive more genuine smiles and poses.

If you have no preference, or idea, on where to shoot I have a preferred location list at the end of this guide.



5 Weather

Even with the best communication and planning weather will always be a factor for the engagement sessions. I/We will watch the weather reports daily leading up to the appointment and, if things aren't looking ideal, we will discuss if we should have the shoot the night before. If we decide the weather is just not going to work we can work on rescheduling.



6 Props

Props can be a fun addition to your engagement shoot, so long as it's relevant to you both as a couple. I do suggest you bring a blanket with you. I do have a blanket available but if there is a specific color scheme you're wanting then I suggest that you bring one that matches. I've also had couples bring other items like signs with their wedding date, smoke tubes, vintage suitcases, balloons, etc. These are just ideas; don't feel like you need props for good photos, a happy couple with great smiles are always enough!

7 After The Shoot!

After the engagement session I will send you a few of my favorite shots within a few days of the shoot, with the completed gallery ready in 1-3 weeks.

In the gallery, all images will have my logo, all you need to do is to download the images to a computer and there will no longer be a logo. **PLEASE PLEASE PLEASE** do not screenshot the pictures for social media. I can tell if you do. The quality is so much better if you download the images from the gallery.

Engagement galleries expire 2 months after they are sent. If you should need an extension there is a \$50 charge for 2 additional months.

The Wedding Day

When it comes to your wedding day there are many things to consider; from vendor availability to opinions of family members. It can be really hard! But just keep reminding yourself it's your day and you get to make the final decisions. By hiring Keepers By Kelly I'm here to help you organize the wedding day in order to capture all your memories. There are things to consider that can factor into your day-of timeline. Please read through these options and let me know your thoughts.

Regardless of timeline, I will call you a week before the wedding to go over everything, confirm addresses, start times, your must-have photo list for your wedding day, and anything else you need!



Here are a few things to think on when it comes to your wedding day timeline and photography:

1

First look photography

What is a first look? A first look is when the bride and groom see each other before the ceremony. Think carefully if you want to see each other before the ceremony. Whether you want to take his breath away when the church doors open or you want to have a special reveal just the two of you before the ceremony you need to consider that time in your day-of timeline.

Here are sample schedules of a day with a first look and without:

Schedule without a first look

11:00am getting ready photos
2:00pm ceremony
3:00pm family photos
4:00pm wedding party photos
6:00pm cocktail hour
7:00pm walk into dinner
7:30pm dinner
8:30pm first dances

Schedule with a first look

11:00am Getting ready photos
2:00pm first look
3:00pm wedding party photos
4:30pm ceremony
5:00pm family photos
5:30pm cocktail hour
6:30pm walk into dinner
7:00pm dinner
8:30pm first dances

Please remember these are just examples. Many things can factor into your schedule and I will work with you in any way I can to help you figure out what is best! Some things to note are that I will need at least 30 minutes for family photos (more if it's a large family) and at least an hour for a first-look. Plus an hour with you and your bridal party.





2 **Sunset Photography**

Another thing you may want to think about is whether or not you want sunset photos. Sunset photos are more common for my summer and early fall clients as the evenings are a bit longer before time changes. If you do decide you want sunset photography, we need to be aware of the time of sunset on your day. I will, of course, help keep an eye on time to help make those photos happen, but it may also mean pulling yourself away from your reception and guests and will, again, impact your schedule. You'd also need to ensure the reception venue had a pretty or scenic outdoor area in order to take those photos....you don't want sunset photos in a parking lot!

3 **Friday Weddings**

Is your event happening on a Friday? Nothing wrong with that! They are SUPER common and can oftentimes save you money on certain things. However, when it comes to photography, an event on a Friday can bring up scheduling issues as well. Do we need to travel to certain locations? Is there traffic? Are there critical people you want photos with who are still working a full or half day on Friday? These are all things to consider when crafting your day-of schedule and choosing what photography is important to you.



4 Must-Have Photo List

The next thing to think about is your must-have photo list. I will cover all the photos of any decorations, dress, accessories, the venue and the like automatically. However, if there is something specific, like a photo of a gift your grandmother gave you or something with special meaning I need to be told ahead of time and, if it's an object, I need to have access to it. But let's talk people. What I also need to know is what combinations you need in regard to family, or friends, photography? Is your family pretty small? Do you have a large blended family? Are we including aunts, uncles, cousins? Are there kids? These are things to consider, and I can help you create a list of people and combinations of people you'd like photos with to ensure we get the shots you want. You may want to consult with your mothers and future in-laws to see if they have any ideas too and to ensure you've covered both sides adequately.

Please note: **YOU** have to be sure the people you want in photos are aware that they are wanted in photos, ready for photos, and available at the specified time for the photo. If they aren't there we may need to move on, so make sure you communicate with those folks ahead of time. Maybe enlist an usher or someone who is familiar with those people to help gather and show them where they need to be on the wedding day.

Here is a starter list of photography combinations:

- Bride & groom plus bride's parents
- Bride & groom plus bride's parents, siblings
- Bride & groom plus bride's parents, siblings, aunts & uncle & cousins
- Bride & groom plus everyone from the bride side
- Bride & groom plus grandparents



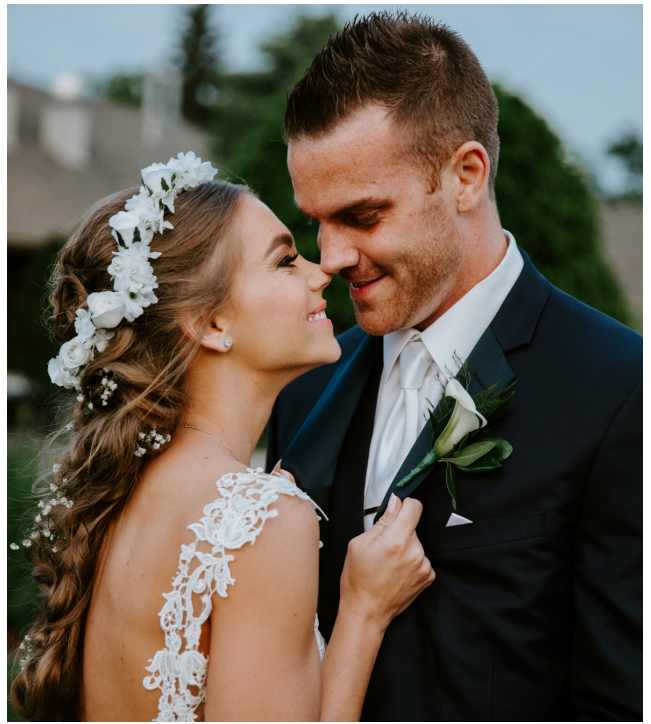
After The Wedding

Congratulations to the new Mr and Mrs!

So what happens now? Hopefully you two can just relax, take your honeymoon, and enjoy this new chapter. But as for your photos, here are the next steps.

I will send a few sneak peaks, via email, of my favorites for you to view, typically within the week following your wedding. As long as you are up to date on your payments (more information about payment below), I will have your wedding album gallery ready to within 2 months of your wedding day.

*Please note-If you ordered thank you cards through me they will be shipped to your house or dropped off to you within a week of your wedding.



Galleries

The wedding gallery will be up for 4 months after your wedding date. About 2 weeks after you receive your gallery, I will mail or deliver a personalized USB to you. If you have paid for a package with me that includes an album this is the time to decide and favorite what photos you want included in that album (more on that below).

If you have not selected the images you want, for personal use or for an album, within 4 months, there is a \$200 fee to reopen the gallery for another 2 months. If you choose not to pick images for your album within the 6 months time frame you will be forfeiting the album that is included in your package

2 Albums

Albums can take between 4-6 weeks to create after I receive photo choices from you. Once I send the album proofs to you I will need you to favorite which spreads you approve of. When I create an album, it is 5 images per spread for an 8x8 album and 6 images per spread for a 10x10 album.

For example, if your package includes an 8x8 album with 10 spreads, please select 50 images or less. If you go over that amount that will lead to an extra charge per spread or you will need to cut your choices down to 50. An extra spread for an 8x8 album is \$30

Another example: if your package includes a 10x10 album with 20 spreads, please select 120 images or less. If you go over 120 images there will be an additional charge per spread or you will need to, again, cut your choices down to 120. Extra spread for 10x10 album is \$40 You also have the option to add more albums to your package. Many of my couples do this as gifts to their parents and in-laws, as well as grandparents. If you'd like to add another album to your package the pricing is as follows:

*8x8 album base price \$80 w/ additional spreads at \$30 per spread

*10x10 album base price \$100 w/ additional spreads at \$40 per spread

If there is printed canvas photography included in your package simply email me the file number of the photo you've chosen and I will order.



Payment

As it pertains to payment, I do ask for 30% down at the time of signing to book and hold your date. Next payment is 35% to be paid before the day of the wedding, with the final 35% paid in order to receive your wedding photos.

Accepted forms of payments are cash, check, Venmo, or credit card (with a 3% fee). I understand weddings can be expensive. if you can't make a payment PLEASE communicate that to me so we can figure out a plan. As long as you keep in communication I can let you know what your options are. Failure to pay or failure to communicate with me regarding payment will lead to my terminating service.



Freebies

Keeper's By Kelly likes to keep things interesting and LOVES to give her clients an opportunity for free stuff! I've created a point system in order to do just that. Here's how to play:

The point system is listed below. For every action you perform I will tally up points. The points will only be counted for 90 days after your wedding (it can't go on forever, right?). There are limits on point values depending on the task as well.

If you should be caught taking screenshots of your photos or your images are low resolution you lose all points. If you aren't sure if the quality is good enough or you're not sure how to share high resolution photos just send me a message and I'll walk you through it.

Collect points to earn the following:

1. An 8x10 print: 2 points
2. Extra spread in your wedding album: 5 points
3. 25 thank you cards with your photo: 6 points

If there is something else you might be interested in I'm open to hearing it. I can see if I can get you a point value. Points cannot be redeemed for discounts on services.

Earn 1 point for:

- Post 1 or more photos on Facebook tagging Keepers By Kelly Photography (Limited 2pts)
- Post 1 or more photos on Instagram tagging @Keepers_By_Kelly (Limited 3pts)
- Post 1 or more photos on Instagram Stories tagging @Keepers_By_Kelly (Limited 2pts)
- Share a post on IG of one of my images (Limited 2 pts)

Earn 3 points for:

- Every referral of a friend or family that books senior photos, engagement photos, or a family session (Unlimited)

Earn 6 points for:

- Every friend or family that books their wedding with me (Unlimited)



Keepers By Kelly Checklist

- ☐ Meet with Kelly!
- ☐ Sign Contract
- ☐ Make Initial Payment To Save The Date
- ☐ Select Date For Engagement Session Photography
- ☐ Select Location For Engagement Session Photography
- ☐ Take Engagement Photos
- ☐ Choose Favorite/Top 10 Images from Engagement Session
- ☐ Make Second Payment
- ☐ Create Wedding Timeline
- ☐ Confirm Your Address/Information (will it change within 3 months of your wedding?)
- ☐ Finalize/Email Must-Have Photo List to Kelly (and notify relevant family too!)
- ☐ Touchpoint phone call with Kelly (within 2 weeks of your wedding day)
- ☐ GET MARRIED!
- ☐ Make Final Payment (in order to receive gallery, albums, or products)
- ☐ Go Through Gallery To Favorite Images You Want For Your Album
- ☐ Go Through Spreads & Select Favorites For Albums
- ☐ Earn Points For Freebies



Keepers By Kelly FFAQ

Is photography your full-time job?

Yes, I have been lucky and blessed to do photography for almost 7 years! If I'm not doing weddings I also do sports photography for Concordia University, and many of my brides and grooms hire me as their families grow, so I do maternity and family photos as well!

When did you start photographing weddings?

I started photographing weddings in 2013, and business has only grown. I started 2018 with 2 weddings and ended up booking 10 by the end of the year. In 2019 I had 10 weddings booked by the end of the year, and by the end of the year I had done 17. I'm starting 2020 off with 19 booked weddings and anticipate booking at least 5-8 more, in addition to my family and engagement shoots too.

What is your wedding pricing?

Wedding packages and pricing will vary depending on what you're wanting, your location, if I need to travel, if I need an assistant or second photographer and any add-ons you might choose. Typically, wedding pricing ranges between \$2,200-\$4,000. We can come up with a more specific figure tailored to you after we meet and discuss specifics.

What is your payment policy?

As it pertains to payment, I do ask for 30% down at the time of signing to book and hold your date. Next payment is 35% to be paid before the day of the wedding, with the final 35% paid in order to receive your wedding photos. Accepted forms of payments are cash, check, Venmo, or credit card (with a 3% fee).





Do you bring a second photographer?

For engagement or regular sessions I may bring an assistant who knows how to use a camera, but I am the primary photographer. The assistant is there to help with equipment, props, help get babies to smile etc.

For weddings I may bring an assistant or second photographer, depending on the package we have agreed upon. I will be your primary wedding photographer while the second photographer usually focuses more on photos of your guests and candid photos and assists with ensuring we are on schedule.

*Only one of my packages has a second shooter included in pricing, but you can add a second shooter for \$50 + \$50 per hour if you choose to add one. Do you have a travel fee?

This will depend on the location you're needing the shoot or where you're holding the wedding. If I'm able to book other appointments in the same location (excluding wedding day) then I usually don't charge a travel fee. Generally speaking, if shooting in the Northville-Brighton areas there is no charge.

How long does it take for us to get our photos?

I try my best to get them to you ASAP! Sneak peek photos will be emailed to you within a few days with a personalized USB mailed in 1 week. Full galleries are out to you via email within 2 months. Galleries are online for 2 months for engagement sessions and 4 months for weddings.

What does a wedding album curated by Keepers By Kelly look like?

You can view an album one of two ways. Head to my website and find the album tab OR you check out this link! It will take you to my website where I've provided a complete sample wedding album.
www.keepersbykelly.com/albums

Is there a way to see what a full wedding gallery looks like?

Yes! You can go to my website and find the wedding gallery tab OR you can check out this link. It will take you to my website where I've provided a complete and edited sample wedding gallery.
<http://keepersbykellyphotography.shootproof.com/gallery/10824287>

What if the weather doesn't cooperate?

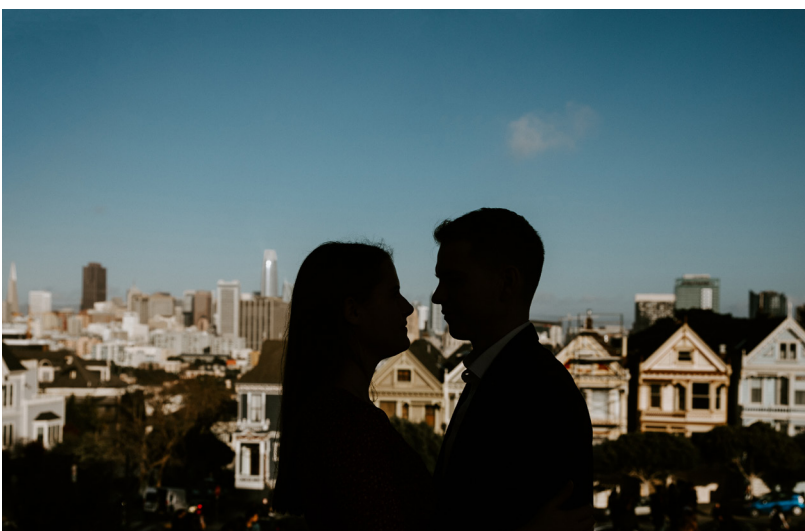
Engagement shoot Weather: Even with the best communication and planning weather will always be a factor for the engagement session appointment. I/We will watch the weather reports daily leading up to the appointment and, if things aren't looking ideal, we will discuss if we should have the shoot the night before. If we decide the weather is just not going to work we can reschedule. Wedding Weather: I will also be checking the weather the day before. If rain looks like it's going to show up, we may need to adjust photography expectations. We can't do a sunset shoot in a thunderstorm, you know! I can make recommendations based on what mother nature is giving us but, no matter what happens, we will make sure we do whatever you think is best.

How many photos do you take on average for a wedding?

This varies depending on how long I am at the wedding plus if I have a second shooter. On average we usually collect roughly 2,500 to 6,000 images. During the editing process I will narrow this down to 750 to 3,000 images.

Will I have copyrights over the photos?

Yes! You and I both will have copyrights over the photography. I may use your wedding photos for ads or as examples to other couples.



Keepers By Kelly Location Suggestions

Kensington Metro Park (Milford)

I LOVE this place! This location has everything- nature, water, field & trees. For sure my go-to park.

Maybury State Park (Northville)

I would say this is one of the most popular locations. Everywhere is a short walk to some favorite sites from the parking lot. It's an excellent halfway point for many of my clients and me.

Nankin Mills Nature Center (Westland)

Nankin has great texture as far as backdrops. A favorite is the barn with the faded wood. It's similar to a very small version of Greenfield Village with easy parking.

Douglas Evans Nature Preserve (Beverly Hills)

Very few people go to this park because there is no parking lot, but it offers a little bit of everything. There is a bridge, fields and a stone building. Most of the time, there is no one there when I am photographing a session.

Michigan Law Quad (Ann Arbor)

A fantastic location straight out of Harry Potter. I almost can't take a bad photo in this location. The biggest problem is it's a popular spot. There are always people there and parking isn't ideal.

Argo Park (Ann Arbor)

This park has cascades where you can walk right up to the water. Definitely a gem but will have to partner this location with another one. Parking is limited.

Belle Isle State Park (Detroit)

One of the best! You have a white fountain, the cityscape, and all of the greenery you can ask for!

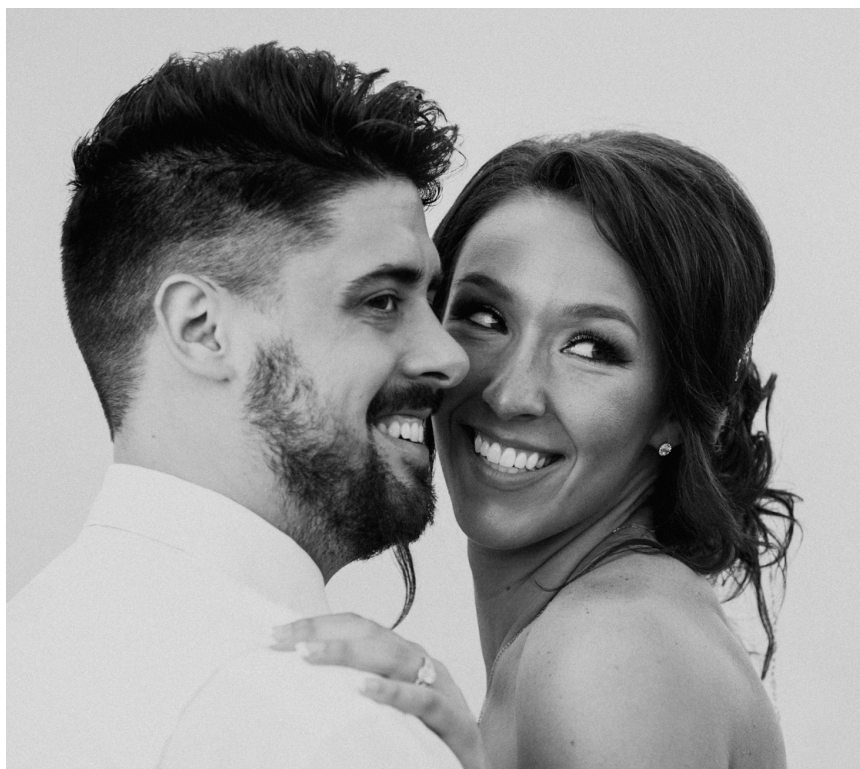
Campus Martius Parks (Detroit)

Lots of people around and lots of cool spots for photos!

Detroit Institute of Art (Detroit)

I LOVE ALL of my photos at this location. There are beautiful marble walls and stairs. You almost can't take a bad photo here. It is a hot spot for photoshoots.





Keepers By Kelly

