

HELP ME TO CAPTURE YOUR BEST WEDDING IMAGES

1) PLAN, PLAN, PLAN!*

***and feel free to ask for my input on the timeline**

When clients see fun images I've captured, it's important for them to know those photographs were taken because that bride and groom **built time into the day** to make them happen.

Worried you won't have that kind of time? **Be flexible** when planning your day.

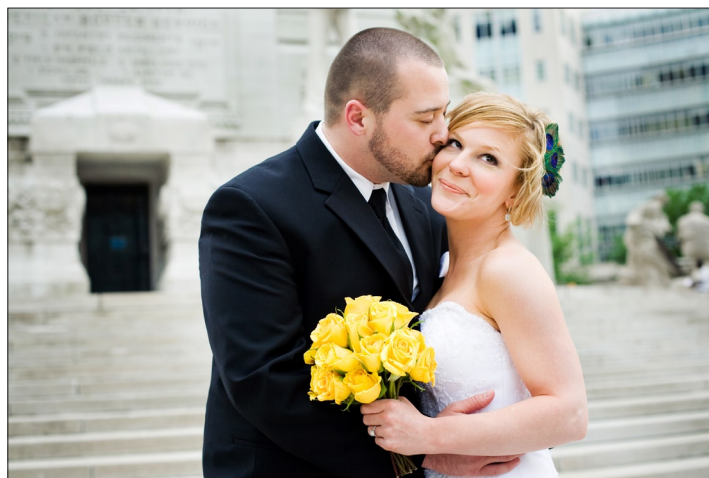
If you're open to it, seeing one another before the ceremony will allow me to take many of the portraits before you exchange vows (it takes about an hour to do family/wedding party/bride and groom photos). This could give you the chance to take more fun photos AFTER the ceremony, at a different location, if you want. Or it frees you up to enjoy more time with your guests.

If you prefer not to see one another, please consider scheduling your ceremony earlier in the day to allow plenty of natural light for creative photos post-ceremony. Weather permitting, I will take many of your photographs outdoors, as **natural light is KEY** to great photographs.

Also, whatever your timeline, pad it! If you've given yourself 20 minutes to mingle with guests after the wedding, make it 30 instead. The more you plan for the unexpected, the less stressed you'll feel on your big day. And if you want to ask me for input on the timeline, please do!

2) WHAT SHOTS CAN'T YOU LIVE WITHOUT?

By nature, I'm not the type of photographer who wants a client to hand me a bulleted list of all the shots I'm to take during the day. Often times, these lists already cover the images that *of course* I'm going to take (your first kiss, first dance, cutting the cake) and as an artist, it's lists like this that can limit my creativity. I will be shooting constantly and will capture these images and plenty more.



TOP: Bride Ashley Malfait bought umbrellas for her bridesmaids and it was that kind of creative thinking on her part that made for this awesome photograph! BOTTOM: Kevin and Gaylena made time for us after the ceremony to take photographs at an off-site location (Monument Circle in Indianapolis).

What is helpful to me is **communicating those must-have formal portraits** you'd like to have. Please e-mail this kind of list before your wedding day (and specifics are great — ie, bride & groom with extended (Clark) family; bride & groom with extended (Smith) family). I'd be happy to answer any questions you might have about this by e-mail.

And one final thought: Family portrait time ALWAYS moves more quickly when you (the bride and groom) can help me keep those family members moving. Your guests will pick up on your cues. If you can help in wrangling up Uncle Jack and Grandma Betty (or appoint a trusted friend or family member to do this for you), then this portion of the afternoon likely will pass more quickly AND more smoothly.



IT'S ALL ABOUT THE DETAILS: If you have a fun or special accent to your day that you want me to photograph, don't hesitate to let me know. Maybe it's a killer pair of blue shoes or the locket your great grandmother gave you before she passed away, but it's these little things that add significance to your wedding day and make it unique. Help me to help YOU remember them!

3) PREP YOUR FAMILY & FRIENDS FOR MY STYLE OF PHOTOGRAPHY

If you spend time on my blog or my Web site, then you know that I'm a photographer who caters to clients wanting a photojournalistic approach to their wedding day. Consider contacting your friends and family by e-mail and sharing with them a link to www.gailwernerphoto.com and/or www.gailwernerblog.com so that they are familiar with me and my style BEFORE your big day. This often helps them to feel more comfortable around me.

Another thing you (and your guests) should know about me is that I'll do what it takes to get the shot. I'll sit down in mulch, drape myself over a guard rail, or lay on the concrete if I think it means getting the best shot at that moment. So if your friends and family know to expect my approach, they may be less likely to give you a look that implies, "Your photographer is CRAZY!" :) I promise, when they see the photographs, they won't think that!



4) LAST BUT NOT LEAST, TRUST ME, TRUST ME, TRUST ME!

If there's one thing in this tip sheet I can't stress enough it's the importance of trusting your wedding photographer.

If you approach your wedding day with a will and spirit for have stunning images captured, I will give 110 percent toward making that happen.

If I ask you to do something that makes you uncomfortable, please let me know.

But the more open you are to my creative concepts, the more original (and "ooh" and "aww" worthy) your images will be!

BE OPEN TO MY IDEAS: If I ask you to sit on the stairs of a fire escape, I PROMISE you it's with good reason, as my bride Kristen Baumert discovered. And if I position you behind something (like a fountain) well, it's all part of the creative process!

