



# YOU'VE FOUND LOVE

LET ME TELL YOUR STORY THROUGH PHOTOGRAPHS

*Wedding Photography Experience Guide*

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# HELLO *and* WELCOME

*Neither of you are the same person you were when you first met. You bring out the best in each other. And you know that your life is richer now than before you fell in love. While your story has already begun, your life as a married couple officially starts on the day of your wedding. Sure, you don't know exactly what the future holds, or where this incredible journey is taking you... But at your core, you both know it's meant to be. And you want to cherish this magical day for the rest of your lives. Congratulations! You're about to write the next chapter of your life.*



# *We'll be working very closely together...*

*So I thought you might want to know a bit about the person who will be by your side on one of the most important days of your life...*

The storytelling aspect is my most favourite part of what I do! I love how a beautifully designed wedding album can make you feel as though you were there, and how it helps you relive moments each time you look through it. I love the way you can touch and turn the pages at your own pace and get lost in reminiscing. Your wedding album will become your personal memory bank of one of the most memorable days in your life.

I love creating photographs for my couples that they don't even realise they want until they see them... I photographed my first wedding over 2 decades ago, and have since been lucky enough to be a part of over 600 love stories!

My shooting style is quite relaxed. I bring a calm and friendly energy to your wedding day, but I'm not afraid to take charge and get things under control when needed.

I'm always looking for those special in between moments. My photographs are natural, timeless and simple. I love to photograph a mixture of real moments with soul as well as beautiful modern portraiture. I stay far away from filters, gimmicks, and overly photoshopped images, as that's exactly what will date your photos.

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## *Section One*



# HOW THE DAY FLOWS

*A walk through what you can expect during our time together*



# Getting Ready

## HOW THE DAY FLOWS

*You and your Fiancé will have one photographer each to capture the pre-ceremony preparations. All your details such as flowers, rings, shoes, perfume, outfits etc will all be photographed, and then we move onto the getting ready stages.*

*From this point onwards, we'll capture some individual portraits and family photos, along with any wedding party members as well. Depending on individual circumstances and complexities of your wedding day festivities, we'll spend anywhere between 1-2 hours with each of you.*



# *The Ceremony*

## HOW THE DAY FLOWS

*We'll get to the ceremony half an hour before it starts to introduce ourselves to your officiant, capture some details and be ready for your arrival. The all important elements like your Fiancé's first reaction, vows, rings, kiss, and signing of the certificate will of course be discreetly photographed.*

*My second photographer will shoot from an alternate angle and we'll also capture your walk down the aisle as Newlyweds, followed by congratulations (a favourite part of every wedding for me!) and the all important family photos.*



# *Location Shoot*

## HOW THE DAY FLOWS

*This is where we get to have some fun and get creative! We'll photograph a variety of images for you, from contemporary portraits, to romantic moments, and some laughter and fun.*

*We always aim to give you a diverse range of photos to keep your wedding album exciting.*

*A little advice; the more locations we go to, the less natural the photos will be. It takes a little while to get warmed up, and jumping from one location to the next, can really disrupt the flow of the shoot, and result in very composed photos.*





# *The Reception*

## HOW THE DAY FLOWS

*We'll get to the reception during pre-dinner drinks to photograph all the gorgeous reception styling while the room is empty of guests. Many couples opt for a room reveal as well before the guests arrive, and I highly recommend it! It's so rewarding to see your vision come to life when everything is still perfectly placed.*

*We'll photograph your formal entry, and after the welcoming speech by your MC, we'll leave you to enjoy the rest of the night.*

*Additional coverage can be booked if you'd like any further formalities captured.*

# LOVE NOTES



## MELISSA & MARC



From the bottom of our hearts, we wanted to thank you so incredibly much for being a part of our journey. We thank you for your amazing service from the very start. You made our day so enjoyable and captured the essence of the day beautifully.

Thank you for your advice, time, hard work and patience through it all. You have given us the best gift of all, the memories of the best day of our lives! We can't wait to put our album on display when our house is finished!



## *Section Two*



# COLLECTIONS & INVESTMENT



\$11 200

## *Per Sempre album*

Included in this collection:

- The first 70 pages in your wedding album
- Your entire collection of digital images
- Two 8 inch replica parent albums
- \$600 credit towards wall art
- Pre-wedding day meeting to discuss final details
- Two Photographers
- Coverage from both preparations until your formal entry at reception (up to 8 hours coverage)
- Two extra hours of reception coverage
- Private online gallery with shopping cart facilities
- Retouching of all album and wall art photos
- Two, in person design consultations with Erica to design and finalise your album

### *Extras*

#### ALBUM PAGES

\$120 each

#### ADDITIONAL COVERAGE

\$395 p/hr





\$8 000

## *Amore album*

Included in this collection:

- The first 50 pages in your wedding album
- Your entire collection of digital images
- \$500 credit towards wall art
- Pre-wedding day meeting to discuss final details
- Two Photographers
- Coverage from both preparations until your formal entry at reception (up to 8 hours coverage)
- Private online gallery with shopping cart facilities
- Retouching of all album and wall art photos
- Two, in person design consultations with Erica to design and finalise your album

### *Extras*

#### ALBUM PAGES

\$120 each

#### ADDITIONAL COVERAGE

\$395 p/hr

#### PARENT ALBUMS

\$550



\$6 800

## *Dolce album*

Included in this collection:

- The first 30 pages in your wedding album
- Your entire collection of digital images
- \$400 credit towards wall art
- Pre-wedding day meeting to discuss final details
- Two Photographers
- Coverage from both preparations until your formal entry at reception (up to 8 hours coverage)
- Private online gallery with shopping cart facilities
- Retouching of all album and wall art photos
- Two, in person design consultations with Erica to design and finalise your album

### *Extras*

#### ALBUM PAGES

\$120 each

#### ADDITIONAL COVERAGE

\$395 p/hr

#### PARENT ALBUMS

\$550

Photos by Erica Serena Photographer



Jade &amp; Josh

January 21, 2023

\$5 600

# *Baci digital collection*

Included in this collection:

- Six hours of continuous coverage starting from the Couple's preparations before the ceremony
- Your entire collection of digital images
- \$300 credit towards wall art
- Pre-wedding day meeting to discuss final details
- Two Photographers
- Private online gallery with shopping cart facilities
- A tear jerker slideshow

## *Extras*

30 PAGE ALBUM

\$1200

ADDITIONAL COVERAGE

\$495 p/hr

# Wall Art

Available in a variety of finishes, with each piece ready to hang and to beautifully complement your wedding album.

Custom framing, canvas, framed canvas, wood, and metal finishes are available to personalise your artwork.

You'll have the opportunity to touch and hold some beautiful samples during your design consultation appointments to help you decide on the best finishes for your needs and home. These examples are just a small snippet of the options available.

## PRINT SIZES:

11x16 inches	\$645
16x24 inches	\$1150
20x30 inches	\$1495
24x36 inches	\$1850
30x45 inches	\$2350





# LOVE NOTES



## IRENE & NEMANJA

Dear Erica, where do I start?

I would like to thank you for your amazing service. When I was selecting a photographer, I knew I had picked well, but your service has far exceeded all my expectations. You have gone above and beyond in so many ways. Thank you for your friendship.

Thank you for capturing all the special moments during our wedding day and making this a very fun and enjoyable process. They say "you never know the value of a moment until it becomes a memory". Thank you for capturing our memories - the most priceless gift.



## HOW IT WORKS

# *My 6 step process*

### *Catch up*

You've read through all the info I've sent you, you've fallen in love with my work, I'm offering what you're looking for, and you've discussed everything with your Fiancé. You're both on board, so it's time to catch up to make it official!

01

### *Optional engagement shoot*

This optional shoot gives you the opportunity to celebrate your engagement and create some loved up portraits without the timing and location restrictions of a wedding day. Dogs welcome!

02

### *Pre-wedding meeting*

About a month before the wedding, we'll catch up again in person to go through all the final details for your big day.

03

### *The BIG day!*

Your day is finally here, and you're getting married! YAY!!! My team and I are so excited to share such a magical day with you both and your friends and families! Now it's time to leave it to the experts, and enjoy every moment. All the hard work is done!

04

### *Album design consults*

Over 2 in person meetings, we'll design your dream wedding album. I'm there to help you every step of the way with choosing the best photos to tell the story of your day, and make sure the story flows beautifully throughout your album pages.

05

### *Album collection*

Your album will go into production straight away, and within 2-3 months, you'll have a personalised family heirloom to soon enjoy!

06



## *Section Three*



# FREQUENTLY ASKED QUESTIONS

# FAQs

## How do we book?

Firstly, YAY and thank you!!! As soon as you've decided, get in touch so I can make sure I'm still available, and if so, I'll pencil you in. A \$1500 booking fee is due to secure my services, along with the signed t&cs. Once those things are done, you're officially in! YAY!



## How many photos will we get?

Every wedding is different, and there are many variables which determine how many photos you'll receive. How long we have for the location shoot, how much travelling is involved, how many locations and how many people are in the wedding party are all major factors. The number of guests at your wedding makes very little difference. It's impossible to give an accurate estimate, but know that we shoot as much as we need.



# FAQs

## *Are you a full time photographer?*

Absolutely! I have over 600 weddings under my belt with over 2 decades of experience!

## *Do you belong to a professional association?*

I'm a member of Pro Photography WA. Being a member requires me to have public liability insurance, and abide by their code of ethics.

## *Do you edit the photos?*

Yes. When you first see your photos, they will all have been individually edited about 95% of the way. Any photos you've chosen for your album or wall art, will receive a higher standard of retouching to be perfected and enhanced even further. Spots will be removed along with distracting elements, skin retouching (by request only), skies enhanced if needed, and the overall feel and finish will be of a more polished and fine tuned standard. All retouching techniques are done in a natural manner, so your photos don't look dated in the future, or overly photoshopped.

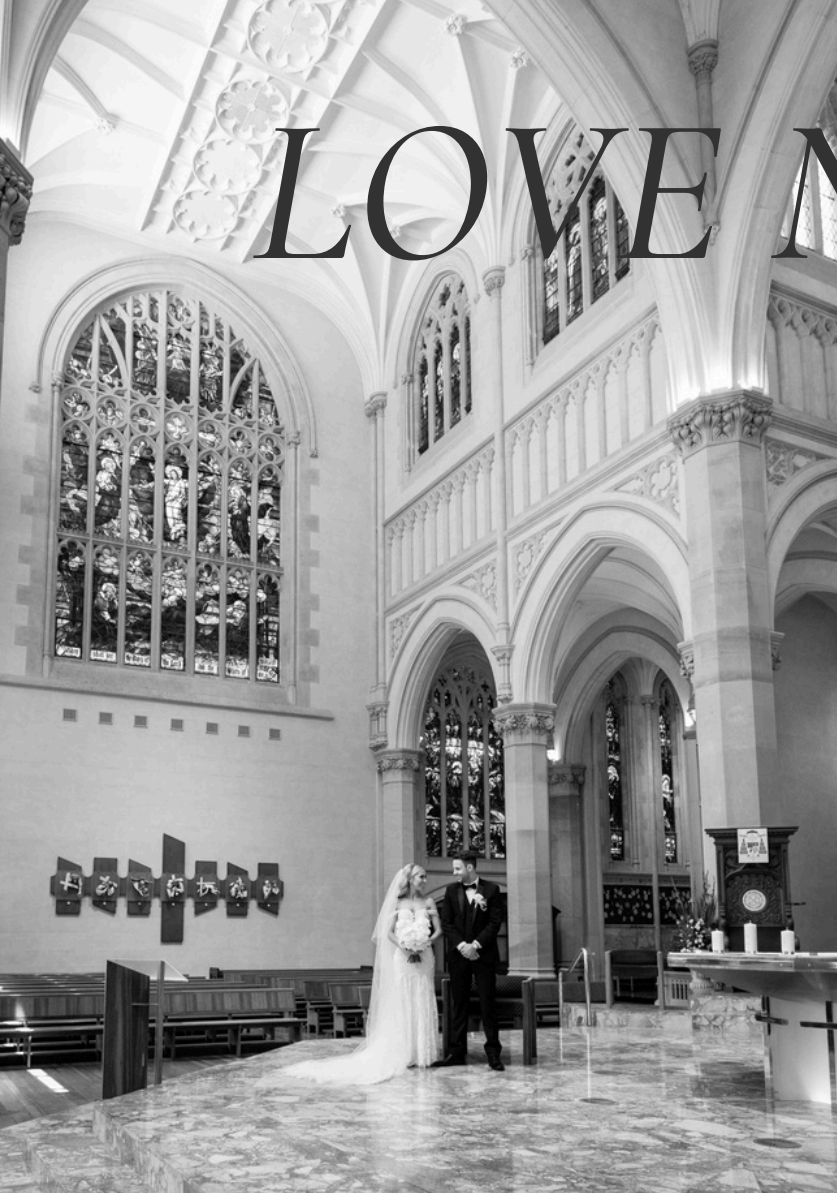
## *How far in advance do we need to book?*

Most couples book me 9-14 months in advance. It's impossible to know which dates will get booked up far in advance, so I recommend that as soon as you've made your decision, let me know.

## *Can we book extra coverage?*

Absolutely. We can chat about that when we have our final meeting about a month before the wedding, as you'll have a clearer idea by then, of how the day will flow, and what extra coverage you might need.

# LOVE NOTES



## ANITA & SHANE



Shane and I would like to say a huge thank you for everything you did for us! We had such a fun day with you! Thank you for being so patient with my big crazy family in the morning and with the unsettled kids! You did great and helped keep the mood calm. We also appreciate you and Alanna rounding everyone together for the family photos. It's definitely a difficult task and I can see why many couples don't do it, but I know the photos will be appreciated by so many.

We loved the sneak peek last night and cannot wait to see all the photos after our honeymoon. You are truly amazing! Thank you for your patience, humour, energy and skills that you shared with us on what was the best day of our lives! We couldn't have picked a better photographer.



# READY TO GET STARTED?

*Thank you for your interest and for taking the time to read through my wedding photography experience guide. I hope you loved it and it's helped you understand the level of customer service I offer, how I look after my couples, and if we could be a great fit together.*

*If you've fallen in love with what you've seen, and my products, services and investment align with what you're looking for, let's catch up in person to get the booking process started!*

*I look forward to hearing back from you with any questions or with a resounding 'book us in please!!!'. I can't wait to meet you xx*

*Erica xx*



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