



GREGORY WORSHAM PHOTOGRAPHY

FINE ART & COMMERCIAL PHOTOGRAPHY
PROFESSIONAL HEADSHOTS
WEDDINGS PORTRAITS

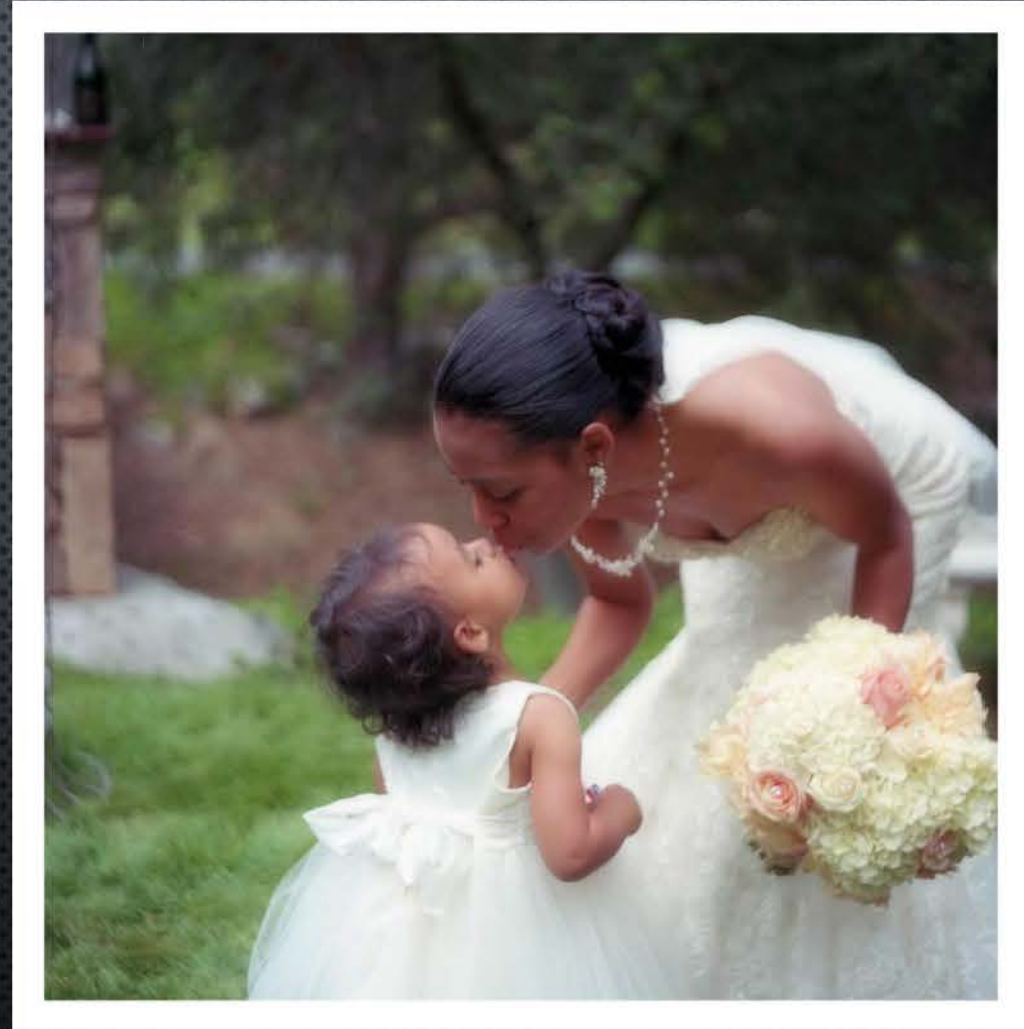
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TOP 5 MOST OVERLOOKED FACTORS WHEN SELECTING
YOUR PHOTOGRAPHER FOR YOUR WEDDING OR
SPECIAL DAY FROM A PHOTOGRAPHER'S VIEW

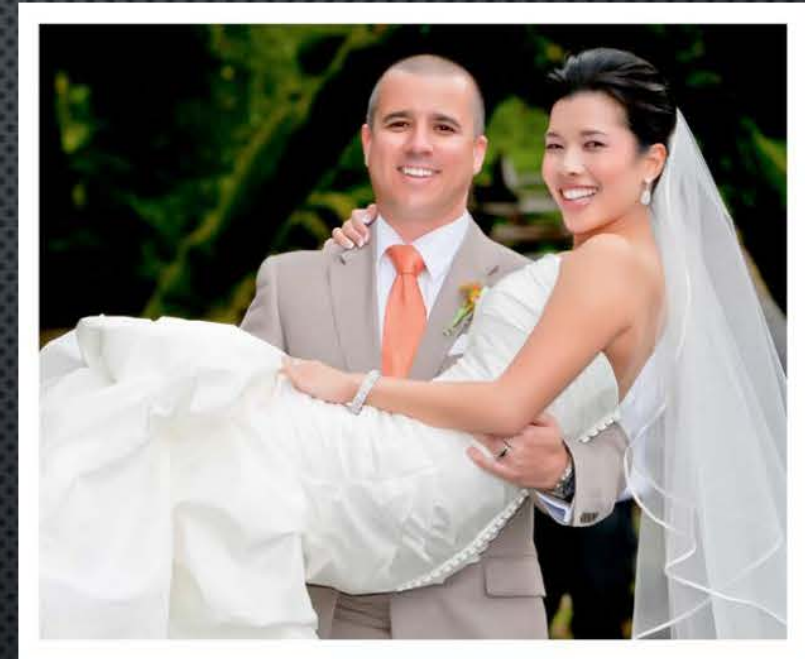
A PHOTOGRAPHER'S VIEW

- THERE ARE MANY THINGS TO CONSIDER WHEN SELECTING A PHOTOGRAPHER FOR YOUR SPECIAL DAY.
- I AM SURE, AT THIS POINT, YOU HAVE GOOGLED THIS TOPIC ALREADY, HOWEVER, AS A PHOTOGRAPHER FOR OVER TEN YEARS, I WOULD LIKE TO SHARE MY PERSPECTIVE WITH YOU IN *"THE TOP 5 MOST OVERLOOKED FACTORS WHEN SELECTING YOUR PHOTOGRAPHER FOR YOUR WEDDING OR SPECIAL DAY."*



#1 RESOURCE ALLOCATION

- I HAVE WITNESSED COUNTLESS COUPLES SPENDING THE MAJORITY OF THEIR RESOURCES, TIME, AND ENERGY TO CREATE A MAGICAL DAY WITHOUT REALLY CONSIDERING HOW THEIR DAY WILL BE REMEMBERED.
- FOR MOST OF US, OUR WEDDING IS THE BIGGEST AND MOST EXPENSIVE PARTY WE WILL EVER HAVE. MANY OF THE THINGS THAT GO INTO PLANNING A WEDDING OR EVENT (I.E., INVITATIONS, VENUE, DRESS, TUXEDOS, TRANSPORTATION, AIRLINE, HOTEL, FOOD, FLOWERS, ...) ARE OFTEN GIVEN PRIORITY OVER THE RESOURCES WHICH WILL ALLOW YOU TO FULLY ENJOY OR RELIVE YOUR SPECIAL DAY IN THE FUTURE INCLUDING PHOTOGRAPHY, VIDEOGRAPHY, ALBUMS, WALL ART, OR EVEN THANK YOU CARDS.
- MANY COUPLES DO NOT HAVE A BUDGET FOR HIRING A DEDICATED WEDDING COORDINATORS TO ENSURE THAT YOUR SPECIAL DAY IS, IN FACT, SPECIAL AND ENJOYABLE FOR ALL.





#1 RESOURCE ALLOCATION

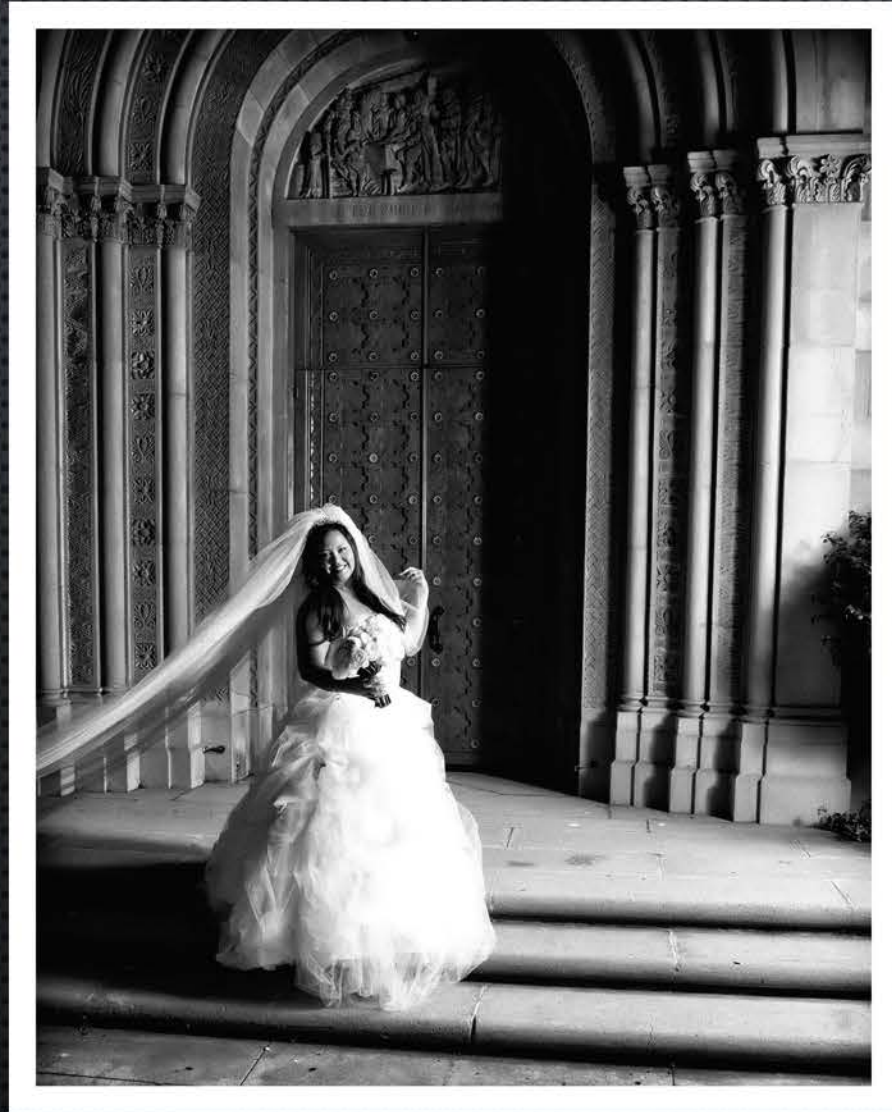
- I WOULD LIKE TO SUGGEST, CREATING A BUDGET WITH THE **END RESULTS IN MIND FIRST**. MANY GUIDELINES EXIST, AND MOST GO WITH SOMETHING AROUND 12% OF YOUR OVERALL BUDGET.
- I HAVE BEEN MARRIED FOR 14 YEARS. WE PAID \$2400 FOR OUR WEDDING PHOTOGRAPHY AND \$600 FOR OUR VIDEOGRAPHER IN 2006.
- FROM MY EXPERIENCE AS A PHOTOGRAPHER, YOU GET WHAT YOU PAY FOR. A GOOD OR GREAT PHOTOGRAPHER WILL COST AROUND \$2300 (AND UP) FOR PHOTOGRAPHING AND PROCESSING YOUR WEDDING DAY IMAGES. WEDDING ALBUMS CAN RANGE FROM \$700 (AND UP), IT JUST DEPENDS ON WHAT YOUR NEEDS ARE. A GOOD OR GREAT VIDEOGRAPHER WILL CHARGE ABOUT THE SAME AS THE PHOTOGRAPHER.
- YOU MAY FIND A PHOTOGRAPHER THAT WILL BE ABLE TO SHOOT YOUR SPECIAL DAY FOR LESS, HOWEVER, YOU SHOULD CONSIDER WHAT CORNERS ARE GOING TO BE CUT, WHAT SKILL LEVEL (SHOOTING IN LOW LIGHT AND IMAGE EDITING) WILL THE PHOTOGRAPHER HAVE, OR WHAT WILL THE QUALITY OF THEIR EQUIPMENT BE (I.E., CAMERAS, FLASH, LIGHTS) TO MAKE YOUR TARGETED PRICE POINT.
- ALTHOUGH WE HAVE TO DO SOME MENTAL WORK TO JUSTIFY PAYING A HIGHER PRICE, I THINK WE INHERENTLY KNOW WHY SOME PRICES ARE JUST TOO LOW. LACK OF QUALITY OUTPUT, EQUIPMENT, AND A MODERATE LEVEL OF EXPERIENCE USUALLY RUN SIDE BY SIDE.

#2 WEDDING ALBUMS OR FINISHED PRODUCT

- KEEP THIS THOUGHT IN MIND WHEN REVIEWING THIS SECTION: WHAT WILL I HAVE TO HOLD ONTO THE DAY AFTER MY SPECIAL DAY? FOR WEDDINGS, IT'S THE WEDDING ALBUM. FROM MY VIEWPOINT, WEDDING ALBUM PRICING IS BASED ON THREE FACTORS:
 1. **PRINT QUALITY** IS JUST AS IMPORTANT AS TAKING THE PHOTO ITSELF. IF THE INK, PAPER, AND PRODUCTION CONTROL IS LACKING, YOUR END PRODUCT WILL SUFFER. NO MATTER HOW SPECTACULAR YOUR IMAGES ARE, IF THE PRINT QUALITY SUFFERS, YOUR ALBUM WILL ALSO SUFFER AND NOT SHOWCASE YOUR EVENT ADEQUATELY.
 2. **ALBUM DESIGN AND CONSTRUCTION** – WEDDING ALBUMS ARE NOT MASS-PRODUCED, SO EACH PIECE IS A UNIQUE ITEM. SOME MANUFACTURERS FOCUS ON GREAT DESIGN, CONSTRUCTION, AND QUALITY CONTROL, ENSURING A CONSISTENTLY HIGH LEVEL, END PRODUCT. THE LESS EXPENSIVE ALBUMS CAN USE CHEAPER MATERIALS AND SACRIFICE DESIGN AND CONSTRUCTION TO ACHIEVE A MORE DESIRABLE PRICE POINT.
 3. **ACCESSORIES** – THERE ARE MANY ADD-ONS (I.E., LEATHER, INSCRIBED TEXT, GLASS COVERS) FOR ALBUMS. THE COMPANY THAT I HAVE USED FOR THE PAST TEN YEARS HAS OVER 40 ACCESSORIES OR ADD-ONS AVAILABLE FOR AN ALBUM. IT FEELS LIKE PURCHASING A CAR. YOU CAN HAVE THIS RADIO OR THIS RADIO. THE MORAL OF THE STORY IS YOU WANT THE OPTION TO PERSONALIZE YOUR FINISHED PRODUCT.



#2 WEDDING ALBUMS OR FINISHED PRODUCT



- CONSIDER...WHILE IT IS TRUE THAT YOU WANT TO FALL IN LOVE WITH YOUR PHOTOGRAPHER'S IMAGES, IT IS YOUR GOAL TO **HAVE A CRUSH ON THE FINISHED PRODUCTS**. PRODUCTS SUCH AS ALBUMS, PHOTO PRINTS, AND WALL ART WILL LAST FOREVER IN YOUR HOME OR CAN BE PASSED DOWN FROM ONE GENERATION TO THE NEXT.
- KEEP THE END IN MIND FROM THE BEGINNING, AND YOU WON'T GO WRONG.

#3 USE REFERRALS

FROM MY PERSONAL EXPERIENCE, I HAVE ALWAYS BEEN HAPPIER WITH A VENDOR OR SERVICE THAT WAS REFERRED TO ME BY SOMEONE THAT I TRUST (I THINK THIS IS TRUE FOR MOST OF US). DON'T BE AFRAID TO GET REFERRALS FROM YOUR TRUSTED FRIENDS OR A TRUSTED SOURCE. IF YOU DON'T HAVE A TRUSTED SOURCE, ASK THE PHOTOGRAPHER YOU ARE CONSIDERING TO PROVIDE YOU WITH 2 OR 3 NAMES OF SATISFIED CLIENTS (USE THIS GUIDE AS A REFERENCE, IF YOU ARE NOT SURE WHAT TO ASK THE REFERRALS).

THE REASONS WHY THIS STEP IS ESSENTIAL IS SIMPLE:

- i. THE PREVIOUS CUSTOMER'S EXPERIENCE IS AN EXCELLENT INDICATOR OF WHAT YOUR FUTURE EXPERIENCE WILL BE.
- ii. HAVING A SOLID REFERRAL WILL ENABLE YOU TO HAVE A CLEAR VISION OF WHAT YOU SHOULD EXPECT AND ALLOW YOU TO MANAGE EXPECTATIONS AND FORESEE POSSIBLE SHORTCOMINGS OF A VENDOR.

I WOULD ONLY DO THIS STEP WHEN YOU ARE NEAR THE END OF YOUR SELECTION PROCESS.



#4 INSURANCE

- BAD THINGS CAN HAPPEN! NO ONE THINKS ABOUT INSURANCE UNTIL THEY NEED INSURANCE.
- IT IS ESSENTIAL TO WORK WITH PROFESSIONALS THAT HAVE ADEQUATE BUSINESS INSURANCE FOR THE FOLLOWING REASONS:
 - i. IMAGES CAN BE LOST OR DAMAGED
 - ii. EQUIPMENT CAN BE STOLEN
 - iii. OR WORSE.....YOUR PHOTOGRAPHER DISAPPEARS ON YOU
- ALSO, IF THERE IS A MISHAP WHERE THE PHOTOGRAPHER IS INVOLVED IN AN ACCIDENT (I.E., SOMEONE TRIPS OVER A CAMERA BAG OR LIGHT STAND), WITHOUT INSURANCE, THREE PARTIES WILL BE LIABLE, THE PHOTOGRAPHER, YOU, AND THE LOCATION. THE PHOTOGRAPHER IS A SMALL FRY, BUT YOU AND THE LOCATION ARE NOT.

PROTECT YOURSELF!



- GETTING PROOF OF INSURANCE FOR THE DAY OF YOUR EVENT WILL PROVIDE A LEVEL OF CONFIDENCE AND ASSURANCE THAT YOU WILL APPRECIATE AND BE THANKFUL FOR SHOULD THE NEED ARISE.
- BELIEVE IT OR NOT, MOST PHOTOGRAPHERS, VIDEOGRAPHERS, DJ'S, FLORISTS, ETC., DO NOT CARRY INSURANCE. THE NUMBER ONE QUESTION TO ALL OF YOUR VENDORS IS (IN MY OPINION), PROOF OF INSURANCE?



#5 THINK OF THE CAMERA AS AN EYE

YOUR DAY IS IMPORTANT, SO HAVE AT LEAST TWO PHOTOGRAPHERS TO CAPTURE YOUR WEDDING. I WOULD SUGGEST THIS IS TRUE FOR ANY HOSTED EVENT WHERE THE "MEANING" OF THE DAY IS AN ESSENTIAL PART OF THE EXPERIENCE YOU WOULD LIKE TO HAVE, ALONG WITH YOUR GUESTS. IF YOU ARE CONSIDERING A LARGE WEDDING (150 + GUESTS), YOU MAY NEED THREE PHOTOGRAPHERS.

THINK OF THE CAMERA AS AN EYE. HAVING TWO PHOTOGRAPHERS EQUALS TWO EYES AND SO ON. SOMETHING CAN BE MISSED IF YOU ONLY HAVE ONE EYE FOR YOUR EVENT. IT ALSO MEANS THAT MULTIPLE PHOTOGRAPHERS CAN SHARE THE WORKLOAD. FOR EXAMPLE, DURING AN AVERAGE WEDDING, I HAVE WALKED AS MANY AS 10,000 STEPS CARRYING AS MUCH AS 35LBS OF EQUIPMENT FOR 6 HOURS. HAVING A 2ND OR 3RD PHOTOGRAPHER EXPANDS YOUR WORKFORCE AND ENSURES THAT YOU WILL ALWAYS HAVE SOMEONE FRESH AND ENGAGED THROUGHOUT YOUR SPECIAL DAY.

A romantic photograph of a bride and groom kissing. The groom is on the left, wearing a dark suit, and the bride is on the right, wearing a white wedding dress and a long veil. She is holding a bouquet of white and purple roses. They are standing on a rocky shore next to a body of water, with a city skyline visible in the background under a clear sky.

CONGRATULATIONS IN ADVANCE FOR YOUR
WEDDING OR SPECIAL DAY!

Gregory Worsham