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2024 BROCHURE





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# About Me



Hi! I'm Jo. I'm a mum to a 3 year old and a 1 year old... so yes, I am living mainly on leftover dino nuggets and smiley faces! My first maternity leave happened over lockdown and so most of my family and friends got to know my son through photos and videos rather than in person.

The whole experience taught me just how important family is, and how valuable capturing special moments can be so that you can share them with your loved ones. And so my photography journey began! I specialise in Wedding, Motherhood and Family Photography.

I am here to tell your story, whatever that may be; to capture the moments you want to remember and share with those who mean the most to you.

I'm a stickler for attention to detail and I pride myself on giving the highest standard of customer service. I am based in Fetcham, Surrey, but cover UK-wide weddings and beyond.

I have put this brochure together to help you plan your big day. There's a lot of decisions to make, and a lot to look forward to! I hope the information in this booklet provides you with a few extra tools to make planning your big day just a bit easier!



# What to Expect



Every wedding is different, and so is every wedding photographer! You probably have an idea of the type of photography you'd like on your big day, and it's important to get the right fit.

I would describe myself as an extroverted introvert. I love making friends, chatting and getting to know new people. At the same time I am empathic, know how to stay in the background when needed, and understand when someone is uncomfortable in front of the camera. I will always do my best to make you feel at ease so you look relaxed and are genuinely enjoying your day in the photos.

I always encourage as much communication as possible between us before your big day. It's important we're comfortable with each other, that I get to know your style and who you are so that can be reflected in your photos. I always offer an initial zoom or face to face meeting to ensure we're all on the same page from the start before you even book, and my top packages offer a couple's session, which will give you a head start in getting comfortable in front of the camera, and will allow me to get to know how you work too.

# Investment

## All Packages Include:

- Initial meeting over zoom or face to face to chat about your day and get to know each other
  - Sneak peak gallery of your images within a week of your wedding
- All images in high resolution, shared with you on a private online gallery
- Flash drive with all of your images for safe-keeping, plus ten 6x4 inch prints



## Optional Add-ons:

- Extend your day at £100.00 per hour
- Second photographer to capture even more angles from £300.00
- Albums, photo prints and more delivered straight from your online collection to your door - POA

# Investment

## Package 1 - The Basics

### All of the above plus:

- up to 6 hours of photography
- 300+ fully edited images

£1,050.00

## Package 2 - The Mid-Range

### All of the above plus:

- mini 30 minute engagement shoot with 20+ images
- up to 8 hours of photography
- 400+ fully edited images

£1,200.00

## Package 3 - The Ultimate

### All of the above plus:

- mini 30 minute engagement shoot with 20+ images
- up to 10 hours of photography
- 600+ fully edited images

£1,400.00



# How to Book

Hooray! You'd like to book one of my packages for your big day, but now what? Follow the steps below and the booking will be yours!

## Step 1:

Visit the weddings page on my website, found at the end of this booklet, and fill out the online booking form

## Step 2:

I'll be in touch with you to confirm I'm available on your chosen date, and will send you some dates for our initial zoom call

## Step 3:

If you'd still like to go ahead after the zoom call, I'll send your contract and invoice over to pay your £400.00 deposit

## Step 4:

Once the contract is signed and the deposit is received, rest assured that your date is secured in my diary! We'll then be in contact via WhatsApp from there, making me reachable any time you need me up to your big day!





# The Big Day

## The Morning Prep

Coverage begins with Partner 1, 2 hours before the ceremony to ensure I am able to capture make up touch ups, some fun moments between you and your besties, and all of the details of your outfit. I'll ask you to have all of your details there with you - dresses, shoes, jewellery, perfume, flowers and anything else you're including in your day. I'll start with these, and then come and join you for your final touch ups and dress fitting. If you've booked a second photographer, they will be with your other half taking photos of their morning.

## The Ceremony

I'll arrive at the ceremony venue before you do to capture guests arriving and of course, you! I'll be at the front of the venue capturing first reactions, walking down the aisle, and all the little moments. Depending on the venue, I'll likely make my way to the back and capture the remainder of the ceremony from there.

## Portraits

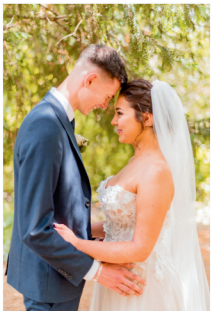
You're married! Hooray! After the ceremony, I'll capture loads of candid photos while your friends and family congratulate you. Then it's a group shot if you'd like it, confetti, family photos and finally just the two of you at a pre-discussed location.

## The Reception

If you have a reception, I'll be there to capture your entrance as the newest wedded couple in town! During your meal, I'll be taking a break from shooting as no one looks good while they eat, and empty plates don't make for great photos! Once the meal is done, I'll get photos of the speeches and any other special moments during this time.

## The Party

You've dolled up, said I do, taken your portraits, eaten, enjoyed the speeches.... only one more thing to do! This is the time when everyone truly relaxes, smiles, laughs, drinks, dances and lets loose - and I live for these candid moments! So, after the cake cutting, first dance, sunset photos and any other pre-scheduled photos, ignore me while I flit around for a few songs, capturing memories you'll smile at for years to come!



# Get in Touch

Thanks for taking the time to read through this guide.  
I hope it's made you even more excited to plan your  
wedding day!

Please do get in touch if you'd like to book, or if you  
have any questions.



# Get in Touch



**Joanna Lauren Photography**

[www.joannalaurenphotography.co.uk](http://www.joannalaurenphotography.co.uk)



**@JOANNALAURENWEDDINGS**

*Put together for you by Jo xx*

