

Wedding Photography Workflow

Inquiry Process

- Couple send enquiry message
- Respond to enquiry within 24 hours
 - Confirm Availability
 - Send pricing information
 - Invitation to Consultation
- Follow up enquiry 7 days later
- Consultation Meeting
- Send thank you email after consultation

Booking Process

- Send booking form
- Send photography contract
- Send invoice for deposit
- Send confirmation of booking once contract & deposit received
- Email vendor recommendations
- Add clients to mailing list for newsletter

Client On-Boarding

- Questionnaire and get to know client
- Send client Welcome Pack
 - Copy of Wedding Photography Guide
 - Gift Bag (Anne Hudson handmade)
 - Chocolates (Hotel Chocolat)
 - Handwritten card

Engagement Session Prep

1 month before shoot:

- Send blog post about engagement shoot, what to wear

1 week before shoot:

- Send appointment reminder to couple

1 day before shoot:

- Check camera & lens
- Charge batteries
- Format memory cards
- Pack bag
- Check weather & transport
- Check google maps/pinterest for inspiration ideas

Engagement Session Photographing

- Breakfast
- Check transport
- Check weather
- Shoot!

Post Production Engagement Session

- Import images to Lightroom
- Cull images (2 hours)
- Process images (1 hour)
- Rename images
- Export
 - HIRES Jpegs
 - LORES Jpegs
- Upload to Shootproof Gallery
- Send email link to clients
- Blog
 - Select images
 - Write blog text
- Social Media
 - Facebook
 - Instagram
 - Google+
- Backup images to 2 x external harddrives

Wedding Day Planning

- Send Wedding Day Questionnaire
- Send Final Invoice
- Send Vendor Questionnaire
- Receive Questionnaire Responses
- Create Wedding Day Timeline
- Create Family Formals List
- Reach out and introduce yourself to all vendors

Pre-Wedding Prep

2 weeks prior to wedding:

- Send handwritten card + print from E-Shoot to evoke excitement
- Small gift

1 week prior to wedding:

- Check
 - Schedule
 - Transport
 - Weather forecast

- Recce of venues
- Google/Pinterest for inspiration & shoot ideas

1 day prior to wedding:

- Charge all batteries
 - Fujifilm Batteries
 - Rechargeable AA Batteries for flash
- Check camera & lenses
- Format Memory Cards
- Pack bag
 - Energy Balls/Snacks
 - Monzo Card
 - Printout of Schedule
- Prepare clothing/shoes

Photograph Wedding

- Reiki
- Stretch
- Check transport
- Check weather
- Breakfast
- Phone charger

Wedding Post Processing

Day 1 Post Wedding

- Import Memory Cards Into Lightroom
- Rename Files
- Backup to external hard drive
- Backup to stationary hard drive
- Sort into section for culling
- Select 5 images for Sneak Peek
 - Facebook
 - Instagram
 - Shootproof Sneak Peek Gallery
 - Blog Post // Sneak Peek

Day 2 Post Wedding

- 2-5 hours cull images
- 2-3 hours process images
- Metadata:
 - Add Keywords
 - Add to Lightroom Map
- Export
 - Hi-Res Jpegs to HIRES folder

- Lo-Res Jpegs to LORES folder
- B&W Jpegs to BW folder
- B&W Lo-Res Jpegs to BW LORES folder
- Upload Hi-Res Jpegs to Shootproof Gallery
- Backup images to 2 x external harddrives

Day 3 Post Wedding

- Smartslides Slideshow:
 - Select 50-100 images for Slideshow (2 stars)
 - Export Images 2200 pixels longest edge
 - Upload images to Smartslides
 - Select song
 - Publish slideshow
 - Save link
- Blog
 - Select 50-100 images for website blog
 - Export blog images
 - Resize images JPEGPRO
 - Rename images
 - Write blog text
 - List Vendor Credits
 - Publish
- Social Media
 - Facebook post
 - Google+
 - Instagram
- Client email
 - Prepare new template
 - Copy links for slideshow, gallery (and video if relevant)
 - Send to client
- Send gallery link via Shootproof
- Order 20-25 prints
- Prepare USB Giftbox
 - Format USB (MDOS FAT)
 - Transfer Pre-Wedding Shoot Files
 - Transfer Wedding Files
 - Transfer Slideshow & Video files

Day 4 Post Wedding (when prints arrive)

- Add prints to Giftbox
- Handwritten card
- Send to client
- Send email with dispatch confirmation

1 month after wedding

- Send email invitation for album viewing/sales session
- Invitation for feedback/testimonial

1 Year Post Wedding

- Send handwritten anniversary card

Album Design & Sales Session

- Invitation for an album viewing/sales session
- Bring albums and swatches
- Order form
- Send
 - Invoice for full amount
 - Reminder to select 60-100 favourite images in gallery

Designing Album

- Export favourite images from Shootproof
- Upload to Smartalbums
- Design page layouts
- Export layouts
- Email proof PDFS to client for approval
- Send order to Folio Albums

Accounting, Backup & Archive

Other

- Order
 - USB Giftboxes
 - Curated Gift Boxes (eg. <https://boxbossit.com>)
 - Anne Hudson Bags
 - Sweets
 - Notebook – Planning Life’s Adventures
 - Cards:
 - Well Hello! (Welcome)
 - Yay! (1 week prior to wedding)
 - Thank You/Congratulations (Post Wedding)
 - Happy 1st Anniversary
 - Branded Stationary
 - Business Cards
 - Compliment Slips
- Set up Studio Ninja
 - Forms
 - Email Templates
 - Contracts
- Blog Posts
 - Receiving Lines

- How to Create a Schedule/Timeline
- Confetti Shoots
- The Couple Portraits
- What To Do With Your Images
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