

## *F.A.Q.*

*Q: What's the best way to select a photographer?*

*A: The most important criteria for selecting a photographer is to be sure their style matches what you're envisioning for your wedding. I also firmly believe you're well served to evaluate the business practices of the photographer in addition to their photography samples. Are emails & phone calls returned promptly? Is the photographer well organized? Is information presented in a very clear way? Does the studio carry the liability insurance required to shoot in many venues? The answers will provide valuable insight into what your overall experience may be like.*

*Q: Can you provide any insight on how to evaluate a photographers work?*

*A: Samples play a very important role in evaluating if a photographer is a good fit. Photos like those making up any portfolio or website show what kind of work the photographer strives to produce. You can bet they represent the style the photographer aspires to. I also think it's extremely important to look at a complete wedding set. This will provide you with a better idea of the level of work produced during the course of the day. Unfortunately, none of us shoot an entire wedding day comprised of portfolio quality work!*

*Q: Can I speak with previous couples about their experiences with your studio?*

*A: I'm sorry, but I've stopped asking couples to be available as references. Couples don't work for my studio, but they would almost need to be paid for fielding calls! The volume of enquiries for my availability is very high and many couples would like to speak with a reference. In place of speaking with someone, there's a Testimonial page available on my website where you can read unsolicited comments. After Grey Street Photography shoots your wedding, I'd be honored to add your testimonial to this page. Many couples don't want to hear this, but once you're a former client, I promise you'll love it. I've always figured; how hard is it to find a couple or two from the past who will say nice things? I just don't believe anonymous references are very valuable in making a decision. I even worked with a photographer once who used college friends working off a script as references!*

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*Q: Do you have any input about prioritizing wedding expenses?*

*A: I know from experience couples seem happiest when they've spent money on things that last. Flowers die, music is danced to, food is eaten and the cake is cut. It's not my intent to minimize the importance of these things in creating a beautiful wedding day. Being a photographer, I always appreciate a great cake and amazing flowers. However, the work done by your videographer or photographer will truly be with you forever. It makes sense to plan accordingly. I'm obviously biased, but I'm certain my reasoning is sound. I'm approached quite often during receptions by married couples commenting positively on my coverage. It's very common to hear them lament that they wish their photos had turned out better. Do couples do the same thing with caterers or florists? I'm not sure. Talk to married friends and ask them about their personal experiences.*

*Q: Is it necessary to feel a great connection with the photographer I choose?*

*A: I don't know if it's a requirement, but it's sure a good idea to make sure there's a good connection. Aside from each other, I guarantee you'll both spend more time with your photographer than anyone else during your wedding day. Your wedding day is incredibly busy and a good photographer can help keep the mood a little lighter during stressful times and even answer questions you may have during the days events.*

*Q: What's your primary focus during the course of the wedding day?*

*A: The initial consultation is really a two-way interview process. I'm being evaluated in comparison to other photographers you'll meet. At the same time, I'm evaluating the couple to determine if I feel like it's a good match. Couples I choose to work with have a similar focus to mine in approaching their wedding photos. I'm satisfied with the final photos when I've accomplished two things. First, I want to convey as many of the tender, loving moments that occur between the two of you as possible. My favorites are the little glances I hope to capture without you even knowing it. Second, I always try and show the excitement and joy of the day. Weddings are one of the very few times when people completely let down their guard. There are moments at every wedding where both the bride and groom express a pure joy that's rarely seen. I live to get those shots!*

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Q: You take a photojournalistic approach to shooting. Do you still shoot posed photos if we want them?

A: Of course I do! My primary focus is on capturing the candid, unscripted moments that occur during your day. I believe it's where the true magic lies. To me, years down the road, it's the candid shots that will bring the memories of your day streaming back. That said, I've never shot a wedding without some posed photos. I'll be surprised if I ever do. Weddings gather together friends and family from everywhere into one place. It's very common to want group photos of those people and your wedding party. I'm happy to take those photos, but I make it a point to keep the process moving along so everyone can get back to enjoying the day. If anyone wants a group shot, they just need to ask me.

Q: What file format do you shoot your photos in?

A: I shoot exclusively, 100%, in the camera RAW file format. This format provides maximum flexibility in creating the best images possible during processing. I wouldn't consider shooting any other way to save memory cards or processing work.

Q: You're a one person studio, do you have backup equipment and backup photographers?

A: Absolutely! I have complete backup equipment at every wedding I shoot. An equipment failure will not affect your photos in any way. I also have many talented friends in the business and we're happy to cover for each other. If something happens to me, you'll be in great hands.

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