

Wedding Photography

Mentor: Jerry Ghionis*

Wedding Photography Pricing

This is a sample price list that we're offering as a guide only. You should change this price list and offer the products and services that you are most comfortable with or that are most profitable in your market. Use your common sense and cultural differences and style of weddings you shoot to finalize your own price list.

Most people provide their clients with an hourly rate for their photography coverage. One of your unique selling propositions (your USP) could be that you offer a flat fee for covering their wedding day. If you charge an hourly rate to get a certain amount of coverage, you may secure more money up front, but you could lose money in the long run because you will not be able to up-sell as much in the way of additional pages in the couple's album or with enlargements. By providing your clients with a flat fee for coverage of their wedding, you will arguably have an opportunity to shoot more and have more to work with when telling a beautiful story in their wedding album. You will also have more opportunities to create any "wow" images that your clients or their families may want to use for enlargements. If you do decide to use a flat rate, you may want to add a disclaimer that any coverage that begins earlier than 10am or extends later than 12:00 midnight will incur a \$xxx/hour surcharge. (This may be common for weddings that include an Asian tea ceremony, for example.)

Most clients will expect to receive the digital files of their wedding images. Our philosophy and strong encouragement is that if you have to provide the jpegs to your client, then at least give them to them together with a beautiful album.

You want to make it as easy as possible for your clients to make decisions on albums and extras. The easier the process is, the more your clients are likely to spend with you. It's a good idea to offer one album size and one orientation (horizontal or vertical), therefore, keeping your price list short and simple. Include the option of either a matted album or a magazine album for the same price. There's barely a difference in cost for you, but it's an easy choice for your client.

Include three collections in your price list. The theory behind having three collections is that a potential client needs to find you're affordable with the lowest priced collection, but the next two need to be more attractive to them as far as coverage and what is included in them. Your top collection is there to make your middle collection appear most affordable. You also want to make sure that you list your most expensive collection first. That will make your next two collections look that much more affordable. If you list your lowest priced collection first, then each collection that is more expensive than that just looks expensive. You will find that most clients book your middle collection. If you find that a lot of couples are booking your top collection, it's time to raise your prices. For simplicity, the example below starts from the lowest price to the highest.

Name your collections. Don't just call them "Collection #1," "Collection #2," etc. It's very common to name your collections as "Gold," "Silver," etc., so try to think of a unique name using descriptive words that make the top collection sound the most desirable.

Do not refer to your options as packages. Refer to them as "collections." A collection grows; you can always add pieces to a collection. But a package is complete — you don't need to add anything more. Also instead of "price," the cost of your collections should be referred to as "initial investment". "Initial" means the beginning, inferring that your clients will likely be spending more. And "investment" means exactly that — this is an investment they are making with you.

Include "extras" in your price list. You want to make it easy for your clients to add items to their collection and increase their investment with you. We have included some sample products and services that you can include with your price list. Be sure to add extras to your price list that suits your market.

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Sample Price List

Good Collection 1	Better Collection 2	Best Collection 3
<p>\$XXXX</p> <p>ONLINE GALLERY Share your photographs with family and friends on our password protected site.</p> <p>IMAGES OPTIMIZED FOR SOCIAL NETWORKING All digital files supplied to you, perfect for sharing online.</p> <p>COVERAGE</p> <ul style="list-style-type: none">• Client #1 - 2hrs• Client #2 - 2hrs• Ceremony• Unlimited locations• First hour reception <p>ALBUM Custom leather album</p> <p>PAGES First 30 sides (15 spreads)</p>	<p>Add 50% of Collection 1 \$XXXX</p> <p>ONLINE GALLERY Share your photographs with family and friends on our password protected site.</p> <p>IMAGES OPTIMIZED FOR SOCIAL NETWORKING All digital files supplied to you, perfect for sharing online.</p> <p>HIGH RESOLUTION FILES OF ALBUM IMAGES Retouched digital files of photos that are in your album</p> <p>COVERAGE</p> <ul style="list-style-type: none">• Client #1 - 2hrs• Client #2 - 2hrs• Ceremony• Unlimited locations• Reception coverage through formalities or 10pm (latest) <p>ALBUM Custom leather album</p> <p>PAGES First 40 sides (20 spreads)</p> <p>PARENT ALBUMS Two replicas of your main album in a smaller size.</p>	<p>Double Collection 1 \$XXXX</p> <p>ONLINE GALLERY Share your photographs with family and friends on our password protected site.</p> <p>IMAGES OPTIMIZED FOR SOCIAL NETWORKING All digital files supplied to you, perfect for sharing online.</p> <p>HIGH RESOLUTION FILES OF ALBUM IMAGES Retouched digital files of photos that are in your album</p> <p>COVERAGE</p> <ul style="list-style-type: none">• Client #1 - 2hrs• Client #2 - 2hrs• Ceremony• Unlimited locations• Reception coverage until 11:30pm <p>ALBUM Custom leather album</p> <p>PAGES First 60 sides (30 spreads)</p> <p>PARENT ALBUMS Two replicas of your main album in a smaller size.</p> <p>WALL ART A \$500 credit towards any wall art collection.</p>