

# WEDDING PRO GUIDE

Weddings + Engagements Inspiration Guide Companion



*Introduce the inspiration guides to your clients  
as soon as you start working with them.*



### **A marketing resource for your business**

We created the Weddings & Engagements Client Inspiration Guide as a marketing resource for you to distribute to your wedding photography clients and prospects. It's a great sales tool to present to the couple when you first start working with them. It also carries value throughout your entire process, all the way through the final sales session and beyond.

### **Client Inspiration Guide**

The Client Inspiration Guide shows WHCC products displayed in real home settings. Page by page, your clients can envision the different products and displays in their own home with their own images. The goal of the Inspiration Guide is to set the expectation in your clients' minds, right from the start, that you offer value and service they won't find anywhere else.

# LET'S GET STARTED

## **A Curated Home**

The Inspiration Guide has its own website: [acuratedhome.com](http://acuratedhome.com). You can direct your clients to this online version of the guide. It has no affiliation or links to WHCC, so you can use it exclusively as a marketing tool for your own business.

## **The Pro Guide**

In your hands, you hold the Wedding Pro Guide, a selling companion to the Weddings & Engagements Inspiration Guide. We designed this powerful marketing tool specifically for you, the photographer.

The Pro Guide is an expanded version of the Client Inspiration Guide. This version calls out all of the WHCC products shown, including sizing details and pricing. All products are customizable, so the prices shown are simply guidelines. Actual prices may be higher or lower, depending on options and quantities ordered. The Pro Guide also offers sales tips, product ideas, and relevant marketing strategies to help you build and maintain a successful photography business.

## **A library of free templates whenever you need them**

Access [resources.whcc.com](http://resources.whcc.com), a site where you can find all of our free templates in one place. You'll find templates for tons of products you can purchase from WHCC. That includes all designs featured in our Inspiration Guides for your family, baby, senior, wedding photography, and so much more.

## **Easy design and ordering for 5x7" flat cards**

You can easily offer cards to all of your clients with our online ordering site: [order.whcc.com](http://order.whcc.com). Create and order cards in just minutes without any additional software necessary. Don't worry about having to design a card—just select one of our pre-made designs, drag and drop your photos, insert the desired text, and choose the colors. To collaborate with your clients, direct them to [cards.acuratedhome.com](http://cards.acuratedhome.com), an unbranded page for them to see all the card designs available. We also provide an unbranded link for your clients to preview and approve their cards before ordering.

## PUTTING THE INSPIRATION GUIDE TO WORK

Order as many Inspiration Guides as you want, anytime, for only \$1 each. They're great to have on hand to give new clients, or to pull out for quick reference when working with clients in any stage of the process. Every time you order a set of Inspiration Guides, a Pro Guide is included.

Send each couple home with an Inspiration Guide so they can start thinking about what they want. Bringing their guide home will get them excited about working with you and filling their home with the priceless moments you will be capturing for them. You can even encourage them to do their 'homework', noting products they like and measuring the spaces where they'd like to display their images.

Brides and grooms usually know a lot about your photography style through your website and word of mouth. Listen to what they want and why they came to you. Walk them through your process, educating them about the experience you offer and what makes you different from every other photographer.

### **Educating your clients**

A lot of couples these days think they just want digital files of all their images. Files stay on drives, media becomes damaged or obsolete, and the images they do print often end up on inferior paper or products that devalue your art. Educate clients on 'why to print'. When they trust you to create the highest quality products for them to experience every day, they realize that's probably what they wanted all along!

# MAKING THE MOST OF YOUR CLIENT GUIDES

## **High-quality, long-lasting products**

Make sure your artwork sees its full potential. Professional-quality prints, albums, gallery wraps, and other exceptional WHCC products last a lifetime and have a timeless appeal. You get the privilege of preserving special moments for your clients that are passed down for generations.

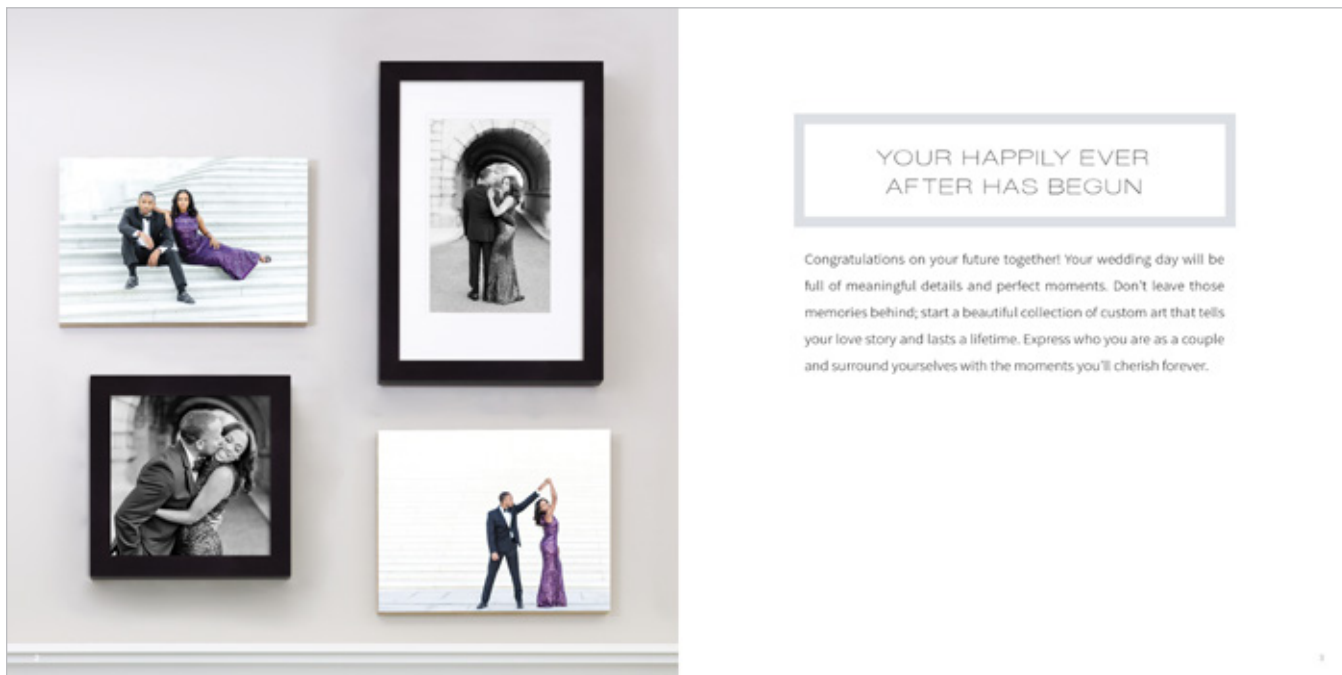
Show your clients samples and products you offer. Pay close attention to what interests them. People will create an emotional connection to a product they like. They'll start to picture it as theirs. It's a good idea at this point to keep it simple. Don't overwhelm them with too many options.

## **What if I don't offer all the products shown in the Inspiration Guide?**

It's ok! It would be difficult to offer packages that include every single product shown. The goal is not to get clients to love each individual product, but to inspire them to bring more photographic art into their surroundings. Build the packages you want to sell. You may choose to utilize some of the additional products in the guide as value added incentives, package add-ons, or even client gifts. What if a client insists on purchasing a product that you don't offer? You can always say no, but you could also use it as an opportunity for an extra sale. You know you can get it from WHCC, and you can price these items higher to offset your additional efforts to deliver them.

## FEATURED PRODUCTS (p. 30-31)

**RIGHT** (clockwise) 10x15" Bamboo Panel (starts at \$60), 12x18" Gallery Wide Black Frame with 8x12" White Mat and Acrylic (starts at \$82), 11x14" Bamboo Panel (starts at \$61), 10x10" Gallery Wide Black Frame (starts at \$41).



*Show them the possibilities for their happily ever after.*

## Getting to know the bride + groom

Email your new or potential wedding clients a questionnaire once they show interest in working with you. That allows you to get to know them a little before you meet in person. You get a glimpse at their personalities, relationship, style, goals, and any other information about them you think will be important. It can better equip you to connect with the couple and get ideas for what they hope to gain from working with you.

Any specific details you can learn about the couple's wedding before meeting them can help you decide which samples to have ready to show them. For example, if you know which venue they've chosen, you may have a sample album of a wedding in that same location. Not only do they get to see and feel the quality of the album itself, but they get to visualize more realistically what their album will look like and even show you the types of images they like in that setting.



**RIGHT** 10x10" Album with Combo Cover in Sage Fabric and Wood (starts at \$148).

### A FAMILY HEIRLOOM THAT STARTS WITH YOU

Your wedding album tells your unique love story in the most beautiful way possible. Savor every emotion, from your first glimpse of one another to the moment you say your vows. Capture each stunning detail of the day in an elegant and timeless album. You'll always treasure this collection of memories and being able to share the story with loved ones for years to come. With each turn of the page, you get to experience the sweetest moments all over again, anytime you want.



*From the very  
first time you  
meet the  
bride & groom,  
put sample  
wedding albums  
in their hands.*

#### **Include an album with every package**

Every couple should have a wedding album. Include one in each of your wedding packages so the cost of a high-end album doesn't seem like 'too much' for one item. Offer it as part of a package and they see the big-picture value. They get to take home everything they want, including a beautiful album they'll always cherish.

#### **Set the expectation to purchase**

From the very first time you meet the bride & groom, put sample wedding albums in their hands. This sets the expectation in their minds for a wedding album purchase. It also creates an emotional attachment between the couple and 'their' album right from the start.

#### **Limit the number of options**

Don't overwhelm the couple with options. It's a good idea to have a variety of sample books and albums on hand, but only show them 2 or 3 samples at the most. Show only the types of albums you want to create and sell.

## FEATURED PRODUCTS (p. 6-7)

**LEFT** 8x12" Press Printed Book with Lay-Flat Paper (*starts at \$69*). **RIGHT** 7x10" Album with Combo Cover in Faux Navy Leather (*starts at \$85*), (2) 10x10" Albums (*starts at \$73 ea.*)

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### For the clients who want it all

If the bride & groom are a couple that ‘want it all’, let them know ahead of time that you will be capturing all the special details from their day. Close-ups of the cake, flowers, rings, shoes, and centerpieces can add rich imagery and deeper meaning to the couple’s album. During the sales meeting, you can always upsell by offering a larger album or more spreads than the album in their package, so they can show all the details they want.

### Deliver albums in style

Include packaging in the price of your albums. Don’t leave it up to your clients whether or not they want to spend the extra money. They won’t. Packaging for albums is necessary: it adds excitement to the delivery, professionalism to the presentation, and most importantly, protection for the long-term care of the product. Boutique Bags and Album Boxes are two great options that elevate the value of the product as well as your brand.



## FEATURED PRODUCTS (p. 8-9)

**LEFT** (top to bottom) 7x5" Album (starts at \$45) shown with Slate Boutique Bag (starts at \$30), 10x7" Album (starts at \$60), 10x10" Album (starts at \$73) shown with 10x10" Image Box with DVD Holder (starts at \$83). **RIGHT** 12x12" Album (starts at \$85) shown with 6x6" Album (starts at \$45).



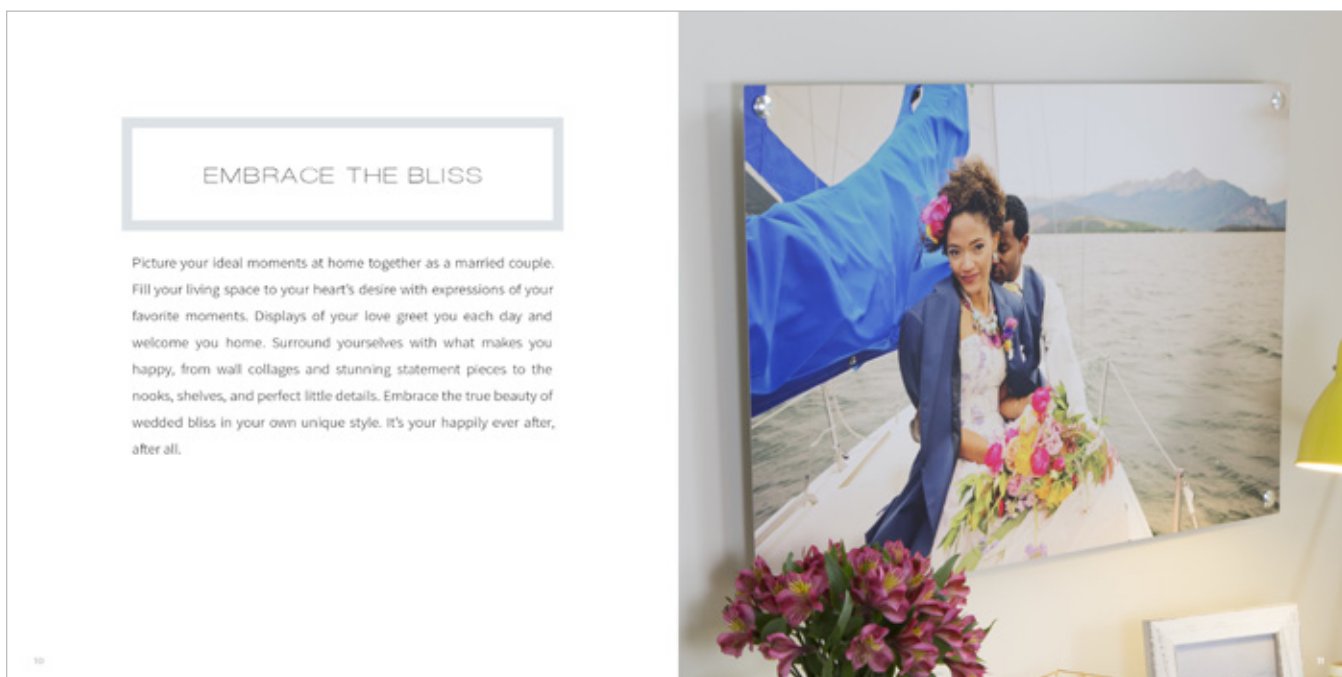
### Save on samples

Receive a 25% discount on all of your sample books and albums from WHCC. Use your images and customize the book or album any way you like. Your samples will be stamped "Sample, Not for Resale" in silver foil on the inside front and back cover.

*Receive a  
25% discount  
on all of your  
sample books  
and albums  
from WHCC.*

### A gift for the groom

A popular wedding gift for the bride to give the groom is a boudoir album. If you offer boudoir sessions, it's a great way to make an additional album sale. Plus, it's a highly personal gift that the groom will love.



### **Meet in a comfortable setting**

Offer your clients in-home consultations. A visit with the future bride & groom on their home turf is a great way to get to know them. Plus, it all but guarantees higher product sales for you. The couple gets to show you, in a comfortable setting, where they would like their imagery to live in their home. Even better, you get to be the professional with an outside perspective who guides them in the decision making process.

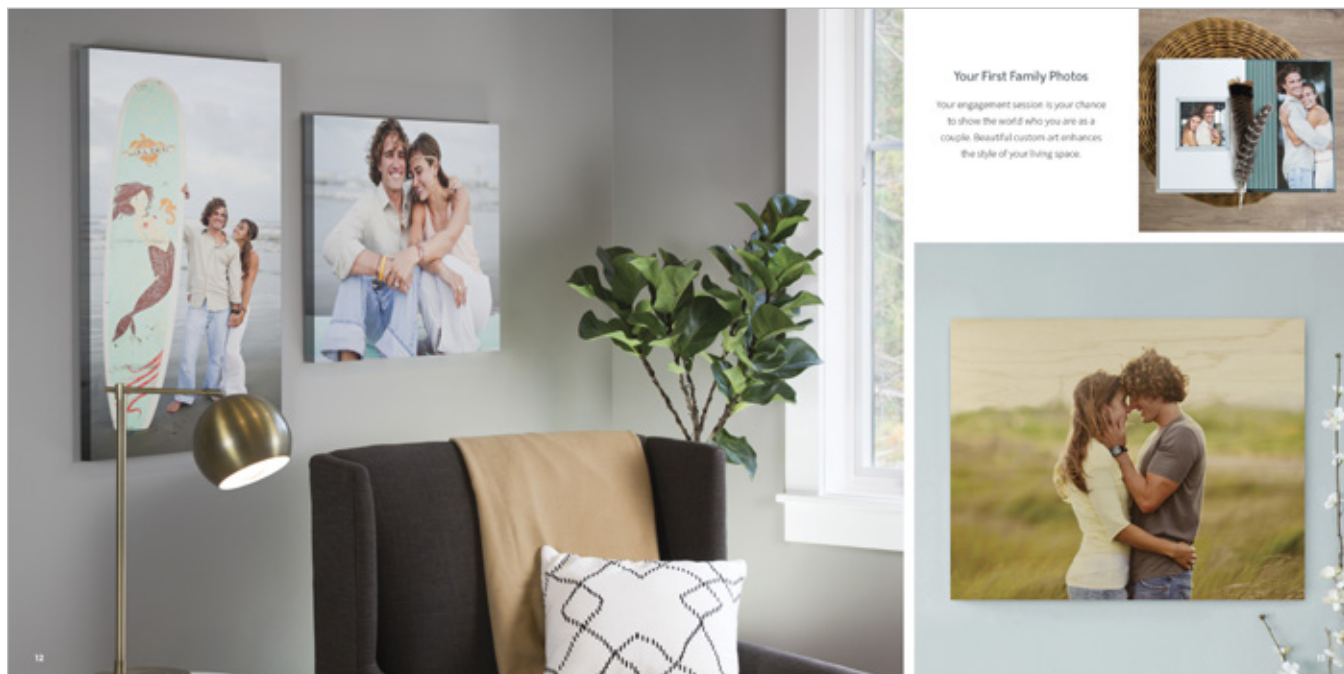
### **Add luxury to your brand**

Whether or not you have a studio, your clients see an in-home consultation as a luxury that brings distinction to your brand. They'll love telling their guests about working with a professional consultant to stage their home. The commitment you've shown them is what will turn them into loyal clients and fans.

### **Help them fill unique spaces**

Get the couple picturing the photographic art you create in their new home together. Are there unique features they love about their place? What are some nooks or small spaces they'd like to liven up? Get them thinking about alternative spaces for photography that they wouldn't have thought of on their own.

**LEFT** (left to right) 20x30" Image Block (starts at \$92), 20x24" Image Block (starts at \$77). **RIGHT** (top to bottom), 12x8" Album (starts at \$73), 20x24" Wood Print (\$119).



*Educate your clients about different sizes for wall displays and how they will look in their space.*

### Show larger sizes

Educate your clients about different sizes for wall displays and how they will look in their space. With wall products, people tend to buy one size smaller than what you show them, thinking they'll save a little money. If your clients want a wall display, do them a favor and show big samples, even slightly larger than you hope to sell.

### Offer a good, better, and best option

When it comes to wall displays, show the bride & groom (1) a good option, (2) a better option, and (3) the best option for them. Show samples of wall display products at 3 different price points, whether different sizes or different products. Make the middle option the one you want your clients to purchase, because it's most often the one they will choose. Make sure the first option, the 'good' one, is still priced high enough that you make a profit. If they happen to choose the very 'best' one, it's bonus income for you.

## FEATURED PRODUCTS (p. 14-15)

(left to right) (2) 12x12" Standouts with Black Edge (starts at \$27 ea), (2) 8x10" Barnwood Frames (starts at \$59 ea), 20x24" Standout with Black Edge (starts at \$70), 16x24" Metal Print with Metal Posts (\$105), 11x14" Standout with Black Edge (starts at \$27).



### Collages that can grow with them

Create a wall collage for the couple, starting with their engagement images. It's an exciting display for them to experience every day leading up to the wedding. Let them know that wall collages can be modified or built onto over time. They'll want to add their wedding images in later. Maybe they plan to start a family. Down the road, wedding images can become a different display in a different part of the house, making room for new images in the 'family' collage.

### Sell more with collages

Explain to your clients the benefits of owning a wall collage rather than a single statement piece. First, and most obvious, they get to display more images. Plus, the same pieces can be rearranged to create countless different looks. They can add to it with new photo sessions. They can also choose to remove pieces and display them elsewhere.

### Provide professional installation

Remove doubts and objections in the couple's minds when it comes to owning a wall collage. One major way to do this is to offer to deliver and install the display yourself. This keeps your clients from feeling overwhelmed by the task of assembling a professional display on their own, and they get to enjoy it immediately! If you do not feel up to doing it yourself, partner with a local service that can help.

### Sell more framed prints

Framed prints are a classic choice, and they look great in any setting. Hang them on the wall or display them on a flat surface with an easel back. Sell multiple framed prints by adding them to groupings or layering them on a ledge.



## FEATURED PRODUCTS (p. 16-17)

**LEFT** 8x12" Slim White Frame (starts at \$42), 12x18" Slim Onyx Frame with 8x12" White Mat and Acrylic (starts at \$82), 8x8" Black Frame with 5x5" White Mat and Acrylic (starts at \$48), 5x7" Matted Photo Print (starts at \$10.35) on a Black Metal Easel (starts at \$9.50), 5x7" Image Box with Image Panel with Closure (starts at \$58) and Matted Photo Prints (starts at \$10.35 ea). **RIGHT** 30x30" Premium Gallery Wrap with Chestnut Float Frame (\$300).



*Add items  
that complement  
the products  
they already want  
to order to get  
them up to the  
next level  
package.*

### **Upsell your packages with value added incentives**

The items shown on this page can be used as value added incentives. Upgrade your clients' orders by offering items that complement the products they already plan to purchase. For example: if they want a gallery wrap, offer smaller gallery wraps or framed prints to display along with their statement piece.

### **Turn a box into a keepsake**

An Image Box is a great way to present your clients with a few of their favorite images. Order matted prints inside and a display easel to go with the box. Each matted print can be displayed on the easel at any time.

## FEATURED PRODUCTS (p. 18-19)

**LEFT** (clockwise) 24x36" Metal Print with Metal Posts (\$215), 5x7" White Distressed Frame with easel back (starts at \$30), 5x7" Image Folio (starts at \$41), Wallet Wood Box with Printed Lid (starts at \$25) with Wood USB (starts at \$16), 3x3" Accordion Mini Book (starts at \$6 ea, min of 3). **RIGHT** (top to bottom) 5x7" White Distressed Frame with easel back (starts at \$30), 3x3" Accordion Mini Book (starts at \$6 ea, min of 3), Wallet Wood Box with Printed Lid (starts at \$25) with Wood USB (starts at \$16), 5x7" Flat Press Printed Card (starts at \$.77 per card), 5x7" Craft Envelopes (\$.17 ea) with Return Address Label (starts at \$.24 ea), 5x7" Image Folio (starts at \$41).



*Include your  
logo or branding  
on everyday items  
like cards and  
stationery to stay  
fresh in the minds  
of your clients.*

### Small items with big impact

Most of the items featured here are small and inexpensive. They make great add-ons for packages, value added incentives, or thank you gifts for your clients. Include your logo on these items and stay fresh in the minds of your clients.

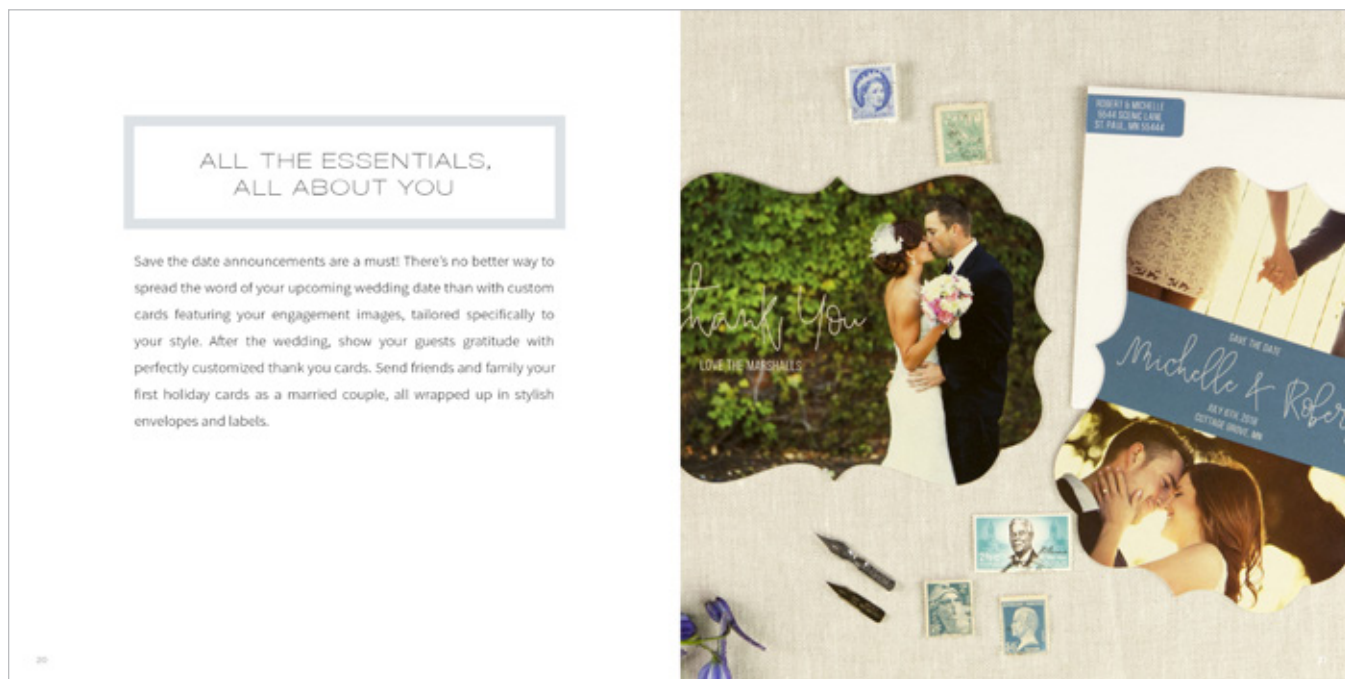
### Customize everyday items

Encourage the new Mrs. to dress up her workspace or creative space. Offer fun little items that show off her wedding images and new last name! Customize everyday items like greeting cards, postcards, and stationery. All of the little details are what bring you to mind when her friends need to hire a wedding photographer.



## FEATURED PRODUCTS (p. 20-21)

**RIGHT** (clockwise) 5x7" Flat C13 Boutique Card (starts at \$1.17 per card), 5x7" Flat C13 Boutique Card (starts at \$1.17 per card), 5x5" Flat C13 Boutique Card (starts at \$1.17 per card), 4x5.5" Flat Press Printed Card (starts at \$0.66 per card), 4x5.5" Olive Envelope (\$.17 ea).



### Don't miss out on card sales

Don't let your clients go to online consumer sites to purchase their save the dates and thank you cards. These are items your clients need, so make sure you're the one that supplies them. Use WHCC's online ordering, [order.whcc.com](http://order.whcc.com), to easily create and order 5x7" flat cards for your clients. Select one of our pre-made designs, drag and drop your photos, insert the desired text, and choose the colors—in just minutes you can create the perfect card for any client. Make it a set by carrying the same design elements throughout the different cards you offer them.

### Save the dates and thank you cards show off your work

Add save the dates and thank you cards to your engagement or wedding packages. Offer a set amount of cards, and if they need more packs, you can make it an add-on.

### Include your branding

Your clients chose you for their photographer because they love what you do. Add your branding to their save the dates and thank you cards so they can market for you. With online ordering, all of the pre-made designs have the option to add your studio name or website. In some circles, your brand may even be a status symbol. If you're new to the scene, branding your cards is a step in the right direction!

## FEATURED PRODUCTS (p. 22-23)

**LEFT** 5x7" Foil Pressed Card (starts at \$.97 per card), 5x7" White Envelope. **RIGHT** (top to bottom) 5x7" Flat Foil Pressed Card (starts at \$1.77 per card), 5x7" Maroon Envelope with Address Label Wrap (starts at \$.24 ea), 5x7" A2 Boutique Folded Foil Pressed Card (starts at \$1.72 per card), 5x5" C9 with hole Boutique Card (starts at \$1.14 per card), 5x7" Flat Press Printed Card (starts at \$.77 per card), 5x7" Folded Foil Pressed A2 Boutique Card (starts at \$1.17 per card), 4x5.5" Accordion Folded Press Printed Card (starts at \$1.06 per card), 4x5.5" Flat Press Printed Card (starts at \$.66 per card).



*Follow up with the newlyweds about ordering holiday cards. It's their first holiday card as a married couple!*

### Send a holiday reminder

Follow up with the newlyweds later in the year about ordering their holiday cards. It's their first holiday card as a married couple, and they'll want their friends and family to see images from the wedding. Add your logo to these too!

### Price it right

Wedding invitations can be design-heavy and time consuming. If you plan to offer invitations and additional card products, don't sell yourself short when it comes to pricing. Make sure you're getting paid for your time and effort.

### Create a customized card experience

You can personalize cards to each couple's unique style. Try different art papers, card sizes, trifold or accordion cards, and boutique shapes. Let them know they can get foil pressed cards from you. WHCC has a variety of foil designs to choose from and offers foil on more types of paper than anyone else.

**RIGHT** 16x16" Wood Print (\$73).



### Offer a sign-in product for the wedding

When your clients see their engagement images for the first time, it builds excitement and anticipation for the wedding. Keep that forward momentum by showing them all the fun ways they can incorporate these images into their wedding day.

Modern couples want to go beyond the generic wedding guest book with lined pages. They want something customized to their style and personalities, and they want to enjoy it long-term. This is a perfect opportunity for additional product sales from your engagement sessions. There are a variety of products you can customize for the bride & groom's guests to sign.

### Guests can sign a custom wood print

For outdoor or rustic-themed weddings, guests can sign a Wood Print that features the bride & groom's favorite engagement image. Wedding guests will admire your work while they sign, and it's a highly personalized display for the couple's home after the wedding.

### Create a custom sign-in book

For an even more personal sign-in option, create a custom sign-in book with images from the engagement session. It's the ultimate keepsake; they get all their engagement images in one book, and their guests fill the blank spaces with personal messages. You can even include questions like "What's your best advice for a happy marriage?" and "What's your favorite memory of us?" for guests to answer.

## FEATURED PRODUCTS (p. 26-27)

**LEFT** (top to bottom) 8.5x11" Press Printed Book with Lay-Flat Paper (starts at \$48), 8x8" Matted Photo Print (starts at \$12.65) on Black Metal Easel (starts at \$9.50), 2.5x3.5" Black Cottage Mini Boutique Frame with Easel Back (starts at \$26). **RIGHT** 11x14" Distressed White Frame (\$49) on Black Metal Easel (\$11.50), 8x10" Mounted Photo Print (starts at \$6), with Wood Display Stand (\$1).



*Show them  
all the fun  
ways they can  
use their  
engagement  
images as  
décor for  
the wedding.*

### Engagement photos create special wedding displays

Inspire your clients to use their engagement images as décor for the wedding. For tabletop displays at the reception, suggest matted photo prints on wood or metal easels. Mini boutique frames with an easel back also look great as part of a table centerpiece. Offer a series of framed prints that tells their love story through images. The best part about these highly personalized items is that they live on in the couples' home after the wedding.

When it comes to the wedding day, you can even put frames to work displaying special signage: directions, order of events, menus, signature cocktails, the couple's wedding hashtag for photo sharing, and other important wedding details.



## FEATURED PRODUCTS (p. 28-29)

**LEFT** 5x7" Wood Box with Engraved Lid (*starts at \$53*) shown with 5x7" Photo Proofs (\$.42 ea). **RIGHT** (clockwise) 5x7" Photo Prints (*starts at \$1.15 ea*) shown in Charcoal with Black Premium Packaging (\$7.25), 8x10" Black Distressed Frame with 5x7" White Mat and Acrylic (*starts at \$44*), 10x10" Album (*starts at \$73*) with 6x6" Album (*starts at \$45*), A1 Oval Metal Ornament (*starts at \$15*), 3x3" Accordion Mini Book (*starts at \$6 ea, min of 3*).



### Turn special occasions into memorable gifts

Weddings bring everyone together, looking their best. Most weddings you shoot will probably involve a variety of family portraits. Family members want those images! When the holiday season rolls around, contact newlyweds about ordering personalized photo gifts for their friends and family.

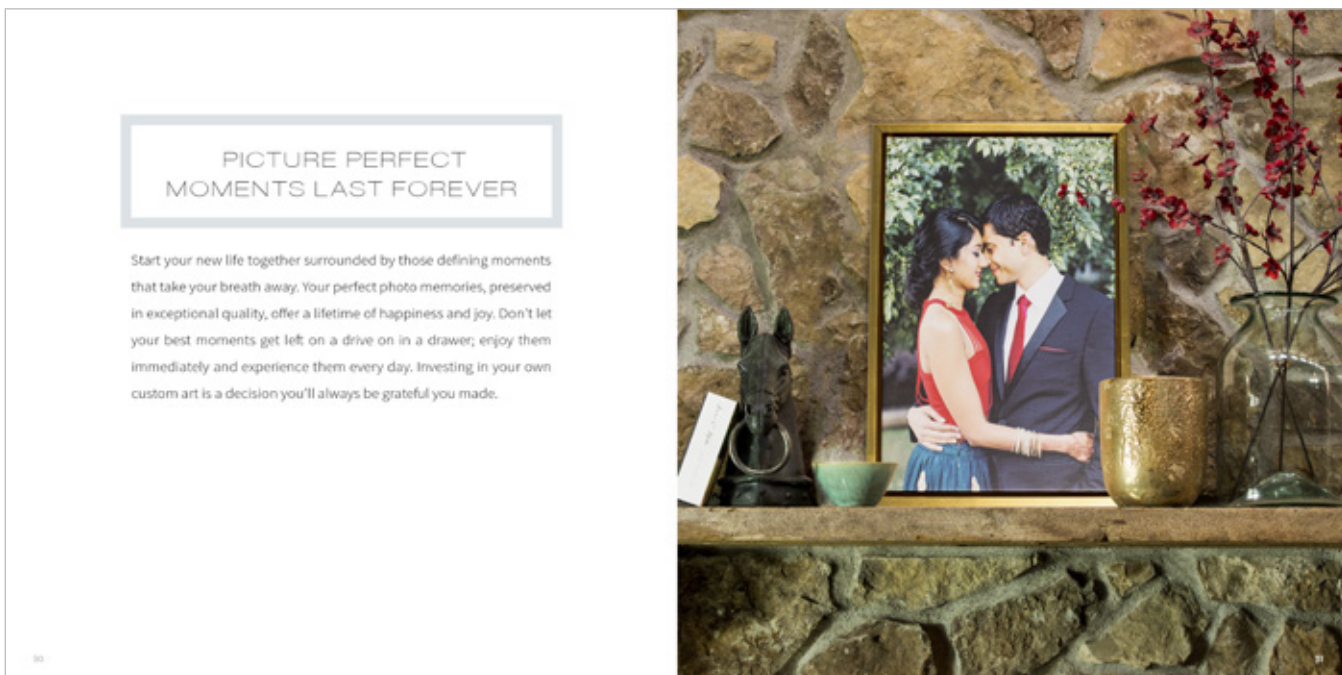
### Increase profits with companion albums

Once you've designed the ideal album for your clients, it's easy to create smaller, duplicate albums for special people in their lives. These smaller, lower cost albums are great for your margin and don't take additional design time on your part. Albums that are square, 12x12" for example, are easy to resize to smaller 6x6" or 8x8" Albums.

### Mini books full of memories

Accordion mini books make great gifts after the wedding. The newlyweds can give one to each member of their wedding party. Parents and grandparents love mini books too. The order minimum is three mini books. Since it won't take any additional work on your part, you can offer special pricing as an incentive for higher quantity orders.

**RIGHT** 12x18" Premium Gallery Wrap with Classic Gold Float Frame (\$144).



### **Sell more with samples**

Getting samples in their hands is so important. It gets a dialogue started about what they want, and they start to picture themselves owning the products.

### **Wedding Press Sample Set**

Not a designer? You can still do this. Use the design templates from our Wedding Press Sample Set to keep it basic and classic. You have the images they love; don't let them take those images elsewhere to purchase the cards they need! This set allows your clients to see what you can offer and feel the quality of the different paper types. With samples, they make confident decisions to purchase their cards from you instead of online.

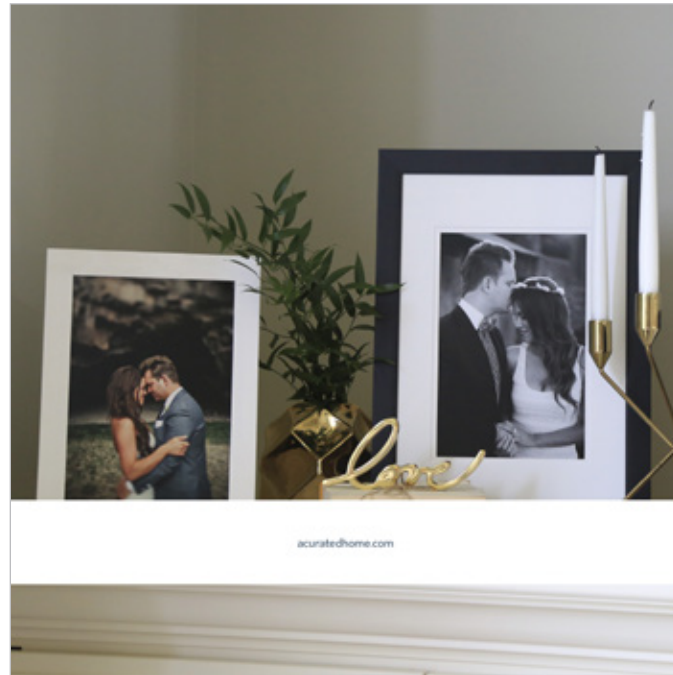
### **Books + Albums Sample Program**

WHCC's Sample Program for Books and Albums helps you sell these big-ticket products. Purchase as many sample books and albums as you want, anytime, for 25% off. Your clients see your best work and get their hands on the high-quality products you offer. Get the Cover Material Swatch Set to help you create the perfect cover for your clients.

### **Frame Sample Sets**

Show your clients corner samples or sticks of all the handcrafted frames WHCC offers. Framed Prints are perfect for any type of photography, and there are so many options, from traditional to fun and bold. With Frame Sample Sets, your clients get a good visual idea of their options and can choose the best frames for their images and décor.





The Inspiration Guide has its own website: [acuratedhome.com](http://acuratedhome.com). You can direct your clients to this online version of the guide. It has no affiliation or link to WHCC, so you can use it exclusively as a marketing tool for your own business.

### **Working with your ideal clients**

When you love what you do, your ideal clients will notice. What makes you different from any other photographer they could go to? Expressing your unique style and your love of the art is why clients trust you. Value your work accordingly. If you try to compete on pricing, you'll only find clients who are looking to get a deal. Be true to who you are!

Take time to educate your clients. Build your business by creating and maintaining relationships with your clients. Give them your full attention and guide them through the sales process. Your clients want your expert opinion. The more you educate them, the more confident they are in their buying decisions.

Nurture your ideal clients. Surprise top clients now and then with moments of delight. Just reaching out to say thanks goes a long way with people. Investing in client gifts is another very effective way to show them your appreciation and keep yourself fresh in their minds.

## PARTNERING WITH LOCAL VENDORS

As a wedding photographer, you work with a variety of local vendors: wedding planners, bridal shops, venues, florists, bakers, caterers, stylists, musicians, and more! It's so important to become involved with the community of wedding professionals in your area. Networking with wedding vendors builds buzz around your brand. Wedding professionals who know your style can send you referrals that are a perfect fit for you and you can return the favor.

Teaming up to market with other vendors shows relevance and connectedness in your community. When it comes to cross-marketing, you've got valuable skills and resources for trade. While shooting a wedding, capture the talents of your peers: breathtaking floral arrangements, intricate wedding dress details, the enchanting setup of the reception venue, and wedding guests getting down to the DJ's tunes!

Provide your fellow vendors with images of their work. They can use your professional images for their advertising and marketing.

- Ask if you can tag them in social media posts, then deliver them professional prints soon after
- Help them create marketing pieces, price lists, and promotional materials for their business
- Create wall displays or albums for them to showcase their work (and yours!) to potential clients

Not only are you building your dream team of people you love to work with, your work is being seen by couples who love what they see and want to work with you!

[illegible]

[whcc.com/inspiration](http://whcc.com/inspiration)

