

# INVESTMENT

THE GUIDE





I wholeheartedly believe that you should and can feel 100% yourselves and be completely relaxed on your day.

You can have a gallery full of amazing, authentic, warm, love-filled images without nerves being in front of the camera, without worry of being away from your guests and without being posed or feeling awkward.

You can have it ALL.

Nicola Dawson

PHOTOGRAPHY



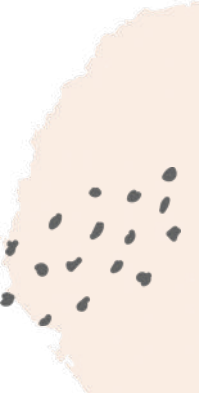
# HEY

I'm Nicola and I am one of those lucky people that makes a living doing something that they ABSOLUTELY adore; taking photographs of happy and loved-up couples who want their wedding day to be authentic, personal, warm, and laid-back.

My whole ethos is around you not just looking relaxed but genuinely feeling it too.

Now in my 6th year of this amazing job I know exactly what to say and the right things to ask you to do to make you feel calm, forget you are being photographed and give you the confidence to be yourselves.

If you long for a gorgeously authentic and heartwarming wedding gallery but are nervous about having your photographs taken then please don't be worried because you are 100% in the right place.




” Your photos are more than we could have wished for. Neither of us are great in front of a camera but the comfort you bought was unreal. I really don't think we will ever be able to thank you enough

We have had so many guests comment on how positive and uplifting you were all day!

We honestly had the time of our lives and you made us feel so comfortable!

Kerri & Kieran





The right photographer can be the difference between images that just record the events of the day and those heartfelt images that take you back to the moment, the place, the cheek aching smile, the belly laugh or the warmth of the hug.

You may not feel a natural in front of a camera right now but I promise you that every couple in my portfolio felt exactly the same when they booked.

I get to know a little more about you, who and what parts of the day are important to you. I share with you how I work and gain your trust. I don't pose my couples, but I know that simple and friendly direction is key to helping you feel at your most relaxed.

# RELAX





If you worry about being in front of the camera or the thought of being the centre of attention on your wedding day makes you feel uncomfortable, then I want you to know that every couple you see in my portfolio said the same thing.

Taking great images and producing a wedding gallery that you'll love is obviously pretty important. But my most important job is putting you at ease because THAT is when those genuine, natural moments happen. I want you to have the very best time!

From our first few conversations and emails I will start to earn your trust so that you know that your wedding memories are in safe hands.

On the day I use subtle prompts and gentle, fun direction to distract you from me and my camera. They're simple but effective and actually you'll see just how easy it is to capture the relaxed, authentic, happy wedding portraits you see in my galleries.

You look natural, laid back and completely absorbed in each other because at the moment those images were taken that is exactly how you were!





LO... SHACK  
THIS WAY



Oh my goodness! You captured the whole day and our guests perfectly, they're absolutely everything we wanted and more.

We loved having you with us on our day so much, you fitted right in like one of our guests and all of our friends and family said the same

I'm so glad we found you

Kimberley & Joshua

# PRICES

When you have finally come down from the wedding day high and all the cake has been eaten you will be left with two things; your memories and your gallery. I want to make both of them amazing for you. I want to create images that don't just take you back to the time and place but also to the cheek aching, warm, fuzzy feelings that you experienced.

The right photographer is the most important decision you need to make but it doesn't need to be the most difficult and it definitely shouldn't be stressful.



I want to make choosing me as simple as possible and so I offer a single package for all day cover, providing you with everything that you need for me to create the gorgeous gallery that you long for.


Of course I also have a list of additional services to be able to create a bespoke package for you such as extra hours, a second photographer, an engagement shoot or beautiful products to compliment your stunning gallery.

Think of it like a restaurant menu. My coverage is the rich, hearty, tasty main course but if you are after a little more indulgence, you can pick a starter or dessert to make it just that little bit more fancy.

It's simple and uncomplicated, just as it should be.







My full day coverage is £2300 and is perfect for capturing all the main events as well as all those gorgeous little stories in between.

Your investment rewards you with everything you need and the wonderful experience you should expect for the best day of your life, including:



Me, my smile, skill, experience and indisputable love for my job for 9 hours consecutive coverage on your day, from a couple of hours before your ceremony to a few tracks after your first dance.



500 + images telling the story of your wedding day, edited in my rich, warm style to take you back to those heart fluttering moments to treasure always.



Useful information, advice, tips and recommendations from the moment you book to the date of your wedding. I love to share my experience in the industry to make your day the most relaxed it can be. I'm on the end of a message or email for any questions you may have along the way.



A pre wedding consultation (aka cosy chat and catch up) before the big day to walk through your plans in detail and get you super excited for the pictures.



A teaser of your gallery in the form of a generous handful of previews usually within 48 hours of your wedding day for you to swoon over and share with all your friends and family.



Your final gorgeous wedding photographs delivered to you in a beautiful online gallery to download in high and screen resolution, with licence to print and the ability to share to your heart's content.



Finally, as a parting gift you'll receive a wooden box and your images on a unique glass bottle keepsake USB and a little surprise in their too. I can't think of a more exciting delivery than that one.

# EXTRAS

## ADDITIONAL SERVICES

If you want that little something extra in your package; the added sparkle, the flutter of confetti, then you can book from the additional services that are available.

If added at the point of booking then these prices will be reduced by 25%, making them the best value for you and your wedding day.

- Engagement shoot** A chance to work with me before the big day, an amazing opportunity to get to know each other better and a gorgeous gallery of images of you both too. Think of it as a fun, completely stress free practice £400
- Second Photographer** To be able to capture all the magic through two lenses. A fantastic addition to larger weddings or couples who both want to record their gorgeous preparations but are getting ready in different locations £400
- Additional Hours** To capture a little bit more of your stunning day you can include additional hours. Whether it be for preparations or dancing or something extra special you have planned in the day £250



## SOMETHING SMALLER?

Half day coverage for 4 hours, usually from ceremony to wedding breakfast. Perfect for smaller, mid week or out of season weddings and your images delivered in a beautiful online gallery. £1495

Subject to availability, particularly in peak season



”

We absolutely LOVED the photos. You captured so many sweet and light-hearted moments between our friends and family. It feels like you were our 'eyes' to capture all the moments that we might have missed. Thank you again for working your magic, and making us feel so at ease on the day!

Maxie & James

”

Thank you so much for everything Nicola, it was absolutely perfect and you definitely were a massive part of why!

I will be shouting about how good you are to everyone that asks (and even those that don't)

Hattie & Dan



”

Thank you for taking such gorgeous photos. There were so many little details and bits of the day that we just didn't take in or get to see so it's great to have these memories we can look back on for years to come. Everyone should know how talented and amazing you are. We love them!

Laura & Shane

”

We actually cannot put into words how much we loved the day and the photos. They are so incredible. You made us feel so relaxed and it shows in the photos. You are such a talent and capture the magic of a day while making everyone feel at ease.

Sarah & Sophie



# FAQS

## WHAT IS AN ENGAGEMENT SHOOT?

Think of it as a practice run for your big day. Not everyone is a natural in front of the camera and an engagement shoot is an excellent way of us getting used to each other's company. The shoot will be about an hour and a half on a midweek day (at golden hour is my favourite) at a place special to you both. Some people love to use the images for invites or guest books or just enjoy the experience together and get an awesome gallery of images that aren't awkward selfies.

## WHY WOULD I NEED A SECOND PHOTOGRAPHER?

If you both want pictures of you getting ready then a second is a great addition as I can only be in one place at a time. With a second you get a greater number of final images and the important bits told from two different angles. It's a great value addition particularly for larger weddings.

## HOW MANY IMAGES WILL I RECEIVE?

I will only select the best images from your wedding and individually edit each one to my style. I don't limit the number of images I give you, if they meet my standard then you will receive them. Typically, an 8 hour wedding gallery will contain around 500 images. I never give out RAW files.





#### HOW LONG WILL IT TAKE TO GET MY GALLERY?

I will be itching to get started on your images so I try and keep delivery time to a minimum. I quote 4-6 weeks but it is usually 3-4. It can be longer in my busiest times.

#### WHAT IS AN ONLINE GALLERY?

The beautiful online gallery will enable you to see the whole story of your wedding day. You can download your images in high resolution for printing and also lower resolution for sharing with friends on social media. It is password protected to keep it safe but you can pass on access to family and friends so they can enjoy your images too.

#### HOW WOULD YOU DESCRIBE YOUR STYLE?

I describe my work as contemporary and relaxed. For the most part I am a documentary style photographer. I use the word 'style' as I am not a true documentary photographer which would mean I give no direction at all. But in my experience, some gentle direction and instruction is exactly what my couples need during their portraits. I know what to ask you to do or to say to each other to achieve those amazing natural looking portraits that you see in my images. I love rich, warm tones and this is reflected in my portfolio.



#### DO YOU SUPPLY ALBUMS?

Yes. I can supply stunning leather or heritage cotton Wedding Albums. These are produced by a UK company, hand bound and made with high quality fine art paper. Prices start at around £400 for 10x10 square album.

I can also supply fine art prints, leather wallets with gorgeous deckled-edge prints and many other products.

#### IS THIS YOUR ONLY JOB?

Yes, wedding photography is my full time job (I still have to pinch myself when I say that!).

I only take on a limited number of wedding bookings each year so I can provide the outstanding level of service you expect on the biggest day of your life.

#### DO YOU ONLY SHOOT WEDDINGS?

Pretty much, yes. Out of peak season I occasionally take on family portraits for my previous couples. I also love helping other photographers who are starting out in Wedding Photography but photographing weddings is the BEST job in the world in my opinion.











# BOOKING

My booking process is simple. Once you confirm you would like to book, I will send you a short list of details I need to complete our contract.

The contract is emailed to you and is signed electronically so no faffing with post offices or licking yucky envelopes.

My booking fee is £500 and the balance is due 4 weeks before the wedding. Don't worry, I use an automated invoicing system which will remind you when this is and you can access your portal which contains all your documents at any time.

Your date will only be secure and exclusively reserved for you when I have both your booking fee and signed contract.



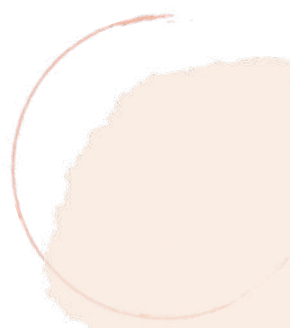
## WHAT HAPPENS NEXT?

Through your wedding planning journey I will send you useful information about timelines and recommended suppliers as well as links to blogs that may help. I'm always on the end of a message or email if you have any questions.

If you book an engagement shoot then we decide on a date, choose the place, meet up, chat all things weddings and I get to take lovely, relaxed, warm photos of you both.

Six weeks before the wedding I will send you a link to a questionnaire which is how I get to know who is who, where you'll be getting ready, the all important timings and what group shots are special to you. This still gives us time to arrange our pre wedding catch up and walk through the day, getting all excited about your photography.

On the day you'll have the best time marrying the love of your life without a single worry about looking awkward. Meanwhile I'll take gorgeous, warm, natural photos of you both rocking the wedding day stuff.























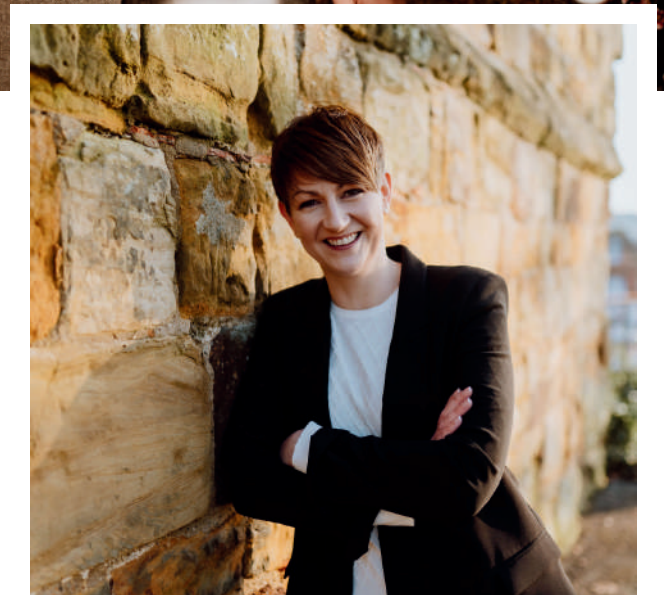
I am hopelessly romantic and as soppy as they come and you will probably catch a beaming smile on my face or tears in my eyes at your wedding. But I'm not embarrassed to admit that.

I want you to know and to feel that I am as invested in your wedding as you are. That is when you will put your trust in my calming and warm personality and gentle direction to achieve beautiful images of you both feeling genuinely relaxed and looking gorgeously happy.

I honestly want nothing more than for you to be completely relaxed about your wedding photography and to have the BEST wedding day as a result.

If that sounds good to you then email me back and let's get your names in my diary.

**LET'S GET MARRIED!**



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