



WEDDING PHOTOGRAPHY PLAYBOOK

27 NO NONSENSE WEDDING DAY TIPS





Every couple wants a wedding experience that's fun & easy, with beautiful photos they absolutely love. So who do you choose with something so important?

I aim to make that choice easy by supporting and guiding you all the way, and being at the other end of the phone whenever you need me. The best part is, all that planning starts here! Whether you choose to book with me or not, I'm still invested in your success and if this guide helps you, that's fantastic.

You only get one chance at an incredible wedding day...Have no regrets!



PROWED Award World Top 50 - 2022
Master of Photography - USA - Europe - Double Master - Asia
Asia Photographer of the year - 2020, 2021 & 2022
International Cosmos Awards Top 5 2022-2023
Top 2 Australian Photographers in 2022, Asia WPA & WPE Europe
2 x Asia WPA Grand Award Winner
One of 8 Australians featured on Worlds Best Wedding Photos
Australia's Top Wedding Photographer 2022 Runner-up
Flash Masters U.K. Hall of Fame Inductee



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You and I both want your wedding to be amazing, even if I'm not the photographer capturing those memories.

Inside this short PDF, you'll find strait to the point chunks of information that **WILL** save you from a small wedding day disaster. There's no fluff in here, this is information that's actually useful, that will ensure you have a fun filled and stress free wedding day, because you deserve it!

Almost 1000 other couples have implemented the points in this guide and their weddings rocked...I've got the photos to prove it!



1). MONEY

When you first start planning, sit down together and work out your budget before you book anything, and be realistic. There is no point putting yourselves under financial strain for just one day. It's a magical day but you don't want to be paying for it for the next 10 years. Decide what is most important to BOTH of you and what is less important and split your budget accordingly.

2). BE SMART WITH THAT MONEY

What do I mean?

I mean set yourself up a “wedding bank account” with someone like ING Direct (no fees) and instead of paying suppliers periodically like many couples do, pay your money into your wedding account. This way if anything unforeseen happens like a supplier disappears or a venue goes broke (which happens more than you know) you have your money under your control and your not left with nothing or fighting with liquidators to get it back. Believe me, the stress of that will really sour your wedding experience. PLEASE DO THIS!

3). COVID & POSTPONEMENTS

It's the one variable thats disrupted more weddings than any other. Here is what you need to know and ask your wedding suppliers!

What happens to our Booking fee if we need to postpone or cancel?

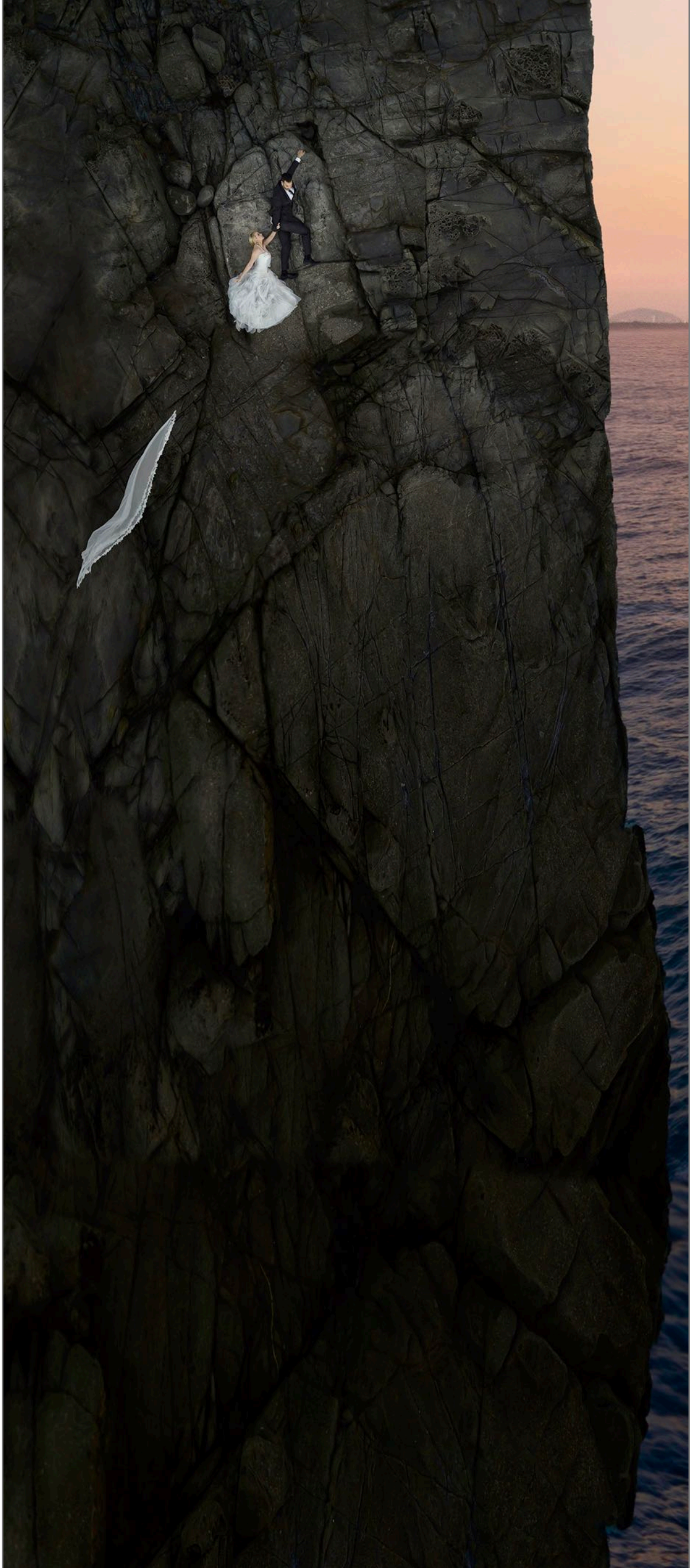
Is there a fee to reschedule our wedding date?

Personally, when it comes to these two questions, my answer is

“We simply pick up your booking fee, move it to the new date and we carry on as planned, no extra fees and no B.S. because it just doesn't need to be hard”.

Now if you don't get that answer from your venue or supplier, I urge you to read their agreement or contract carefully so that you completely understand it and you're ok with the terms around rescheduling. If your not comfortable with the terms or they don't have an agreement or contract at all...

POLITELY WALK AWAY!



4). PRIORITISE STUFF

Prioritise what needs to be done, get yourself a check-list or an app. Don't rely on your brain alone. There's so much to plan and keep track of, so take the stress off yourself and use a list. This will ensure nothing is forgotten and you don't give yourself anxiety.

5). DON'T WASTE YOUR MONEY ON SILLY STUFF

In deciding what is really important to you both, I urge you to focus on the things that are tangible, that will actually remain after your wedding day like, rings or your wedding album. So many couples throw so much money at things that are temporary and then don't have the budget left for the really important stuff. Your flowers are gone in a day or two, your cake will get eaten, your bar tab will be drunk and that \$5k stretch Hummer will only be there for two hours!

Don't get me wrong, if that's important to you, and part of your wedding vision, then go crazy and do it. Just make sure you remember the things that really matter, get them secured first and then do you!

6). AMATEURS AREN'T COOL

When it comes to potentially the biggest day of your life to date, don't roll the dice with inexperience, it's a recipe for disaster. As with any decision to gamble, you might come out on top, but sadly most of the time you'll lose, and you'll regret this forever! Even if "you have a friend" who'll do it cheaper I would still run from this. If that friend is a professional and they treat you like a normal client then maybe, but I've seen this exact scenario play out hundreds of times and it has the potential to ruin friendships and end badly.

Be careful and set ground rules first if you're going to attempt this.

7). DON'T GET CONFUSED

Don't ask every possible person you can think of for their advice or opinions, this leads to confusion and will blur your own vision on what you both really want.

This is where I tell all my couples to lean on me and the other suppliers I've helped them book to guide them in bringing their vision to life.

Your three key suppliers - Venue - Celebrant & Photographer will help you find your wedding "A Team", lean on us, that's what we're here for!

8). GIVE YOURSELF A BREAK

Don't do wedding planning every day, give yourself set days in the month to do "wedmin" based jobs, otherwise the planning will consume you and you'll begin to hate it.

9). FORGET THE HYPE

Never lose sight of what the wedding is for.

At the end of the day, your wedding day is just another day in your life, yes it's a totally awesome day, and one that you'll never forget, but it's your marriage that lasts forever, not the day.

Remember why you're actually doing this, and don't get swept up in the hype of outdoing your friends.

10). DO IT YOUR WAY

Don't get forced into doing things you don't want to do, remember it's your day and no one else's.

Do your day for you, with all the things you want and all the people you want to share it with.

If however, parents are contributing to the budget be mindful to include them to a point that you're comfortable with and try not to hand over control to anyone else, other than an amazing wedding planner. "Your day - your way!"

11). DON'T SWEAT THE SMALL STUFF

Don't let the small stuff stress you out. So many couples get all bent out of shape over the little stuff like chair covers that are the wrong shade of pink or "should we book the stretch Hummer or the stretch Chrysler?" At the end of the day those little things will become big things the more you worry about them or put energy into them. If it's meant to happen it will happen easily and with no drama.

This advice also rings true on your wedding day, if it's what your "A Team" of professionals will have you covered.

No wedding I've ever worked at has run exactly on time, but your "A Team" will pull it all together.

There will be so much going on for you and so many little things will arise, that in the grand scheme of the day don't effect the outcome at all so try not to let them ruin your experience.

When you have the right team around you, guiding you and helping you those little things tend to not show up!



12). DON'T SUGAR COAT IT

When dress shopping, try to only take a couple of really close people in your life, the people who'll tell you the truth good or bad, the people who's opinions you truly value. If they have great fashion sense even better!

I often have brides send me photos of their proposed dresses while they're at the dress shop trying them on. I even encourage it in some cases when I have an awesome rapport with the bride. I've seen so many dresses both good and bad, and the issues that have arisen for some brides through a not so great dress choice.

I'm qualified to give advice to a certain degree. Talk to your photographer about this if you feel comfortable to do so, you might find they have a very different perspective to you.

14). JUST DO YOUR BEST

On the day of the wedding there'll be lots going on and so many couples have shared with me that they felt bad because they didn't get to spend lots of time chatting to everyone or they didn't chat with someone at all. Don't worry, that person still loves you and 99% of the time they can see that there's so much going, and they will hang back until you look like you're less busy, normally at the reception. Be ok with the fact you might not get around to everyone, just have fun on the day and do your best. This is where having a timing plan for the day set up will really help and maybe even negate this problem all together!

13). YOU WONT PLEASE EVERYONE

Guests, family even bridal party may cause you stress, both in the planning of your day and on it, because things don't suit them.

Be ok with the fact that you wont please everyone, as long as you're both happy, you have the day you both wanted and your married, then nothing else really matters.

Try not to worry about trying to please everyone, this is impossible and you'll just add stress to your experience. Make sure you're both happy with your decisions and be ok with it.

15). GET IN EARLY

On your invitations, set the arrival time for your guests 30 minutes before the ceremony and put the ceremony start time 15 minutes before it actually is. For example if your wedding ceremony is 3pm, on your invites you would put “Guests arrive at 2:30pm for a 2:45pm ceremony”. Yes this is sneaky but it ensures your not left waiting in the car for guests who are late or running into the chapel as you arrive, which I see all to often.

In addition send out your invitations earlier than you think you need to, people these days need plenty of notice and always give an RSVP date way earlier than you need it. This means you need to sit down with your venue and photographer to get a timing plan in place so that you're not stressed about time and so that you'll feel organised. Most of the time, guests will need to be chased for their reply, don't stress about this either... they still love you, they're just lazy.

16). MAKE A LIST OF PEOPLE & JOBS

In the lead up to your big day, draw up a list of everyone involved. Include the wedding party and all the suppliers including full contact details and give this out to your “A Team” of suppliers and your wedding party for any last minute emergencies. Make sure that everyone you're relying on to do stuff, knows what they're doing and when. Your mate's iPhone with death metal on it wont cut it, if the guy hitting the play button for your walk down the aisle forgets the music or gets it wrong. Essentially, make sure your planned and prepared before the day, you may not think of everything, but that's what guides like this are for!





17). D.I.Y. ISN'T A DIRTY WORD

But only when it's stuff that won't make or break your wedding day, anything else that could possibly effect the outcome of the day is a gamble and I urge you to never gamble on your wedding!

Try and make the wedding personal to you in any way possible by adding in little DIY bits yourself, call in the help of friends and family if you feel comfortable to do so. People love to be involved so this is how they can.

This is also a great way to involve parents or anyone adding to the wedding budget as a means of allowing them to help, feel important, have input and generally feel appreciated for their contribution without giving away too much control or you ending up having the wedding THEY want as opposed to the one you want.

18). ONE SENTENCE TO RULE THEM ALL

Throughout my 20 years in the industry, I've seen so many couples miss out on things they really wanted because it didn't suit a supplier, a venue or they someone said no to a perfectly legitimate request.

I'll very honestly tell you that there's politics and diva's in the wedding industry who won't agree to something just because it's not what "they normally do" or they just don't want to. I wish I didn't have to incorporate this tip but I'm finding it's needed more and more at present.

Here is the sentence you need to say, that 99% of the time will get you your way.

"We really need xxxxxxx to happen in order to achieve the amazing outcome that what we really want from our wedding day. Can you please make it happen for us"

It's important that the inflection of your voice makes that sentence come across as a statement and not a question. By doing this you're putting the pressure and the responsibility of the outcome onto the person you're delivering the statement to. This works because that supplier's business and lifestyle relies on you being happy and telling your friends about them, so they inherently want to make you happy and do the best they can...Lean on that!



19). DO YOUR HOMEWORK

When looking for suppliers, by all means ask friends who were recently married for their recommendations, just don't get overwhelmed and confused like I shared with you in point #7. Lean on your three key suppliers to help you with information and other suppliers.

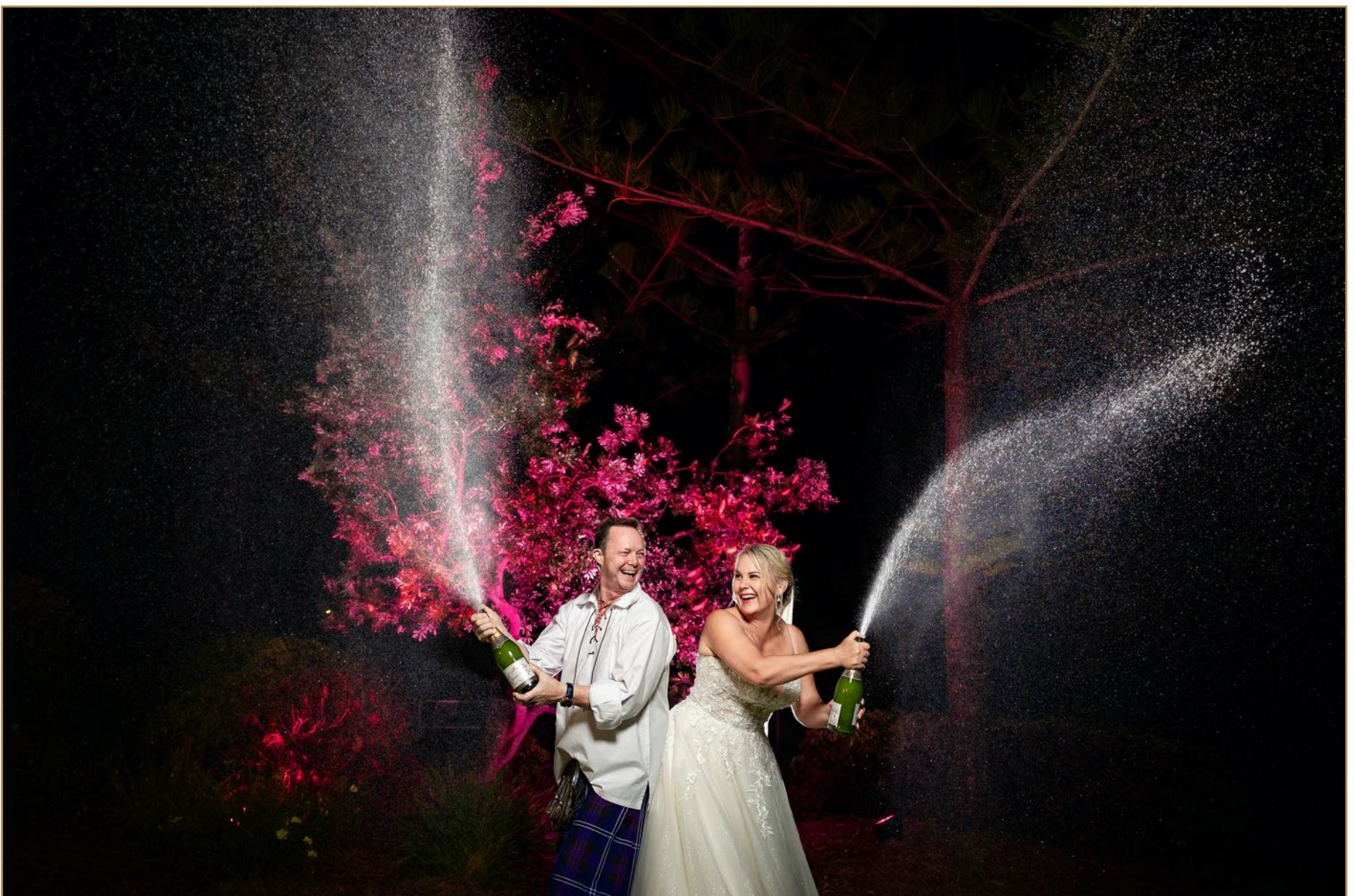
Wedding industry professionals exist for a very good reason, while we may charge accordingly for our services, we will give you the best possible result of an amazing day and a wonderful experience. In saying that we urge you to do your homework. Make sure you know what you're getting from each of your suppliers, when you're getting it and if there's any information they need from you in order to make your day run smoothly.

20). PERSONALITY, PERSONALITY, PERSONALITY

Book your venue first, photographer, celebrant, decorator/coordinator, dress, boys suits, transport if you need it and then have fun with the entertainment and all those little DIY bits that will make your day uniquely you. Your venue, photographer and celebrant **will book out up to 12 month in advance** and these suppliers are the key members of your "A"Team. Get these suppliers booked as soon as you can so you don't miss out on the people you love.

As one of those key contributors on your wedding day, I cant stress enough that personality is everything, yes our work must also be amazing but we share your every moment with you on your wedding day and its way more fun for everyone if those key people are wonderful and you actually like them as humans! Don't choose a drop-kick because they have the gift of the gab or a cheap deal. I personally urge you to choose a wedding professional on the following basis;

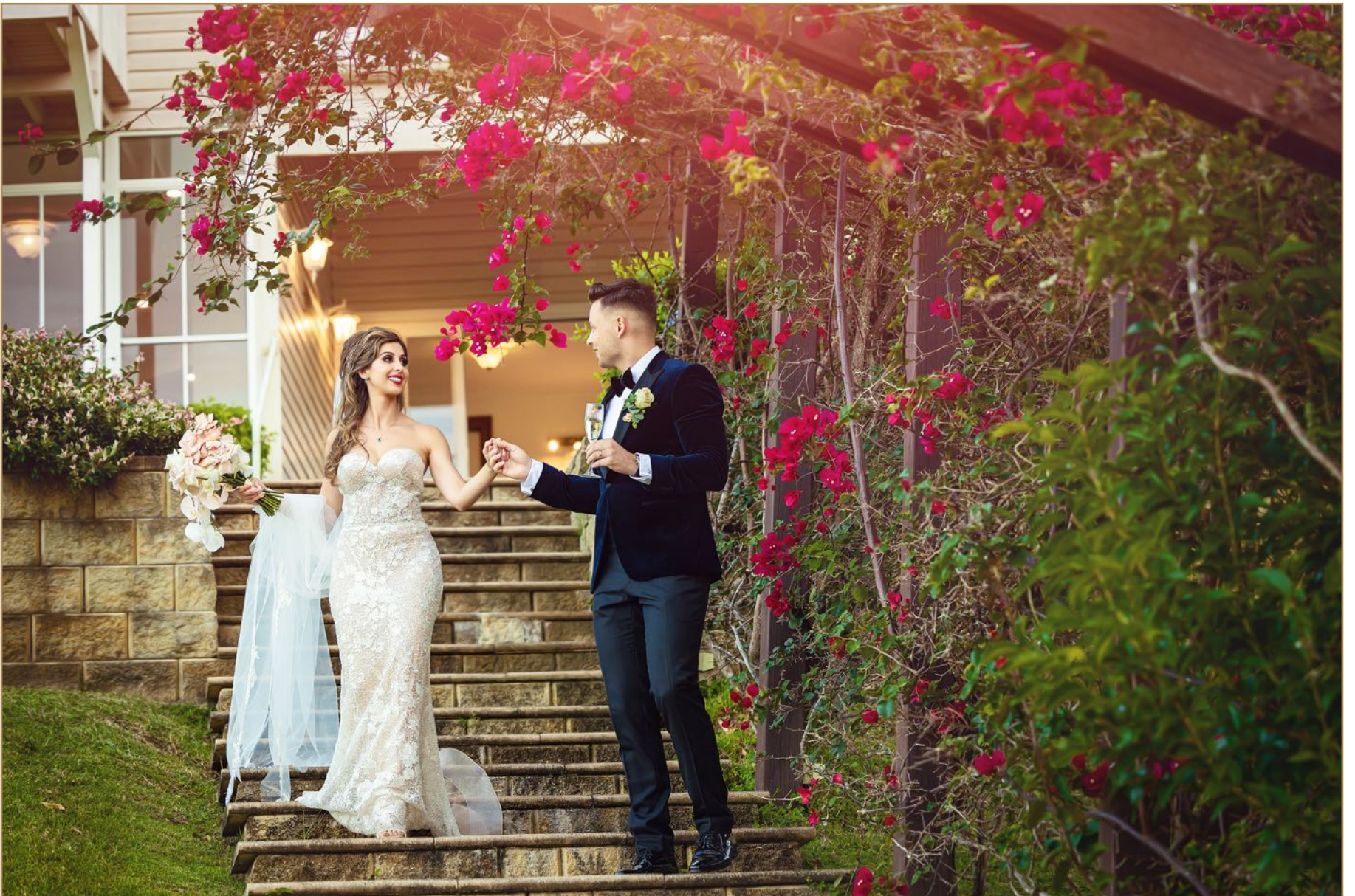
PERSONALITY - QUALITY - EXPERIENCE - PRICE ! Yes in that order if possible!



21). GET YOUR TIME LINE COMPLETED

As soon as you book with your photographer, (hopefully me) sit down with them and get your timeline and wedding schedule all planned out so that you can go ahead and book other suppliers and send out your invitations with confidence. This will take away so much anxiety and uncertainty because you have a clear plan that you know will get you the outcome you want from your day. Always remember to allow more time than you think you need for things like photographs and getting guests from one place to another. Sometimes moving a big group at a wedding (even just organising them into a photo) is quite similar to herding cats and can take time.

Don't worry, your guests love you, they're just slow when they drink.



22). PARTY... JUST NOT TOO HARD!

Your wedding day should be great fun and you'll be having some celebratory drinks with your guests, just don't have too many or you may regret it! I've seen many weddings go sour after the bride, groom or bridal party members get drunk and it means that your photos and memories of the day suffer badly. So by all means party, live and enjoy your day and if you feel the urge to let yourself get messy, then do it at the end of the evening when all the formalities are done and it's just you and your closest partners left over.

23). THE LAST MINUTE ISN'T COOL

I'm a big believer in planning because it gives my couples confidence in the outcome, nothing is left to the last minute and I urge you to do the same. Whether it be the boys suits, flower girls dresses or donuts for your sweets table, plan it and get it sorted long before the day. Having a definitive "TO DO" list is a great idea and will ensure nothing is left to the last minute or god forbid left in the hands of others not as invested as you are.

24). CALL IN REINFORCEMENTS

You may laugh at this, but that little hook & eye at the top of your zipper or top of the laces on the back of your wedding dress has all too often caused chaos on a wedding day. It doesn't matter if you've put on or lost weight, if your dress is tight or loose, the hook & eye doesn't discriminate so reinforce it! Add some extra stitches to both sides, because no amount of safety pins will help you if it decides it's going on strike.



25). DON'T BE FOOLED - This is scary and is happening frequently.

When you're looking for a wedding photographer, don't just look at websites, you have to meet them in person.

Ai technology has now given rise to unscrupulous operators with little or no photography experience and basic equipment, who create a website with incredible Ai generated images and claim them as their own, as a false indication of what they can do for you at your wedding day.

When you meet them in person, I urge you to ask to see ***previous wedding albums*** and not just photos on an iPad.

When a photographer just shows you photos on an iPad or computer, they are simply showing you what they want you to see, their best work, or in some cases it's Ai, and not even their own work. Looking at a wedding album shows you the photographer's skills in every aspect of the day, their creativity throughout the entire day and their ability to deal with any given situation that may arise.

If a prospective photographer can't show you two or three beautiful albums from actual weddings in the flesh then walk away, even if you're not looking to invest in an album.

26). GET A VEIL, TRUST ME!

Following on from point #12 about dress choice, I urge you to get a veil for your wedding day. Utilising a veil that compliments your wedding gown is a great idea for a number of reasons.

The first and biggest reason is, if you might be a little self conscious of your arms, shoulders or if your dress is a little tight around your chest, a veil is the ideal way to hide those areas you might feel are problematic. As an experienced photographer, I can pose or direct you in order to amplify strengths and hide any perceived weaknesses you might feel you have, or any areas you feel self conscious about. Having a veil means that I can drape it over your shoulders and arms, thus making you feel more comfortable and most importantly, you loving how you look in all your photos.

The second reason is simply, we can do some really cool and creative photos using your veil.

Get a veil...Trust me on this!



27). HAVE THE BEST TIME EVER!

The final and biggest tip of all, on the day of the wedding take some time together away from everyone and everything to reflect on the day and enjoy those treasured moments with that one person your truly adore and have chosen to spend the rest of your life with.

The day will fly past and it will all be over in the blink of an eye, so take the time to take it all in and enjoy it.

You've planned this amazing day for so long so be present in it, don't sweat the little stuff, have fun and make it the day that totally rocked.

Love it, live it and have no regrets!



WHO WROTE THIS GUIDE?

My name's Ben Connolly, I'm an Internationally Awarded Wedding Photographer, Master of Photography in the U.S. and Europe. Double Master in Asia and I have been named among the ProWed World Top 50 wedding photographers.

WHY SHOULD WE TRUST YOU?

Because almost 1000 other couples have, with stunning results!

WHAT'S IN IT FOR US?

Working with me means you can expect more!
More help planning your day, more information to help you avoid little disasters, more attention to detail, more effective planning and timing to take away your anxiety and remove any uncertainties you have, more fun & personality and finally, world class quality wedding photography by one of the worlds top 50 Wedding Photographers, who's creative, attentive, reliable and affordable.



WHAT'S THE PROCESS TO BOOK IN?

If you're the couple who value quality and confidence in your outcome and want things to be easy and fun, then you've come to the right place.

Booking in is easy, just call me on **0417 699 905** or if you prefer email, just click this email link [**EMAIL BEN!**](#) or the gold **GET A QUOTE** box on the last page.

I'll email you my Pricing Information and Booking Package, then all you have to do is fill in a few details for me, transfer your booking fee and you're all done. After that I'll call you to organise a meeting so we can set up a timing plan, help you find and book your wedding "A Team", discuss your vision for the day, then set up a plan to achieve that vision, in order to take away any stress or uncertainties you might have.

WHAT IF WE'RE NOT QUITE THERE YET & WE HAVE MORE QUESTIONS?

No problem at all, there's lots to think about!

Just call me on **0417 699 905** any time and I'll help you as much as possible. I know that not everyone likes talking on the phone to a stranger, but 99% of the time, its the quickest and most effective way to help you...And I don't bite! Even if I'm not your guy, thats totally ok, I have the answers to your questions and I'm still happy to help.

THE HELP AND INFORMATION DOESN'T STOP HERE!

If you're the couple who expect more and don't want any little surprises leading up to, or on your wedding day, then check out my **Weekly Wedding Tips Highlights** or just more of my wedding photography work for my wonderful couples on my Instagram page **Ben Connolly Photographer**



@ben_connolly_photographer

ben_connolly_photo...

736

4,095

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Tips

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Workshops

BEFORE AFTER

B & A

Awards

Mansfre

All thats left to say now is thank you!

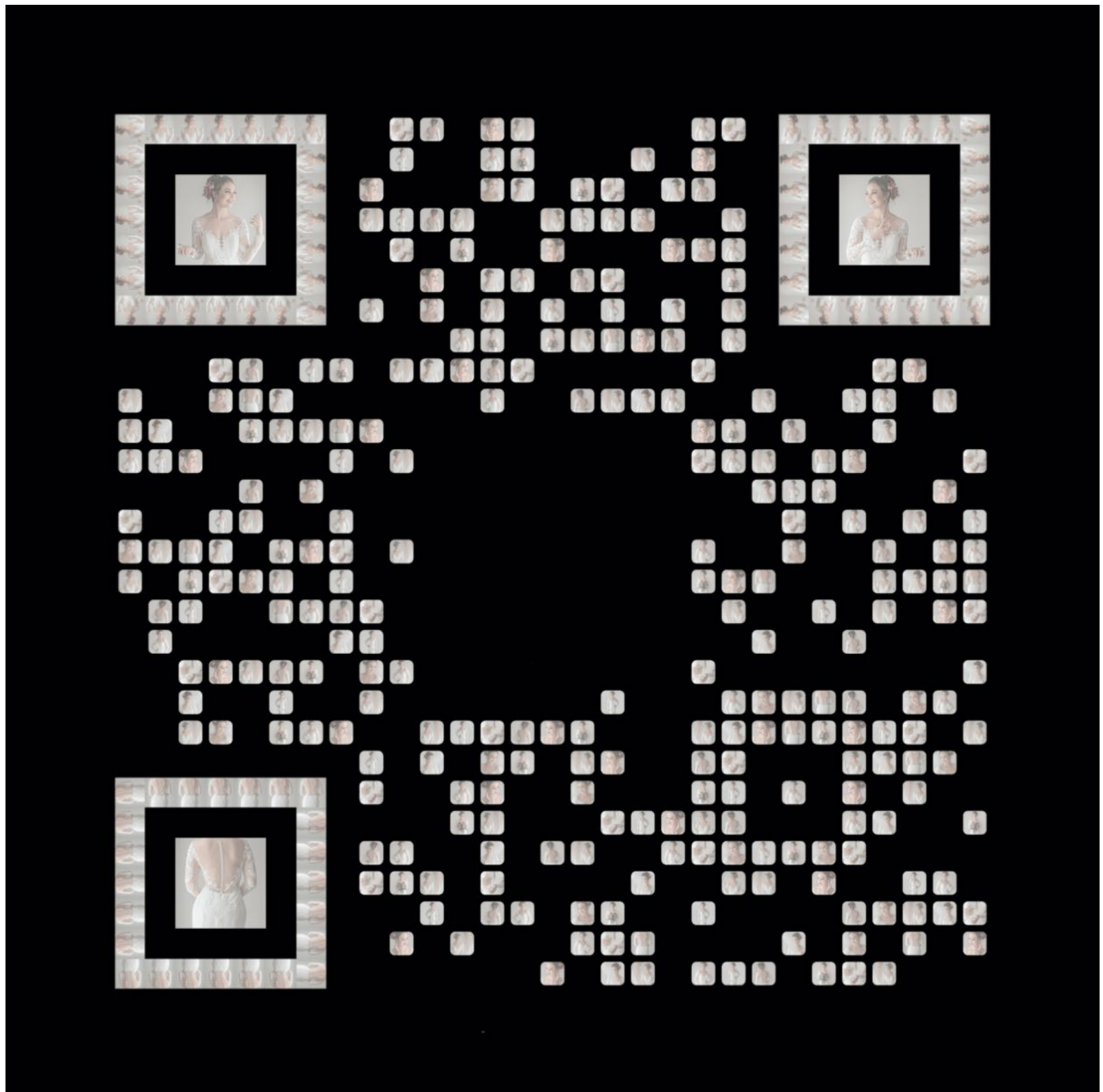
The decision on who captures your wedding memories is a big deal and I'm very humbled that you've chosen to reach out to me. I would love to meet you in person, have a chat over the phone, or speak online to hear more of your ideas for your big day.

The wedding industry is saturated with photographers for you to choose from, so do your homework, ask lots of questions and make sure you have no regrets. Regardless of whether I join you for this amazing wedding ride or not, I'm so grateful that you love my work enough to connect with me.

So thank you and enjoy the ride!

BOOK NOW

You can also scan this code to receive my current pricing and any special offers I have running!





**YOU GUYS
ME
YOUR WEDDING**

IT'S A DATE!

