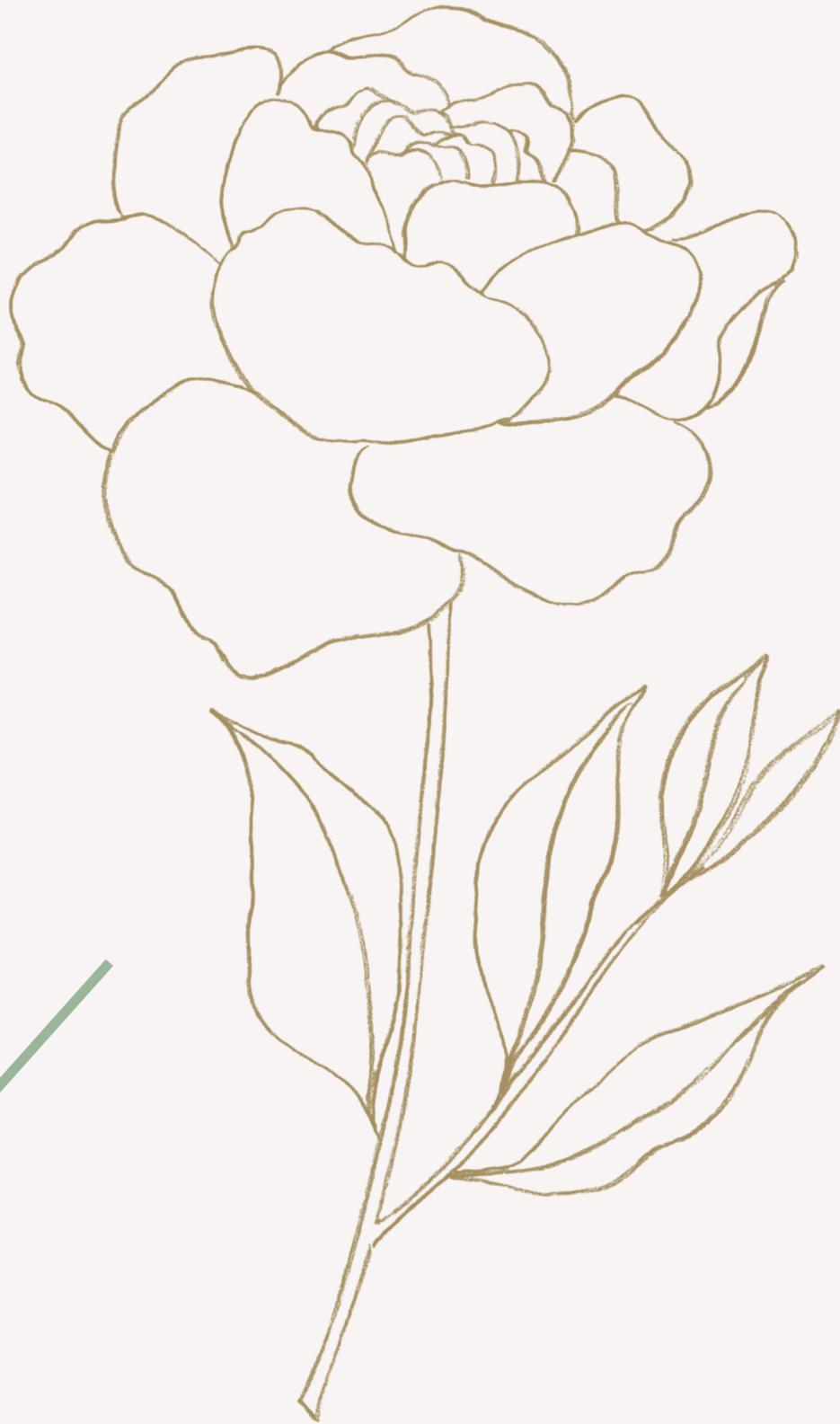


BY AIDA GLOWIK



# A BEGINNER'S GUIDE

FOR WEDDING PHOTOGRAPHERS & VIDEOGRAPHERS

**MY WEDDING SEASON**

# HELLO!



## AIDA GLOWIK

*photographer & content creator*

Based in Germany, along with my husband, Tim, I photograph weddings and elopements in Europe.

I also provide wedding photographers with the inspiration, tools and resources needed to build a sustainable brand and business.

Although I mainly focus on photography, most of my content can easily be applied to videography.



[iTunes](#) | [Spotify](#) | [Stitcher](#) | [Deezer](#)



[Aida Glowik](#)



[@aidaglowik](#)



Group: [My Wedding Season - Photographers & Videographers](#)



[mail@aidaandtim.com](mailto:mail@aidaandtim.com)



[www.aidas-blog.com](http://www.aidas-blog.com) & [www.aidaandtim.com](http://www.aidaandtim.com)

# INTRO

Being a photographer entails more than just taking beautiful photos on the day of the wedding, editing them and handing the images over to the couple.

So much MORE goes into it before, during and after the BIG day!

One common misconception out there is that wedding photographers spend most of their time *just* taking amazing photos (thanks Instagram!). But in reality, the amount of time that photographers spend shooting is relatively low in comparison to how much time that goes into actually running the business.

In order to run a successful business and build a strong brand, a lot of hard work is required. You need to be ready to wear multiple hats: Marketer, Sales Person, Customer Service Agent, Web Designer, Graphic Designer, Social Media Manager, Administrator, Accountant etc.

*(Well of course, if you have the financial means, you can outsource these tasks. But in the beginning, it is likely that you need to do all, if not most of these things on your own.)*

In this guide, I will touch upon five broad aspects that are important to pay attention to when you are first starting out as a wedding photographer/videographer.

*Experience*  
*Equipment*  
*Marketing*  
*Clients*  
*Administration*

BONUS  
*Dos & Don'ts*

Let's get started!

01



E X P E R I E N C E

01

# EXPERIENCE

By the time you take on a wedding solo, it is vital that you know what you are doing. The day moves fast and so many variables are at play - so you need to be well prepared!

Make sure that you have all the necessary equipment at hand and can work your camera and extra gear properly.

The best way to gain experience is by assisting another photographer as a second shooter on weddings. This experience gives you valuable insight as to how weddings usually flow and what to expect. Not only will you be confronted with the technical aspects of shooting a wedding, but also the social aspects. Being a good wedding photographer also entails the ability to interact well with different types of people.

Moreover, organise your own shoots, This can be in the form of styled shoots or just sessions with friends. The more you shoot, the better you get!

In addition, take part in workshops and educate yourself through online courses, YouTube videos, podcasts etc. Learning from others will benefit you tremendously.

Improve your skills continuously, for example in terms of posing couples, working with different light situations, editing etc.

Documenting someone's wedding is a huge responsibility and an honor. Therefore, take it upon yourself to ensure that you have what it takes to do a good job!

02



E Q U I P M E N T

02

# EQUIPMENT

## PHOTOGRAPHY

It actually doesn't matter which camera brand you use as long as it suits your needs. They all have their good points and drawbacks. At a professional level, you will need nothing less than a full-frame DSLR or mirrorless camera. And make sure it has a two slots for the memory cards - back-up is necessary!

And there is pretty much no reason to shoot in jpeg - raw images give you so much flexibility in the editing process, it's insane!

- Camera (+ backup camera)
- Lenses (ideally zoom + prime lenses)
- Flashlights
- Memory cards
- Batteries
- Chargers
- Drone (if needed)

# EQUIPMENT

## VIDEOGRAPHY

There are videographers who use way more equipment than what I listed below, but I am personally an advocate for keeping things simple. I am a fan of not drawing too much attention to myself on a wedding day so that the spotlight stays on the couple, and I can get more candid footage.

What I do recommend is investing in gear that enables you to get stable footage - which also doesn't weigh a ton!

- Camera (+ backup camera)
- Lenses (ideally zoom + prime lenses)
- Flashlights
- Memory cards
- Batteries
- Chargers
- Audio gear
- Monopod/Tripod
- Gimbal (if needed)
- Drone (if needed)

03



M A R K E T I N G

03

# MARKETING

Marketing your photography services is a huge part of running a successful business. In order to have a consistent stream of enquiries landing in your inbox, you need to constantly market your work.

Once you have photographed a number of weddings, one of the best ways to get enquiries is through word-of-mouth. There is nothing better than happy clients who sing your praises to their family and friends.

Having a modern and professional website is key in attracting and converting potential clients into booking you. Therefore, I recommend investing in a beautiful template to showcase your work and represent your brand.

And of course, these potential clients would need to find your website to start with. This can be in the form of typing in "wedding photographer in (insert location)" into Google (therefore, your Search Engine Optimisation (SEO) needs to be on point) or looking through social media (e.g. Instagram, Facebook and Pinterest). Showing up on these platforms on a consistent basis can help you skyrocket your business!

Wedding fairs also work well - but you need to make sure that you seek out the right ones so that you attract your ideal clients.

All in all, at the end of the day, it is very important to present a strong portfolio and communicate your services attractively.

And of course, pricing plays an important role (but that is a whole other big topic to be addressed in the future).

04



C L I E N T S

04

# CLIENTS

Having happy clients is not achieved simply by delivering beautiful images. Due attention needs to be given to creating a memorable client experience. And that starts from their initial interactions with you until the very last point-of-contact.

A wedding day is a very emotional and personal event. Therefore, it matters who the person behind the camera, capturing memories that will be cherished for years to come, is.

Getting along with your clients on a personal level makes it an enjoyable experience for them and for you. That's one of the reasons why I highly recommend meeting your potential clients in person BEFORE taking on a booking (when that is not possible, do a video-call) in order to make sure that you are a good match.

It is also important to clarify important aspects of the wedding and style of photography beforehand to avoid any misunderstandings. Clearing up these points ahead of time reduces the chances of having unhappy clients later on.

You can consider gifting your clients with a wedding guide to help make the planning process of their wedding easier. This type of assistance from a photographer is always well received.

And on the wedding day, be flexible to be there for your clients beyond just documenting their big day. Sometimes that could be in the form of helping the bride fix her dress in the morning, or fetching the groom a glass of water later in the day.

After the wedding, when you are ready to deliver the images, think of how you can make this also an enjoyable experience.

Don't fall into the trap of copying what other photographers are doing - tailor it to your business.

05



ADMINISTRATION

05

# ADMIN

For most people, this is the not-so-fun part of running a business. It can cause stress and be somewhat tedious and boring. But at the end of the day, it is the cornerstone of running a successful, sustainable business.

First and foremost, if you are planning to pursue wedding photography as a profession, make sure that you have done the necessary research and registered your business with the authorities.

As a small business owner, there are a number of laws that you need to adhere to (this varies depending on the country you are living and working in). For instance, you need to adhere to the General Data Protection Regulation (GDPR) if you are based in a European country. In addition, there could also be a number of legal notices that you need to integrate into your website. e.g. Cookie Notice.

And then you have the T-word!  
Yup, you guessed it - TAXES!  
Isn't that fun:)

If you aren't so good with numbers, be sure to hire someone to handle your books and do your accounting. That is certainly one investment you will NOT regret.

Another aspect of admin is how you handle contracts/agreements. Another worthwhile investment is to sit with a lawyer to go through these points with you.

And let's not forget: EMAILS!  
Hot tip: Answer your emails quickly (especially if they are enquiries) - you will thank me later ;)

BONUS



DO'S & DON'TS

BONUS

# DOS & DON'TS

**Do** pursue your goal of becoming a successful wedding photographer/videographer.

**Don't** be discouraged by seeing how much more others that came before you have accomplished.

**Do** take the time to set-up your business properly.

**Don't** look for short-cuts to become an overnight success.

**Do** look at other people's work for inspiration.

**Don't** copy or plagiarise someone else's work.

**Do** reach out to people in the industry to network and socialise.

**Don't** just ask people if you can "pick their brain".

**Do** experiment to find your own style.

**Don't** get frustrated when your style changes over time.

**Do** back-up all your work.

**Don't** be cheap when it comes to buying external harddrives.

**Do** share images you are proud of online.

**Don't** share images without having permission from your couples.

**Do** have fun.

**Don't** give up when times get hard - you can do this!

Cheering you on,  
Aida

# THANK YOU

## Stay updated

Every now and then, Tim and I will send you helpful tips to help you build a wedding photography brand and business! In addition, we will inform you when there are updates in our shop "[Aida & Tim's Atelier](#)".

[SIGN UP](#)

## My Wedding Season Planner

Many photographers & videographers have a hard time staying organised and keeping track of their clients and services. We have designed a customised planner to help them maintain an overview of their projects and have a stress-free wedding season.

[BUY NOW](#)

