

JULY PHOTO

Photography Info Guide



Photos that unlock the love you felt on your wedding day.

JULY.PHOTO | JK@JULY.PHOTO

*July
Photo*

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HI NEARLYWEDS,
AND WELCOME!

This must be such an exciting time for you. I'm Julianne and I'm so excited that you found me. I believe that getting to know my clients is the #1 way to ensure an amazing experience, so I'd love to tell you a little about me.

- 01 I met my husband while we were both in grad school at Wake Forest
- 02 We live in Durham, North Carolina, and love to travel
- 03 I shot my first engagement in 2012 and my first wedding in 2014
- 04 My favorite Netflix binge is The Haunting of Hill House, which I maintain is more of a love story than a ghost story!
- 05 We don't have children but we do have two very spoiled bunnies, Sperry and Bri, and two lovable, loving birds, Johnny and Aoife
- 06 My current music obsession is AJR
- 07 I only take on about 10-15 weddings each year myself — my other weekends are spent with family or second-shooting for other photographers

LET'S GET PERSONAL

My Photography Philosophy

To me, the most important part of my job is that you enjoy the experience! Having your photo taken can definitely be a little nerve-wracking, so my aim is to calm those nerves as much as possible.

Here are some notable aspects of what it's like to work with me:

1 I love to laugh. I try not to take myself too seriously, even though I take my job very seriously, so you can expect lots of wry humor and possibly-funny jokes on my part, which (hopefully) takes the pressure off my clients.

2 A shoot with me is not a production. I will, of course, make sure your photos are works of art and just as stunning as you are, but what I won't do is stress over every detail and make you part of a movie set. I keep my cameras and lenses to only what's necessary, so if we are out and about, I don't have any setup other than the cameras in my bag. I do this because I want your photos to be as authentic as possible.

3 I won't ever ask you to be someone you aren't. It's incredibly important to me that you get to express yourself wholeheartedly. So, if you and your partner are on the quiet side, I won't expect you to get goofy, and vice-versa!

My Process

One way I ensure that my couples enjoy the best photographic experience possible is through forming a relationship with my couples. I try my best to make sure that all of my couples are the perfect fit for me before officially booking. A couple should connect with, trust, and be excited about the whole process with their photographer! After booking, I love getting to know my clients through an engagement session that helps them warm up to the camera so that they are ready to rock and roll on the wedding day. By the time the big day arrives, my clients feel more like friends, which creates a safe and relaxed environment for photography!

STEP 1

You're Engaged! Let's Chat.

You've thoroughly combed through my website, portfolio, and Instagram, and you like what you see. The next step is setting up a time to chat to make sure we're the perfect fit for one another.

STEP 4

Wedding Prep

I'll check in at about two months before the wedding to start chatting about timeline specifics, special details, family formal shot lists, special traditions, and anything else I should know about your big day.

STEP 2

Make it Official! Date Booked.

Once your date is officially reserved with a 25% retainer fee, I'll send over a few goodies to help you prepare for the big day. I'm happy to serve as a resource for vendor recommendations, timeline guidance, and more!

STEP 5

The Big Day!

It's finally here! The day the two of you say "I do" and dance the night away surrounded by your family and friends. Just know I'm excited to celebrate and capture your wedding day. It's going to be amazing!

STEP 3

Engagement Session

Sessions can take place anywhere from immediately following a proposal to just a few days before the wedding. I've found that there isn't a "good" or "bad" time to take your photos.

STEP 6

Signed, Sealed, Delivered, They're Here!

You can expect your photos to be delivered via an online gallery within six to eight weeks of your wedding. At that time, I'll also send over details about preserving your images through prints and albums.

WORK WITH ME

Service Menu

After working with tons of different people in so many different situations, I've come to the conclusion that one-size-fits-all pricing never actually fits all. Therefore, instead of a prix fixe model, I use à la carte rates, so that you can create your own package with whatever you need and whatever fits your budget.

Engagement Session

Flat rate for the session - one hour, maybe two, depending on how much fun we're having ;) | \$375
(\$300 if booked with your wedding day coverage)

Wedding Day Photography

Anywhere from 1 to 10 hours | \$375/hour

Second Photographer

Flat rate for the whole day | \$700

Additional Coverage

Rehearsal dinners, wedding showers, a bridal portrait session, whatever you like | \$375/hour

A 25% nonrefundable retainer fee and signed contract are due to reserve a wedding date and can be completed online.



FAQs

Tell me more about engagement sessions!

I am more than willing to travel for engagement sessions! I actually love it when my couples ask me to photograph them in a location that means something special to them. I generally schedule engagement sessions about two months in advance of the shoot date, but we can schedule them for whenever you like.

How many photos will we receive?

Galleries typically include anywhere from 400 to 800 photos — the exact amount varies from wedding to wedding, but generally it ends up being around 75-100 photos per hour of coverage. Your online gallery will come loaded with fully-edited, high-resolution images you can print anywhere. You're also welcome to share your wedding photos on Facebook or anywhere else as long as you credit me and link to my website.

What is your shooting style?

Depending on what's going on, I'm either interactive or discreet throughout the wedding day. There will be parts of the day when I will need to be in control in order to accomplish everything that needs to happen while staying on schedule. There will also be moments when you won't even know I'm there. I teach my couples how to pose, model, and interact during your engagement session so that you'll be naturals on the wedding day and won't need quite as much instruction from me.

We love your work and want to book! What's the next step?

Fantastic! To reserve your wedding date, I'll need a completed contract and a 25% non-refundable retainer fee. The remaining balance is generally split across multiple payments, with the whole amount due no later than 30 days before the wedding. All paperwork and payments can be done online. To begin the process, just send me an email at jk@july.photo.

Thank You!

I'm so glad you contacted me! Enjoy this season of engagement and get excited about your big day — it's going to be fabulous! Plan and prepare but always remember that, at the end of the day, you're marrying the love of your life — and that's what really matters. Congratulations on your engagement and I look forward to hearing from you!

— *Julianne*

JULY.PHOTO/CONTACT

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