



RACHELLE RAE PHOTOGRAPHY
WEDDING
client guide



welcome



Welcome! I'm honored that you have chosen me to capture your precious memories. From the bottom of my heart, thank you! Inside this guide, you'll find helpful tips and information—some you might have been wondering about, and others you may not have thought of yet!

From the grand moments to the subtle details, I'll take care to give each part of your day the attention it deserves. If it matters to you, it matters to me, and I'll work hard to make that show in every photo. My goal is to help you relive the joy and emotions of your wedding day through the images. With 15 years of experience, I'm here to offer gentle guidance and support throughout your wedding planning process.



WHAT TO *expect*



We'll work closely together to bring your wedding vision to life. From completing your wedding day questionnaire to finalizing your schedule, we'll ensure everything is in place for your big day. I'll be with you every step of the way, from your engagement session to delivering your edited gallery, with sneak peeks along the way to keep you excited!

- **Two Weeks After Booking:** A comprehensive wedding day questionnaire will be provided to offer the ideal platform for sharing specific details of your special day.
- **Engagement Session:** When applicable, an engagement session questionnaire is sent within two weeks of booking to determine date and location.
- **Approximately One Month Before Your Wedding:** We will meet...either in person or over the phone to discuss your completed questionnaire and wedding day schedule and details.
- **One Month Before Your Wedding:** Final balance due.
- **Your Wedding Day:** The moment you've been waiting for!
- **1-2 Weeks After Your Wedding:** Larger sneak peek images (approx. 50 images) will be posted to an online gallery and social media.
- **12 Weeks After Your Wedding:** Your final, edited wedding gallery will be delivered! Album Creation process will start, if applicable.

MY promise

You've imagined this day since you were a child - how you would look, how you would feel, how every detail would come together in celebration of you and your love.

Each wedding is unique, just as each couple is unique. I'll take the time to get to know you and your dreams, your passions. Your wedding is a reflection of you, and your photographs should show the authentic moments of love and happiness that you experience on your day.

Your wedding will be full of big moments, but I'll capture the small moments, too - the subtle expressions of intimacy and commitment that you, as a couple, share; the details that make this day distinctly yours; the family, the fun, the laughter, the tears of joy. Your photographs should be personal, classic and beautiful - like you.





Getting *ready*

It is common for couples to start their wedding day coverage after the completion of hair and makeup is finalized, when they are about to prepare for the final steps of getting dressed or ready for the day. Capturing these moments can be a unique opportunity to highlight the bond between you and those assisting you, and can amplify the excitement and anticipation of the day. This is also the perfect time to photograph solo portraits for both you and your fiancé when you are freshly ready and at your best!







ALL IN *The details*

Your wedding day is a special occasion focused on you and your love. Every choice you make for your wedding reflects your personality and style.

Whether it's the cake, the flowers, or the rings, each detail is an important part of creating a truly memorable experience. As your photographer, I know just how important it is to capture these details with care and artistry. To make sure I have enough time to photograph all of these special details, please gather your items and place them in box/bag, minus the dress or course! This helps us both on your wedding day!

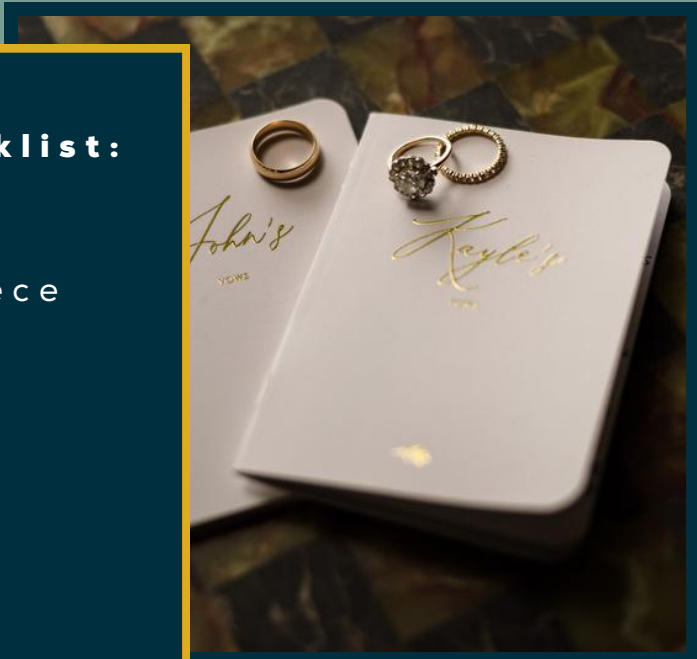
See list of common details that are often photographed.

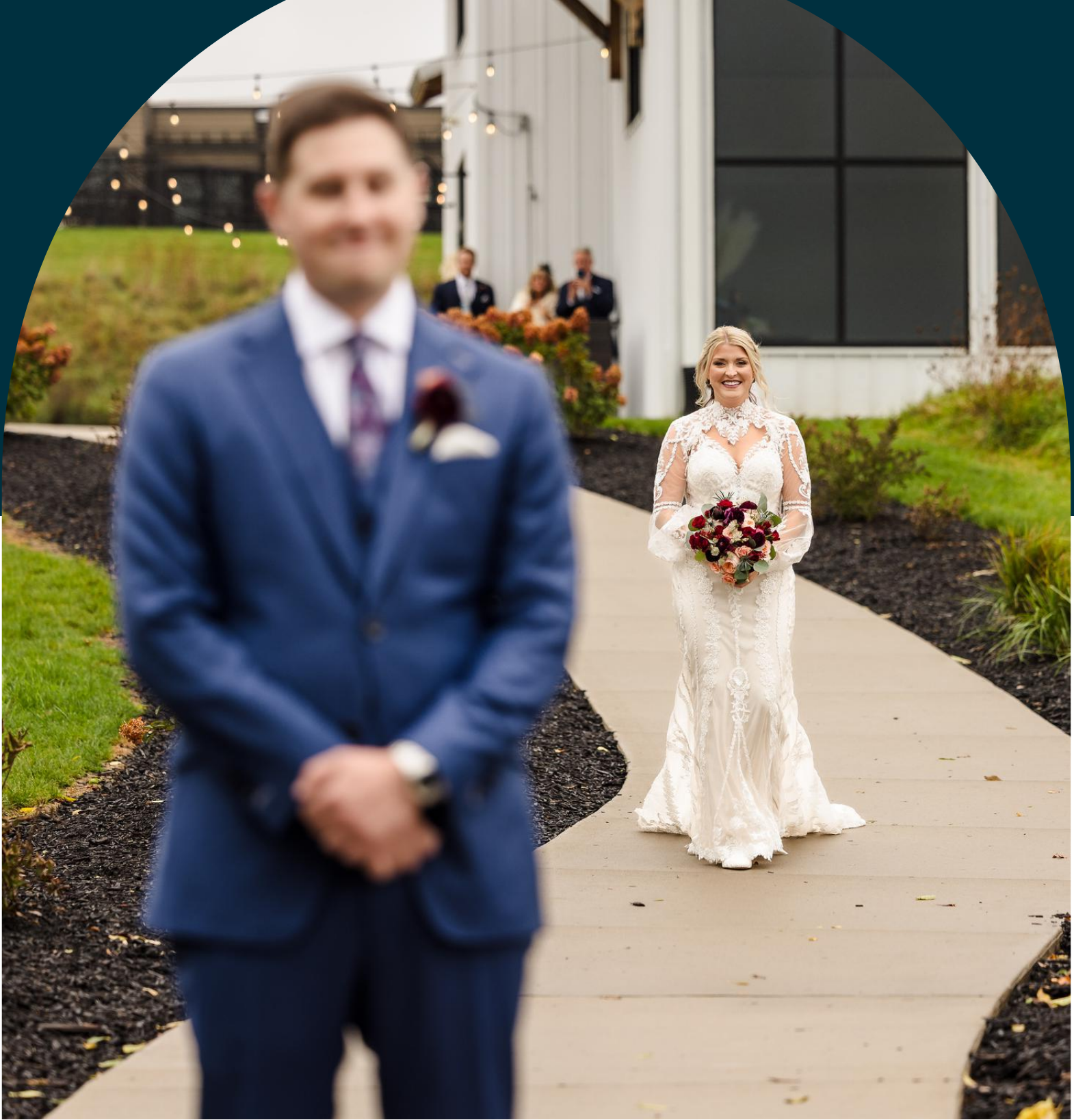
Bride's Checklist:

- Dress
- Veil/hairpiece
- Shoes
- Jewelry
- Rings
- Perfume
- Flowers
- Vow Book
- Wedding stationary

Groom's Checklist:

- Tie
- Socks
- Shoes
- Rings
- Cologne
- Cigars
- Groomsman Gifts
- Vow Book





First *look*

The schedule for your wedding depends on whether you want a "first look" or a more traditional approach of not seeing each other until the ceremony. A first look provides many benefits, including more time for creating special images and reducing pre-wedding jitters. The moment when your eyes meet can be just as special, whether you've seen each other before or not! I am happy to work with your preferences!



A WALK *down the aisle*

Your ceremony is the heart of your wedding day—the moment your forever begins. From the excitement as the doors open to the exchange of vows and your first kiss, every meaningful moment will be captured with care. I focus on documenting the emotions, connections, and unique details that make your ceremony special. And don't worry, I always plan ahead to capture both of your reactions as you see each other down the aisle!







FRIENDS & family

Capturing moments with your loved ones is an important part of your wedding day. A well-prepared photo list helps keep this process smooth and enjoyable. Here are a few tips to keep this portion of your day running smoothly!



- **Start with Large Groups:** Begin with big group photos and work down to smaller pairings.
- **Be Specific:** List names for each grouping to avoid confusion.
- **Plan for Timing:** Allow 2-3 minutes per grouping, with family photos typically taking 30 minutes.
- **Notify Family in Advance:** Let everyone know ahead of time when and where they'll be needed.
- **Assign a Helper:** Designate someone to help gather people and keep things moving.



With a little planning, family photos can be quick, joyful, and stress-free.



PARTY *time*

Your wedding reception is the ultimate celebration—a chance to relax, dance, and create lasting memories with your loved ones. To make the evening smooth and stress-free, working with your coordinator and DJ/Band to plan a detailed timeline is key. From the first dance and dinner to the cake cutting and bouquet toss, a clear plan ensures you can enjoy each moment without worrying about what's next.

The reception is also filled with some of the most heartfelt and fun memories of the day. From the emotional toasts to the energy on the dance floor, these are the moments that reflect the joy of your celebration. Every laugh, every glance, every carefully chosen detail—like the centerpieces and cake decor—will be thoughtfully captured, so you can relive the magic of your reception for years to come.







WEDDING DAY

Timeline

Planning a wedding can feel like a lot to manage, but as your photographer, I'm here to make it easier. Before your big day, I'll use your personalized questionnaire to better understand your timeline and the moments that matter most to you. If you need any guidance with your schedule or the timing for different photos, feel free to reach out. Together, we'll create a timeline that works for you, whether you choose a first look or stick with a traditional approach. You can trust that I'll capture the key moments of your day with attention and care.



SAMPLE TIMELINE - NO FIRST LOOK

(time needed in Minutes in parentheses)

- 1:00 Detail Photos (30)
- 1:30 Bride Gets Into Dress/Bride's Photos (45)
- 2:15 Groom's Photos (15-30)
- 2:30 downtime before ceremony (30)
- 3:00 Ceremony (30-60)
- 3:30 Dismissal Of Guests/Bubble Exit (10-15)
- 4:00 Family Photos (30)
- 4:30 Bridal Party Photos (60-90)
- 6:00 Grand Entrance (5)
- 6:15 Speeches/Prayer (10-20)
- 6:30 Dinner (60-90)
- 7:45 Special Dances (15)
- 8:00 Open Dancing (30-60 coverage)
- 8:15 Sunset/nighttime photos (15)
- 8:30 Cake Cutting (5)
- 9:00 Photographer Ends

SAMPLE TIMELINE -with FIRST LOOK

(time needed in Minutes in parentheses)

- 12:00 Detail Photos (30)
- 12:30 Bride Gets Into Dress/Bride's Photos (45)
- 1:15 Groom's Photos (15-30)
- 1:45 First Look (15)
- 2:00 Bridal Party Photos (60 -90)
- 3:30 Family Photos (30)
- 4:00 downtime before ceremony (30)
- 4:30 Ceremony (30-60)
- 5:00 Dismissal Of Guests/Formal Exit (10-15)
- 5:30 Grand Entrance (5)
- 5:35 Cake Cutting (5)
- 5:45 Speeches/Prayer (10-20)
- 6:00 Dinner (60-90)
- 7:15 Special Dances (15)
- 7:30 Open Dancing (30-60 coverage)
- 7:45 sunset/nighttime photos (15)
- 8:00 Photographer Ends



WEDDING *collections*

COLLECTION ONE

\$3000

6 HOURS COVERAGE
ONE PHOTOGRAPHER
300 DIGITAL IMAGES
PRO IMAGE EDITING
ONLINE GALLERY

COLLECTION TWO

\$4100

8 HOURS COVERAGE
TWO PHOTOGRAPHERS
800 DIGITAL IMAGES
PRO IMAGE EDITING
ONLINE GALLERY
ENGAGEMENT SESSION

COLLECTION THREE

\$5200

10 HOURS COVERAGE
TWO PHOTOGRAPHERS
1000 DIGITAL IMAGES
PRO IMAGE EDITING
ONLINE GALLERY
ENGAGEMENT SESSION
10 X 10 CUSTOM ALBUM





ADDITIONAL *services*

- Additional Hour Wedding Coverage - \$350
- Engagement Session - \$625 (when not included in collection)
- Wedding Album - starting at \$675
- Wedding Book - starting at \$375
- Parent Albums and Books - special discounts apply
- Prints, Canvas Wraps and Cards available





engagement

An engagement session is a beautiful way to personalize your wedding collection and celebrate the beginning of your love story. It's also the perfect opportunity for us to get to know each other better while helping you feel more at ease in front of the camera, making your wedding day portraits feel natural and effortless.

You may choose a location that's meaningful to you—whether it's where you first met, the place you got engaged, a favorite park, or even a beach you enjoy together. For a touch of elegance, a downtown setting or similar space can also be a great option. If you're unsure, I'm happy to provide suggestions/examples. Check out a more in-depth [Location Guide](#) here! Together, we'll work to find the perfect spot!

These photos will capture relaxed, intimate moments that reflect your relationship and can be used in many meaningful ways, from your Save the Dates to invitations, thank-you cards, or even a [guest book](#).









OUTFITS & style

When choosing outfits, a popular option is to consider one dressy look (like a flowy dress or tailored suit) and one casual (such as jeans with a favorite top or cozy sweater).

For the bride, wear something that flatters your favorite features and makes you feel confident. For the groom, a button-up shirt, well-fitted blazer, or classic sweater can elevate the look.

Soft, neutral tones and complementary colors photograph beautifully, while neon, bright reds, and vibrant pinks can be distracting and don't photograph well. Layers, textures, and subtle accessories add a nice touch, and coordinating without matching creates harmony. The key is to feel comfortable and confident—this is about celebrating your connection.

Click here for a more in-depth [Engagement Session Style Guide!](#)



A WEDDING *in any weather*

No matter what the weather brings on your wedding day, it will be perfect and part of your story! Whether it's sunny, rainy, snowy, or anything in between, we'll make it work! I'll be prepared with the right equipment, and together, we'll find the best spots to capture beautiful moments. Snow can add a magical touch to your photos, creating a serene and romantic backdrop. Rain can create a romantic atmosphere and offer unique opportunities for creative shots. The most important thing is that you're marrying the love of your life, and that's what truly matters. So don't worry—come what may, we'll make sure your day is as beautiful as the love you share.







ABOVE *& beyond*

I know that capturing your special day goes beyond just taking beautiful photographs. It's about creating personal connections with you and truly understanding your unique vision for your wedding day. I take the time to get to know each couple, your passions, and your special sense of style, so that I can create stunning and authentic photographs that reflect your personalities and love. I am dedicated to capturing the beauty and joy of your wedding day in a way that is personal, classic, and timeless.

I will go above and beyond to make sure my clients feel cared for and comfortable throughout the entire process. From the initial consultation to the final delivery of your photographs, I pay attention to every detail and strive to make sure your experience is stress-free and enjoyable.









PRINTS & products

[CLICK HERE FOR DETAILED INFORMATION REGARDING **ALBUMS** AND **BOOKS!**](#)

PRINTS

WALLET SET ~ \$15
4X6 ~ \$10
5X7 ~ \$15
8X10 ~ \$18
8X12 ~ \$25
11X14 ~ \$30
16X20 ~ \$80
20X30 ~ \$115
30X40 ~ \$200

METAL ART PRINTS

5X7 ~ \$55
8X10 ~ \$70
11X14 ~ \$115
16X20 ~ \$210
16X24 ~ \$230
20X30 ~ \$370
24X36 ~ \$490
30X40 ~ \$655

ACRYLIC BLOCKS

4X6 - ~\$85
5X7 ~ \$100
5X10 ~ \$165
8X8 ~ \$185
8X10 ~ \$195

CANVAS WRAPS

8X10 ~ \$150
10X10 ~ \$165
11X14 ~ \$195
10X20 ~ \$200
16X20 ~ \$245
20X24 ~ \$295
20X30 ~ \$340
24X36 ~ \$395
30X40 ~ \$465

questions

Q: Now that we've booked our wedding, what are the next steps?

A: First, celebrate—your photography is all set! Next, we'll schedule your engagement session if you're having one. I'll also send a pre-wedding questionnaire to complete as your big day approaches to gather all the details.

Q: How will you edit our photos?

A: My editing style is timeless and true-to-life, with subtle enhancements to make your photos shine. Each image is carefully edited with attention to color, lighting, and detail. I also remove minor blemishes for you and your partner, ensuring every photo looks natural, polished, and beautifully reflective of your day.

Q: How do you handle low-light or challenging lighting conditions?

A: I've had the privilege of working in all kinds of lighting conditions, including low light. With professional-grade equipment and techniques, I ensure your photos turn out stunning, no matter the lighting situation.

Q: How much time should we plan for portraits on the wedding day?

A: For a stress-free schedule, plan for:

30–45 minutes for couple portraits

30 minutes for wedding party photos

30 minutes for family formals

(see timeline examples on "Wedding Day Timeline" page)

Q: Can we request specific shots or poses?

A: Absolutely! I'd love to hear your ideas and see any inspiration you have, like a Pinterest board or screenshots of photos you like—it's a great way to understand the style you're drawn to. While I'll do my best to incorporate your requests, I'll also ensure your photos feel authentic and fit seamlessly into your day's flow.

Q: Do you help with creating a timeline?

A: Yes! Crafting a timeline that allows for plenty of time for portraits and a stress-free day is part of my process. I'll collaborate with you and your planner to make sure everything flows smoothly.

answers

Q: How should we organize our personal wedding details for photos?

A: The little details are such an important part of your story! I recommend gathering things like your rings, invitations, perfume, shoes, and any special keepsakes into a small box or bag before I arrive. This makes it super easy for me to dive right into capturing those beautiful shots without interrupting your getting-ready time.

Q: What backup plans do you have in case of equipment failure?

A: I understand the importance of being prepared for unforeseen circumstances. In the event of equipment failure, I always have backup cameras, lenses, and other essential gear readily available. This ensures that your special day can proceed without any interruptions.

Q: What happens if something unforeseen happens to you (the main photographer) on our wedding day?

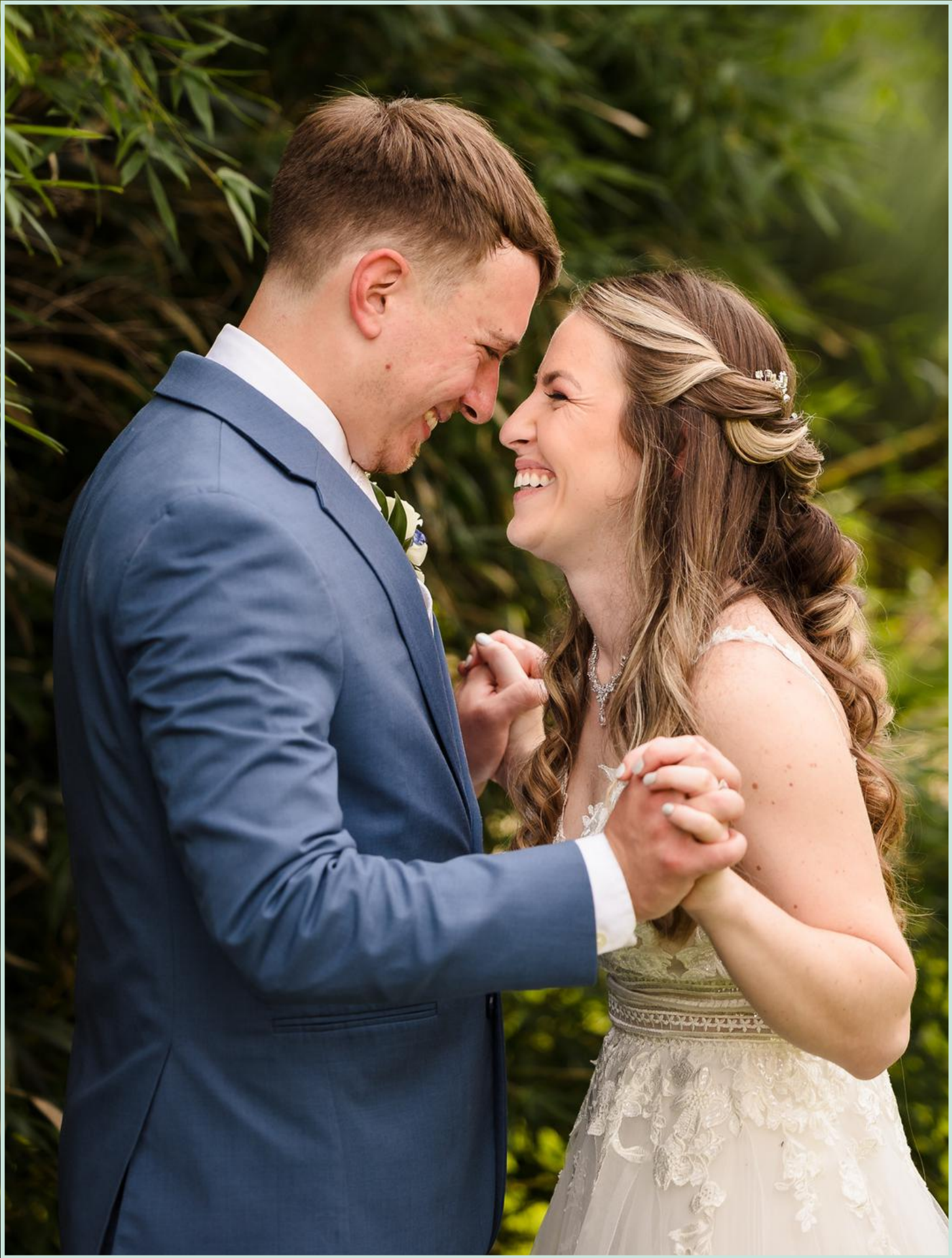
A: I understand that unexpected situations can arise. As a professional wedding photographer, I always have contingency plans in place to ensure the smooth running of your special day. In the rare event that something prevents me from attending your wedding, I have a trusted network of backup photographers who share a similar style and approach. They will step in seamlessly to capture your precious moments with the same level of expertise and dedication. Rest assured that I will make every effort to communicate and coordinate with the backup photographer to maintain the highest quality and ensure your satisfaction.

Q: How can we prepare for wedding day photos?

A: Relax and trust the process. I'll guide you through everything. Share your timeline and family photo list with key people, and have someone (like your maid of honor) help gather family members for group shots. I'll handle the rest!

Q: What is the typical turnaround time for receiving our wedding photos?

A: You'll receive a sneak peek of your gallery within approximately one week from your wedding. These images will be downloadable should you need to use any for customized thank you cards or prints! My typical turnaround time for delivering the final edited photos is approximately 12 weeks. I strive to provide you with your images as soon as possible while ensuring they are very carefully edited and meet my high-quality standards.



RECOMMENDED

vendors

These recommended vendors are great at what they do and will help bring your wedding vision to life. They're all trusted professionals who I love working with, and I'm sure they'll make your day even more amazing!

VIDEOGRAPHER	VIDEOGRAPHER
Love Stories Productions Heather Timmermans (616) 460-0148 lovestoriesproductions.com	SJK Productions Sam Kiste (616) 437-9624 sjkvideoproductions.com/weddings
WEDDING PLANNER	WEDDING PLANNER
The Best Day Details Planning Team (616) 558-9144 thebestdaydetails.com	All Things Considered Rachelle Gelder (616) 889-8518 allthingsconsideredgr.com
DJ	LIVE BANDS
Moments in Time Disc Jockeys DJ Team (616) 334-3110 mitdj.com	Bluewater Kings Band Various (810) 214-0020 bluewaterkingsband.com



STAY IN *touch*

I truly value the relationship I build with each of my couples, and I'm here to make sure you feel supported throughout your wedding journey.

If you ever have questions, need advice, or simply want to chat, don't hesitate to reach out. Whether it's about the details of your day, your timeline, or just a quick check-in, I'm always happy to help. Feel free to contact me at any of the methods below. I'm here for you every step of the way!

 [instagram.com/rachelleraephotography](https://www.instagram.com/rachelleraephotography)
 [facebook.com/rachelleraephotography](https://www.facebook.com/rachelleraephotography)
rachelle@rachelleraephotography.com
[rachelleraephotography.com](https://www.rachelleraephotography.com)
616.438.7860 (talk or text)



"Rachelle is the absolute best!! So easy to communicate with and such a professional. Besides her fantastic photographic skills and eye, she gives helpful direction for those of us who don't necessarily feel 100% comfortable in front of a camera. The 2nd shooter she had along with her for our wedding was also very talented and professional. With Rachelle you can be confident your engagement and wedding photos will turn out beautifully and that she will support the whole vision for your wedding. She takes all details into account and works seamlessly with other vendors. Book Rachelle Rae Photography and confidently check this very important item off your planning to-do list!"

- Adria R.





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