

## Wedding FAQ (Frequently Asked Questions)

### Seven Hidden Keys to the Magical, Romantic, and Emotional Wedding Day of Your Dreams!

Dear Bride and Groom,

First of all, congratulations on your engagement. You've already completed Step One to a great wedding day - choosing the right partner!

Now that you've become engaged, here are some ideas that will help guarantee you have a **fantastic and romantic wedding day** - full of love, emotion and beauty! Believe it or not, that takes some planning!

#### **I Have a Free Gift for You Just For Calling 646-704-3500**

May we send you an Engagement Gift? Call **646-704-3500** just to see if your wedding date is still available. We will be happy to send you a free copy of the bestselling "EVERYTHING Wedding Etiquette Book". This book is filled with professional advice that will help guide you to a great wedding day.

**More details on this FREE OFFER at the bottom of this page**

Do you want just an "OK" wedding? Nothing special. Unstructured, spur-of-the-moment, take it as it goes, not very organized? Where you're constantly "putting out fires" and dealing with little emergencies? One where "things just go wrong"? *No, of course not.*

### ***Do You Want Your Wedding to be PERFECT?***

If you're a bride who wants her wedding to be PERFECT

If you want the most romantic, beautiful and emotional day of your life

If you want to enjoy every minute of your day

If you want to be the most ravishingly beautiful bride your friends and relatives have ever seen;

If you want to spend wonderful, quality time with your guests

If you want to remember all the love, emotion and joys of the day...

**Then we're going to share some ideas to help you make it happen just the way you dream it.**

My name is George Delgado, and I LOVE to photograph weddings! I don't photograph weddings because I need the money. I have a very successful portrait and commercial photography business that makes me a very comfortable living. But I WANT to photograph weddings. Because I love the emotion and romance of wedding photography.

### ***Here's How to Have The Most Magical, Romantic And Emotional Wedding Day of Your Dreams!***

You want your wedding to be a wonderfully emotional and romantic day. You want to have everything go smoothly and perfectly. You want to have a great time. You want to see all your guests, and have them also have a fun time. Well, here's how to do it:

## ***Here are 7 Hidden Keys to Having The Wedding of Your Dreams!***

### ***Hidden Key #1: Guarantee Your Dream-Come-True Wedding***

Did you know that the photographer you select to photograph your wedding can make or break your wedding day? That's right. Your whole wedding day. Not just your photographs! Why? Because he's THERE ALL DAY. Believe it or not, the bride may spend more time with the photographer on her wedding day than with the groom! And the photographer will interact FACE TO FACE with EVERY IMPORTANT PERSON at your wedding. Your Wedding Party. Your parents and other family members. The priest, rabbi, or other officiator. The caterer. All of your guests.

So we're not just talking about wedding photography here. We're talking about YOUR WEDDING - how YOU FEEL on your wedding day, and how smoothly and romantically everything goes. You see, your photographer helps determine this, by the way he helps you plan your wedding, the way he treats you and your loved ones, and the way he conducts himself throughout the day.

### ***What Some Wedding Photography Studios Don't Want You To Know!***

So here's the First Hidden Key: Meet the actual photographer - IN PERSON. Do this BEFORE you hire anyone to photograph your wedding!

Brides may not realize that many studios hire part time photographers to photograph their weddings for them - high school and college kids, friends, neighbors, relatives, etc. This means that you may go to a studio, talk with a nice salesperson, look at beautiful samples, and make a decision - without really knowing who will show up at your wedding!

And if it's not the right person doing the photography, and interacting with all your family and guests, everything can be ruined! So, when you're talking with a potential studio, ask them the following questions:

1. Who did these photographs you are showing me?
2. Who will be photographing our wedding if we hire your studio?

Insist on meeting the photographer IN PERSON BEFORE you hire the studio. And make sure there's no "substitute photographer" clause that would allow the studio to sneak in a less qualified photographer!

Then, when you meet this person, ask these questions:

3. Did you photograph ALL the samples we saw in the studio? If not, show us YOUR work.

**My Answer:** I'm the ONLY Principal Photographer at my studio. I will be photographing your wedding personally. Every photograph and album I show you is my own work.

4. How will you dress and act at my wedding?

**My Answer:** I normally dress in a nice suit and tie, to represent you in a professional manner. **NOT A TUX.** I own a beautiful Tux, but I don't want to take anything away from your Groom, the fathers of the bride and groom, and other members of the Wedding Party who may be distinguished by wearing tuxedos. **AND NOT JUST SLACKS AND A SHIRT! This is not a casual affair.** Naturally, if you are having a Beach Wedding or other special venue that requires something different, I will adjust my attire to fit in perfectly with your wedding theme!

I will act professionally and do everything I can to make your wedding a success. **Since I NEVER photograph more than one wedding a weekend, I will NEVER arrive tired, dirty, sweaty or ragged from a previous event!**

5. **What formal qualifications, training and licenses do you have?**

Believe it or not, **any kid with a digital camera can say "I'm a professional wedding photographer"**. I think **it's scary** that the girl at the nail salon needs a license to give you a \$10 manicure, but **many of the wedding photographers out there - charging thousands of dollars - don't have any training, formal qualifications, or licensing at all.**

**My Answer:** I'm very proud to have the initials "CPP" after my name. That stands for **Certified Professional Photographer**, a designation earned by less than 5% of the Professional Photographers of America. I've trained at workshops and one-on-one mentoring with many nationally known Master Photographers and studied at the International Center of Photography here in New York.

I'm also a member of the Chamber of Commerce, am registered with the New York State Department of State and have Certificate of Authority ID #204988324 from the New York State Department of Taxation and Finance.

6. **How long will you be at my wedding and who do you check with before you go?**

Our time commitment varies from 4 to 12 hours, depending on the package you choose. But I'll stay until both you and your husband - and both your parents - all say there is nothing else for me to do. I will NEVER leave your wedding without checking with all of these VIP's!

7. **Do you work from a checklist of photos?**

A photographer who has taken the time to get to know you, your family, and what you want photographed shouldn't need a detailed checklist. One who really doesn't know you will spend his time looking at a shot list and will miss some of the most wonderful, romantic and spontaneous moments of your wedding!

Your photographer shouldn't need a checklist. He should KNOW every photograph that needs to be captured.

**My Answer:** You and I will spend lots of time in the weeks and months leading up to your wedding talking about **Who and What is Important to You.** And I will do my best to learn the names and relationships of all the members of your wedding party, and both families! On your wedding day I will refer to them by name, and know their relationship to you. So I can be constantly watching for those special, magical and spontaneous moments that will be so meaningful to you to have photographs of!

**Hidden Key #2: The Single Most Important Thing Your Wedding Photographer Should Offer (but the vast majority don't !!)**

Here's a really big "hidden secret" that **brides almost never think to ask** when interviewing a potential photographer. **What's their cancellation policy and guarantee?** What happens to your deposit if – heaven forbid - the wedding is cancelled? We know that something has to have gone terribly wrong for a wedding to be cancelled. MOST STUDIOS WILL JUST ADD TO YOUR MISERY BY KEEPING THE DEPOSIT.

My Answer: If something goes wrong in your life that results in cancellation of your wedding **WE WILL REFUND EVERY CENT OF YOUR DEPOSIT.** Even if the cancellation is at the last minute. We know that couples don't cancel weddings on a whim. But family health crises, sudden reversals of fortune, or unforeseen casualties do occur. How could we keep your money - and add to your pain - knowing that you were dealing with other difficulties?

And what if you HATE your wedding photos? It's never happened to me, but I've heard some Wedding Photography Horror Stories. Most studios will shrug their shoulders and say something like "we did our best, and it's not our fault that your wedding wasn't as pretty as the ones we showed in our sample books". Their contract - written by a lawyer – will make it very clear that you pay. Whether you like the photos or not.

Our Answer: No one should ever have to pay for photographs they don't like. If you're not happy with your wedding photographs, we will do whatever is necessary to fix them to your absolute satisfaction. If we can't fix them **WE WILL RETURN ALL YOUR MONEY.** Period. No hard feelings either. We want you to LOVE everything we do for you!

We understand that you can't do this over again. This is a "one-time-thing" and everything MUST be perfect! You have our **written guarantee** that we'll take really good care of you!

**This is VERY IMPORTANT! The cancellation policy and guarantee (make sure they are both in writing!) tell you how committed your photographer is to taking good care of you as a person, and doing a great job.**

### **Hidden Key #3: Ignore This, And Risk Inviting Disaster To Your Wedding!**

This seems so obvious, and yet brides miss this one all the time, and pay a BIG PRICE for it after their wedding! Be sure the photographer has satisfied clients, who have taken time to write and tell the photographer how happy they were with both him, and his work! TESTIMONIALS!

On our website you'll see photographs and testimonials from some of the many clients we have been honored to work with.

### **Hidden Key #4: A Magic Way to Have a Great Wedding.**

Find an artistic photographer who is a Real Romantic. His images tell the EMOTIONAL STORY of your family, your friends, and your wedding day. He will create PRICELESS photographs that you will treasure for years to come! But make sure he's a **Real Romantic**.

If he's a **REAL** "Romantic" he will be compassionate about the romance, beauty and emotions of your day. You see, only a true romantic can truly understand how important this day is to you, and how perfectly you want it to go.

And a true romantic will always be "in the moment". He'll be in tune with the spirit and romance of the day and sensitive to his part in it.

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## **There are lots of Wedding Photography Horror Stories Out There**

Imagine your photographer crouching behind some flowers up at the altar. At a quiet moment, he drops a big heavy lens on the floor with a huge crash. He swears out loud and everyone in the room hears it. Grandma gasps. Your little nieces start to giggle at the profanity. The solemn mood of the moment is broken. Throughout the ceremony he's hovering all around you and your new husband on the altar. Flashes going off in your face. Turning what should be a beautiful spiritual moment into a distracting photo circus while he tries for the "perfect shot".

He obviously isn't a Romantic or he would appreciate the romance and spiritual significance of the ceremony and would work quietly, discreetly, and respectfully.

So, look for a Romantic. An EMOTIONAL STORY TELLER. He will beautifully tell the story of your love for each other, and for your family and friends. He'll also respect you and your wishes, and conduct himself in only the most professional and unobtrusive way, because he understands in the most intimate way, the importance of the "Story of Your Wedding Day."

Try to discern if your photographer is the kind of person who cries at weddings – I do. It's a good indication of how spiritually tuned-in he or she is to the romance of the event and how emotionally connected he feels to you.

And, by the way, my brides tell me that they really love the way my albums emotionally tell the story of their wedding day. That's why I became a wedding photographer - to tell the wonderful true stories of romantic couples in love.

## **HIDDEN KEY #5: Too Much of a Good Thing is Still Too Much!**

You want an experienced photographer. But is there such a thing as too much experience? *How many weddings will your photographer cover on your wedding weekend?*

**Some photographers will cram as many weddings into a weekend as they humanly can.** Maybe it makes economic sense. They photograph a wedding Friday evening, another on Saturday morning, a third in the early afternoon, a fourth in the evening, and a fifth on Sunday. They can charge a little less, and still make five times what I earn doing just one wedding per weekend. This is especially true of studio "contract photographers" who "shoot and burn" and then dump everything at the studio – or on the bride - for printing and album design.

They arrive at your wedding exhausted and sweaty. They don't have time to clean and check their equipment and organize their film or digital cards between jobs. They do your photography as quickly as possible, and then rush off to the next wedding. They may barely know your names. They put a Post It Note on the back of the camera to remind them. Or they call every bride "sweetheart" and all the grooms "dude".

I know photographers who do this. They photograph more than 100 weddings a year. And in private they admit THEY HATE WEDDING PHOTOGRAPHY. THEY HATE BRIDES. THEY HATE GROOMS. THEY ONLY DO IT FOR THE MONEY. These are their own words!

Needless to say, these photographers aren't going to be able to capture the **EMOTIONS, ROMANCE, LOVE, AND RELATIONSHIPS** between you and your husband, and also between you and your family and friends. That photographer just won't have the sensitivity and enthusiasm and love for what he does to be able to capture those feelings. And he won't have the time or energy.

As I mentioned earlier, I ONLY PHOTOGRAPH ONE WEDDING PER WEEKEND. You get me – all of me - heart, soul, body, mind and spirit for the ENTIRE DAY. Nothing else on my agenda but Y-O-U. I understand how important this day is to you, and I am 100% there for you!

I arrive rested and energetic. It also means I'm enthusiastic about what I will be doing for you. As I mentioned earlier, I photograph weddings because I LOVE them, not because I have to do them. And since I only photograph one wedding per weekend, I'm not tired or "burned out" on your important day.

## **Hidden Key #6: Enjoying Your Wedding Day, And Having It Filled With Wonderful, Emotional Moments!**

This is so important! Be sure the photographer you hire has a "team" approach to taking good care of you on your day. This means that he isn't going to be trying to work alone to photograph your important day.

You see, doing a really super, romantic, EMOTIONAL STORY of your day requires a huge amount of planning, care, and effort. More effort than just one person can do.

Let me explain.

I will arrive at your wedding with my Assistant (as well as a "Second Shooter" if you've selected an upgraded Park Avenue or Fifth Avenue Package). She has a HUGE responsibility during the day, and is one of the true secrets to success in wedding photography.

She makes certain that you look fantastic, every minute of the day! Her main job is to helping with your dress and flowers, fixing your veil and train so they are perfect for the photographs, etc. Plus, she brings you a drink if you're thirsty in the receiving line. She finds your best friend from college if you ask for her. She helps you in any way she can to assure that you have a wonderful day, as well as wonderful photographs.

I select assistants based primarily on their personality and attitude, not on their photographic experience or skill. I choose assistants who are INSTINCTIVELY HELPFUL. Who AUTOMATICALLY take care of people because that's how she was raised and who she is. If she gets a chance to take a photograph or two, that's great. But her main focus is YOU.

I'm also going to "recruit" two more part-time team members - one from the bride's side, one from the groom's. They are going to be my Wedding Guest Photo Coordinators. Because they know exactly "Who's Who" they will be able to help me gather different family members and groups of friends together for special photo opportunities, without your having to run all over the room doing it.

We are a TEAM. A team that together, guarantees that you not only have a great time on your wedding day, but also assures you of having PERFECTLY EMOTIONAL photographs!

**The Magic of "E.F.P" On Your Wedding Day!**

You see, I don't really look at it as "wedding photography," but rather as "Emotional Family Photography (E.F.P.) created on your wedding day!" It's all the emotions, relationships and personalities of all your friends and relatives, captured in beautiful images for you and your family to cherish for the rest of your lives. After all, isn't that what you really want?

**"E.F.P." is one of the major things that separates me from all the other wedding photographers in the area. I want to capture the love, relationships, personalities, and emotions of all your family and friends for you to enjoy and view with happy tears in your eyes for years and years to come!**

## **Aren't the People and the Emotions of Your Life What Matter The Most To You?**

It's the PEOPLE and the EMOTIONS of your life that are most valuable to you. Yes, I'll create beautiful photographs of your gorgeous wedding gown and flowers. Yes, I'll photograph the details of the ceremony and the pace settings at the reception. But when you look at the photographs I create you won't just see pretty pictures on the wall or in your album. You'll actually FEEL the same emotions that you felt on your magical wedding day. Yes, FEEL them each time you view your photographs. That's what I am going to do for you!

You see, you want photography that "speaks" to you with love, emotion, respect, and the glorious feelings you will be feeling on your wedding day. You want your photography to "tell the story" of your wedding day, AND your families and friends. Many photographers just want to record the event - by completing their "checklist" - and go home.

Since I'll probably cry at your wedding it's only fair that I want you to cry when you see the photographs! Tears of happiness, of course. Because all the people you love and care about are in those photographs, showing their real personalities and emotions like you never dreamed they would! Most photographers just want to get home before midnight, or hurry to the next wedding they are photographing.

**Don't Miss The "Magic Moments" Of Your Day Because Your Photographer Didn't Have The Vision To See And Capture Them In A Sensitive, Romantic Way!**

Your day will be filled with beautiful "Magic Moments" that you will never experience again in your life. Those "Moments" are what I am driven to capture for you.

Here are just three examples:

### **Magic Moment #1 ~ Dad Giving You Away!**

I walked my daughter Lisa down the aisle last September. So I can assure you from personal experience that one of the most emotional moments in a dad's life is when he gives his "little girl" away at her wedding. Your dad will never forget it. Neither will you.

To make this moment even more memorable for both of you, I've created a special gift for you to give your dad just before you start down the aisle together. At that powerful, emotionally-charged moment in your lives, you're going to present him a surprise "*Father's Pride Folio*" with a photograph of you as a keepsake. I promise you when he carries it back to the pew, reads your personal message to him, and looks at the emotional photograph of you, he will be wiping away tears of joy and love! This is a moment both you and your father will remember for the rest of your lives. **Click. Don't miss that moment!**

## **Magic Moment #2 - When The Love Of Your Life First Sees You!**

Or the incredible moment when your fiancée first sees you in your wedding gown - perfect in every way - with your lovely flowers, the beautiful veil and headpiece - everything which you selected specifically for him - as the tears swell up in his eyes, and he tells you how very much he loves and adores you. **Click. Don't miss that moment!**

## **Magic Moment #3 - With Grandma**

If you are lucky enough to still have a living grandmother, the lovely moment when she reaches up and puts her arms around you, and with tears in her eyes, tells you how beautiful you look and how much she loves you, and how proud she is of you. **Click. Don't miss that moment!**

Your whole day will be filled with brief, fleeting, priceless moments like these. Let us make sure that your day is so beautifully organized and planned that these moments truly can happen. And then let us help you to be so stress free, but excited, that you can enjoy and remember these wonderful, magical moments for the rest of your life.

How do we do that?

The way we help these moments happen, and help you remember them, is to help you have a wonderful, romantic and emotional day! A day where everything goes perfectly. As long as we do that, the photography will almost take care of itself (providing your photographer knows what he's doing).

That's what I will do for you.

## **Many Photographers Think Your Wedding Day Is Really About Their Photographs!**

Some photographers confuse their priorities with yours. They want stunning, unusual shots for their portfolio. So they truly believe the most important thing on your wedding day is getting great portfolio photographs. And they will try to take charge and run your day like it's a commercial photo shoot, and you're a Model Bride! Don't let that happen!

Because the PHOTOGRAPHS ARE NOT THE MOST IMPORTANT THING. The romance, emotions and relationships are the most important thing! YOU, YOUR HUSBAND, YOUR FAMILY AND FRIENDS ARE THE MOST IMPORTANT THING. A great photographer will be able to capture all the great moments, without detracting from the magic of your day.

## **Hidden Key #7: Be the Most Beautiful Bride Your Friends Or Relatives Have Ever Seen!**

You deserve a wedding day where you are the most beautiful bride any of your friends or relatives have ever seen. That's the dream of every girl when she begins visualizing her wedding day. And you deserve to have that! How can we make that happen? Simple. Yes, you will select the perfect dress, headpiece, veil, flowers, shoes, etc.

Yes, you will have your hair and make up done. But it goes much deeper than that. You see, beauty is also in the way you **FEEL** on your wedding day. The way your emotions show on your face and the way you glow when you walk down the aisle and look in the eyes of the love of your life.

Many of my brides will understand this when I say it: When you hire us to photograph your wedding, you're really paying for me just to be fully present in each moment of your day, and completely focused on your happiness. To take as much pressure and tensions out of the day as we can for you. You will know that we are there, and that we truly care about you, and will help you with EVERYTHING so the day goes perfectly. That's really what our brides are paying us for. The photographs are free. They're just an added "bonus!"

You see, if you and your new spouse, your wedding party, your family and friends are all having a wonderful time, you will be more beautiful than you have even dreamed you would be. Because there will be no tension there. And, by the way, your photographs will be WONDERFUL, too, because you looked so wonderful and were having such a great time.

See how it all fits together? **Have a wonderful day, and you'll get wonderful photographs.** You really can't separate them!

## **A True (Almost Tragic) Story of a Bride and Groom And What It Means For You.**

Let me take a moment to relate a true story as told by a photographer friend – Charles Lewis - .

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*“Several years ago, I received a phone call from a woman whose wedding I had photographed a couple of years before. Here's what she said,*

***“Chuck, I just wanted to call you and tell you that our house burned down last night.”***

*I said, “Oh, Sharon, I'm so sorry.”*

*She said, “We got out okay, and are fine. But I wanted you to know what I did. It's the middle of the night, and the smoke detectors are going off. We grab each other and run for the door! But I stopped and picked up the Wedding Album you did for us on our wedding day! I left the beautiful candelabra that was my grandmothers. I left the family heirloom bible that has been in the family for 3 generations. I left EVERYTHING, except that Album. Because it is so meaningful to me. Everyone who I love and care about is **in** those volumes. I couldn't let them burn!*

*“Now, I understood that you have the originals, and could have made us another set of photographs. That wasn't why I 'saved' them. I saved them because that Album contains all the emotions, love, romance, and relationships that matter in our lives! I just wanted you to know that. Thank you so much for the wonderful, emotional photographs you created for us.”*

*When she finished speaking, she was crying, and so was I. She had just put into words, what I had not been able to for my entire career.”*

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Can you see how “Emotional Family Photography” can make your wedding album absolutely **PRICELESS?**

The tender fabric of your lives is sewn together with beautiful, emotional moments between you and your loved ones. I want to be there to capture and express all those wonderful moments for you in your wedding album - and accomplish this without interfering with the emotions and romance of your wedding day.

## **If What I'm Saying Feels Right To You, Here's What to Do Right Now!**

Do this **IMMEDIATELY!** Pick up the phone and **call me at 646-704-3500** right now. Even if it's a weekend or holiday. **CALL NOW.** **Ask if I still have your wedding date available.**

Here's the problem. Because we **ONLY** photograph one wedding per weekend, and we strictly limit the number of weddings we photograph each year, it is very possible that we will already be booked for your day.

So **DO NOT WAIT EVEN ONE DAY!** If you agreed with and liked anything in this letter, call us NOW.

Of course, there is no charge and no obligation. And as you may have already figured out, I'm a real "softy" who won't pressure you to make a decision on the phone. We'll just talk a little bit about you, your fiancé, and your wedding plans and of course check the calendar to see if your date is still available. Then, if you'd like, we can set up a time to get together in person and talk further about your wedding.

### **Remember - I Have a Free Gift for You Just For Calling 646-704-3500**

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**More details on this no-strings attached offer below**

### **What You'll Learn In This FREE BOOK:**

**This wonderful book will answer your questions about:**

**"How Do I Handle My Budget For The Wedding?"**

**"How Do I Choose My Wedding Party?"**

**"What Things Should I Consider When Choosing My Wedding Invitations?"**

**"What Do I Need To Know BEFORE The Ceremony Is Planned?"**

**"How Do I Plan The PERFECT Reception?"**

**"What Do I Need To Know BEFORE Choosing The Reception Music & Dancing?"**

**"What Should I Do About Those Pesky 'Not-So-Perfect' Wedding Gifts?"**

We hope you'll find it interesting and informative, and that the information will be useful. **It's our engagement gift – absolutely no strings attached. We will send it to you free and with no obligation,** just for calling us.

**Call 646-704-3500 today!** Even if it's after hours or on the weekend, call and leave your name, number, and wedding date so we can get back to you. But **CALL NOW!**

Sincerely,

George Delgado, CPP  
Certified Professional Photographer  
646-704-3500