



ELIZABETH FOGARTY

capturing legacies of love

SIX QUESTIONS TO ASK YOUR BRIDE BEFORE THE WEDDING DAY



I like to show up prepared for a wedding. In order to be ready, I need some key pieces of information, like the timeline and different locations. What if you get lost on your way? What if you can't find the venue? What if the bride is getting ready in a different spot and you had no idea? Two months before the wedding, I send a questionnaire via [Pixifi](#) to my brides in order to gather all this information. Keep reading to find what to ask your brides.

Purchase a copy of the questionnaire that I send to all my brides in the shop.

1. TIMELINE

There is a reason this is in all caps. That is because this information is crucial. First of all, seeing the timeline two months before the wedding still gives you time to edit it just in case you need more time. You don't want to find out the night before the wedding that your bride only gave you thirty minutes for all portraits (SAY WHAT?!?) Also, make sure to ask exactly when you start and when you finish. You don't want to find out on the wedding day that your bride thought she had you for 10 hours when it really was 8 hours. That is one awkward conversation, and I love to avoid awkward.



2. Vision

Even though I get this covered in the first phone call (I want to make sure that we are a good fit aesthetically) I still want to get their inspiration in their own words. So I ask them what are three words for their wedding. Classic? Black tie? Romantic? Organic? Elegant? I also like to ask what inspired them. I love to hear where they are getting inspiration in order to translate that feel in capturing the design of the day. AND GUESS WHAT? This means I have my write up for submissions. I really hate to write and it takes me ages to blog (anyone else?) This is a WIN WIN for me!



3. Let's talk about family formals

I give my brides five standard group shots, meaning individual set of parents, both sets of parents, parents together, immediate family, and both sets of immediate family. I like to lay this out so it's simple and efficient. I give them the option of adding ONLY three more groups. No, we do not have time to photograph all your cousins, all your uncles, and 1001 groups. Having this list ready with names on the wedding day allows my assistant to run through family formals pretty efficiently when it comes to getting the groups together.

4. All vendors with email contact and websites

Again, this makes blogging and submitting WAY easier. I do not want to be hunting down vendors or getting business cards on the wedding day. This also allows me to contact any vendors I have any questions for or introducing myself before the wedding day. When I Instagram that sneak peek the next day, I can credit all the vendors appropriately already. You did not make what gorgeous bouquet, so you need to credit the florist. And why wouldn't you want to? This is an amazing way to network with other vendors and to get your name out there to a new audience. Maybe the makeup artist will re-gram you, which means she is putting your name out there for her audience. Free marketing? HECK YES.

5. Are they in love with a specific location?

When it comes to portraits, is there a specific spot at the venue that my bride is completely in love with? What if she booked this place just to have that one picture at that one location and I completely miss it? That would really suck. This is also the opportunity to educate your brides on light. If her favorite spot is in the open field and her portrait time is at noon, we need to make time to go back to that place right before sunset.



6. Will you even have enough time for details?

If you follow my work, you know that details are near and dear to my heart. I need AT LEAST 45 minutes to photograph the paper suite, dress, shoes, rings, hair accessories, veil, and jewelry. This is also the opportunity to ask them to put all these details in ONE box. I am not trying to play scavenger hunt on the wedding day and I don't want to bug my brides with questions about where to find all the details. I

also get down to the nitty gritty, like having TWO invitations so I can take pictures of the front AND back at the same time. Also, let them know that this is the time the florist needs to deliver so I can have those loose flowers and greens for pictures. You are the art director of the wedding day. Take the lead and get organized to make sure that you have all you need to create amazing work.



I hope this helps you during wedding season. The off season time is perfect to create your questionnaire so it is ready to go for your first wedding. Having your brides answer these questions two months before the wedding also helps them to be more organized and to get any details they have forgotten about.



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