

THE ULTIMATE GUIDE

*TO THE STYLED SHOOT OF
YOUR DREAMS*



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A LITTLE ABOUT ME & WHY I CREATED THIS GUIDE

The heartbeat behind my business is so much more than creating beautiful images & crafting words to go along with them. From the onset of my business years ago, it's always been my deepest desire to recklessly love others. Whether that was by creating custom time lines for the couples who allow me to be a part of their weddings, writing countless educational posts with tips and advice for the families booking sessions with me or by creating additional pages for my website featuring downloadable PDF's and checklists, I've longed to carefully value, deliberately look out for and selflessly serve those this business connects me to. And it has become my joy to do so!

This guide was born from a desire to help others plan, prepare & execute the styled shoot of their dreams because it is what I wish I had when I was longing to undertake the first one of my own! I scoured the internet for hours hoping for some sort of resource to walk me step by step through this world I had never entered before...

Where do I begin?

How do I organize this?

What is an inspiration board & what should be on it?

What should I say to vendors?

How do I create & cast a vision?

What if I get turned down?

Is there a right way to email vendors?

What if it's a destination styled shoot?

How do I submit this to be published?

(Well...those plus about a million more!)

I found a few things here and there, but nothing extensive. Nothing that practically came alongside me and gave me resources for each stage of the styled shoot. And so, many styled shoots later (with experience as the best teacher), this guide was born!

WHY YOU SHOULD DO A STYLED SHOOT OF YOUR OWN

If you're not already sold on the idea of stepping out and trying something new, here are three reasons why putting the time and energy into your own styled shoot is more than worth it!

1) Vendor Relations

I would argue that this is probably the most important reason of all!

The wedding industry is all about relationships! It's about making genuine, natural, positive connections with people who do the same thing you do! And when I have a bride looking for a baker, I'm not going to refer her to just anyone--I'm going to refer her to my friend who I've come to know and trust. The one who will without a doubt treat my clients with the same kind of respect, service & standard as my own! And finding those vendors in a none stressful, laid back environment like this one is key! This is your chance to discover like-minded vendors!

2) Get Published

To be honest, when I first began planning my own styled shoots, I didn't care much about this point. (I just wanted things to run smoothly without any major melt downs!) But I've come to appreciate and understand the value in getting your work published. It builds credibility among your followers and inspires your current brides in the midst of their own wedding planning! And doing this during a time where all the elements of design, style & vision are within your control makes your chances of getting published so much greater!

3) Your Brand. Your Clients.

We've all heard "book your ideal clients!" But doing that is easier said than done! You want feminine, florals, details! But all you're getting is jeans and no time! Enter styled shoots! Imagine the images of your dreams. Great! Now start planning! Creating styled shoots that match your brand will also create interest among clients with the same vision and desire! Welcome ideal clients!



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