

# RJP Investment Guide

A Guide For All Potential Rachel Jensen Couples







This is the Jensen Family, my husband Josh, the boys: Mads, Beau and Levi. The best dog ever is somewhere out of frame!

# welcome

I AM SO THRILLED YOU ARE HERE!

Congratulations on your engagement! You're excited, you're getting used to that ring on your finger, you're dreaming up some plans for your wedding! Now you've started the search for the photographer that will be just right to capture the day that will go by so fast. If you're feeling a little overwhelmed, or maybe a lot, don't worry. You are perfectly normal!

In case you'd like to know a little about me before you spend so much time with me on your wedding day, here's a glimpse into the life of this photographer. First and foremost I am a mom to 3 boys (Mads, Beau, and Levi) and wife to my hubby, Josh. We built a house on the property where he grew up back in 2022. We raise just a few beef cows as well and seem to keep finding new projects. This is our fourth house and I'm so happy to be where we are going to finally stay. We've bought fixers, remodeled while living in them, sold and started over since we were married over 15 years ago.

Since starting my photography business in 2016 I've learned so much about the business and what I want to do in it. I thought I'd never want a studio. We built one in 2023. I thought I'd only ever deliver digital files. Now I love providing products for clients. I thought I wouldn't want to shoot weddings. Spoiler, I love shooting weddings. By the time your wedding day gets here, my hope is that you feel you're working with a friend you can trust and rely on. I get so excited to see my brides the day of the wedding and capture all the beautiful details and fun moments! I really feel this is not because I love photos (though I do), but because I love the people I get to call my clients and my RJP Couples!

- Rachel





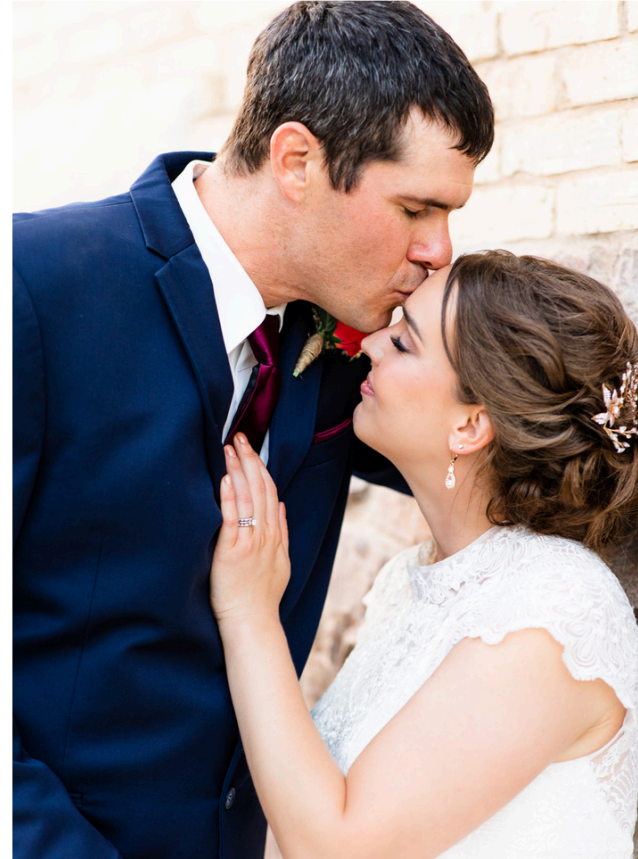
# kind words | FROM PAST RACHEL JENSEN PHOTOGRAPHY COUPLES



"We were completely blown away with how well Rachel captured our day!.... We haven't stopped looking at our photos since we got them back. Would recommend to anyone!"

**KERRIGAN + SAM**

Mystic Ponds Estate, Junction City, WI



"Rachel captures special moments perfectly and produces beautifully edited images with a quick turnaround. Her keen eye and infectious positivity will not leave you disappointed, nor anxious. I am not one to enjoy the spotlight, but Rachel's kind and bubbly personality quickly made me feel at ease."

**RACHEL + JACOB**

The Danes Hall, Waupaca, WI



"...all the photos were outstanding! After we received the photos from the wedding day there were so many scenes that I didn't even know she captured! ....it's the ones that she took just walking around the venue that were really amazing!"

**CASSY + NATE**

In Dad's backyard, Clintonville, WI



# the RJP Couples EXPERIENCE

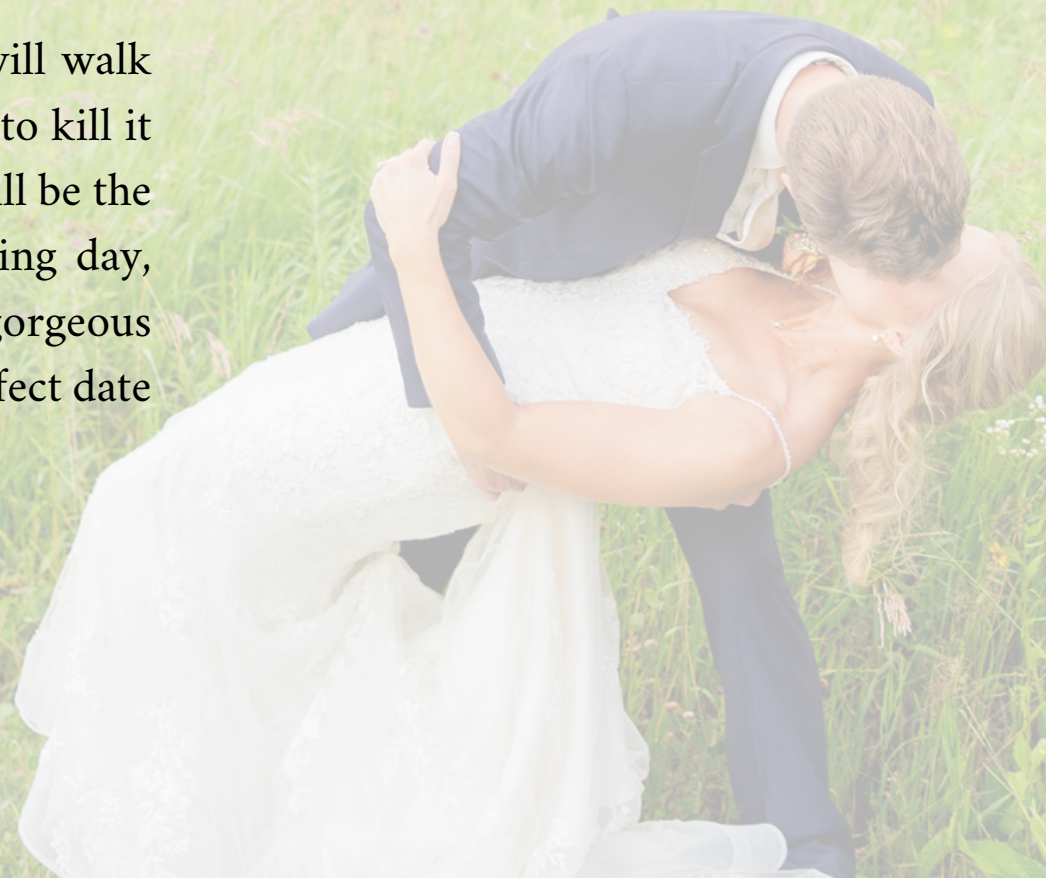
Let's chat! If you're in the area it would be great to meet in person. I am with you more than most anyone on your wedding day. It's important you feel comfortable with me as a person *and* a photographer. If I'm a bit far away, we could do a video chat instead. We can get a better idea of each other's personalities and I can answer every little question you might have for me. I really do want you to ask them! Also, if you'd like to see an example of a full wedding gallery, I'd be happy to share one with you.

Then it goes like this. If you decide I'm the one we make it official. I send your booking proposal which includes your contract and invoice through email and it can all be taken care of online. Easy peasy.

Next is your engagement session - aka, wedding day practice. You will walk away from this session with confidence that the two of you are going to kill it on wedding day! It doesn't matter if you "aren't big on photos". This will be the base of knowledge and comfort to get awesome portraits on wedding day, without taking hours to do it. So make a hair appointment, order a gorgeous dress because you deserve it, and make dinner plans for after. It's a perfect date night opportunity after all!

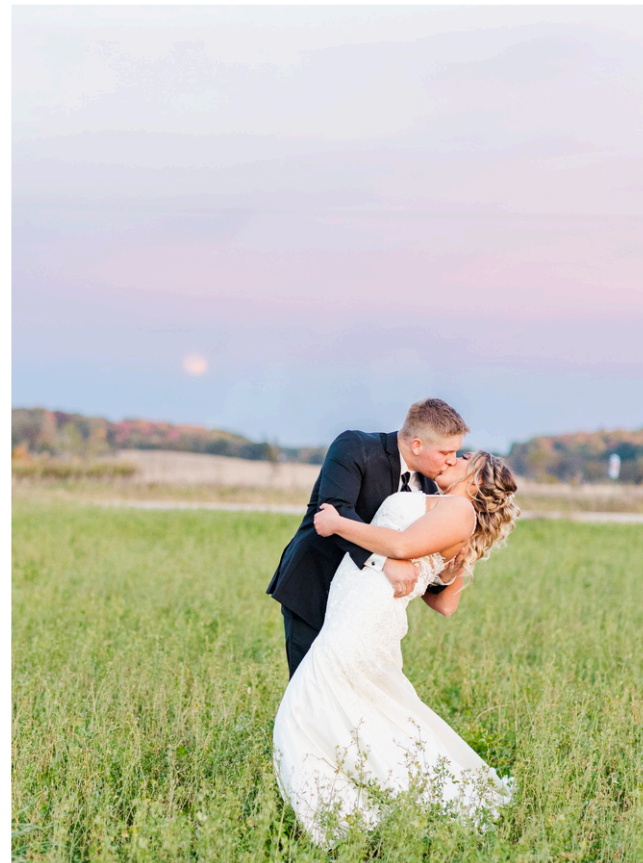
Here's the hardest part of the whole experience - your homework. Three months before your wedding day I email you a questionnaire. It's a biggie, and a really important one. This information is how I know exactly what you want on your wedding day, and not just in photos. I ask you for a TON of information and details so you might want to settle in with a Netflix show and a favorite beverage. From this questionnaire the timeline is born. A good timeline = great photos AND time to enjoy your day with your guests. 2 to 4 weeks before your wedding day I really like to meet in person and go over all the details together to make sure the first plan is great and the backup plans are in place.

Then it's Day 1 and when your wedding day gets here I know it will be great! You'll say those ever binding vows to each other, enjoy the day with all the people you love, and have amazing images to remember it all. I'm not going to say the photos are the most important part of your day.... but on your Day 2, everything else you've decided over the last how many months of planning is done. Your photos are what you have left. They should be gorgeous AND tell the whole story of your day.





# the collections



## TRADITIONAL WEDDING DAY COLLECTION

9 hours of coverage  
90 (ish) minute engagement session  
Online gallery for easy viewing and  
ordering  
Digital download and print release of  
all edited photos

\$2400



## INTIMATE WEDDING DAY COLLECTION

\*From May thru November, this collection is not  
offered on Saturdays

4 hours of coverage  
Online gallery for easy viewing and  
ordering  
Digital download and print release of  
all edited photos

\$1400



## ADDITIONAL PRICE INFO

Additional wedding day coverage -  
up to 3 hours  
- \$200/hr -

Second shooter coverage  
\$75/hour - min. 4 hours

Engagement session  
- \$400 -

Heirloom Wedding Album  
10 x 10 - up to 25 spreads  
- \$750 -







# it's your engagement session..let's make it incredible

*one of the MOST important parts of our time together!!*

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Your engagement session should not ONLY be about amazing pictures! It should also be about having some fun, getting to know each other and leaving room for having a date night afterwards. I will help you prep, from attire to location recommendations! And when the day is finally here, I will help you feel comfortable and relaxed, no matter your experience level with photography.

I will encourage you as you wander through the streets of your hometown, cuddle on a blanket in the fields of the family farm, or find that perfect sunset on a beach at your favorite park. I will coach you the entire time, so that on your wedding day, you feel prepared, comfortable and ready to nail your portraits!

I love engagement sessions so much and find they are the foundation for less stress during portrait time on your wedding day. That's why I include it in the Traditional Wedding Collection and do not offer any replacement or discounts for skipping it. They are far too important! I don't include it in the Intimate Wedding Day Collection because smaller weddings are often couples traveling a long distance, planned in a short amount of time, or both. IF you can find the time, I highly encourage adding on the engagement session.



# faq

## *Do we really need 9 hours of coverage?*

I have found that for a traditional wedding with ceremony, dinner and reception, 9 hours is just about right to get everything covered well. If I am there for less than 9 hours, something's gotta give.

Time for a cautionary tale - when Josh and I got married in 2009 we were BROKE. I had not developed any interest in photography. We hired a photographer who did a good job but was only available UNTIL dinner. I had a point and shoot camera and my sisters used that all night to take fun snapshots. Then I forgot the camera in the limo when we left and I never saw it again. This was before cell phone photos. I have no photos of my dinner or dance. The LAST thing I want is for you to have the same regret. I know everyone has cell phones now that take good pictures, but will you ever see them? And if you do, they're likely not going to print well. If you are having a traditional wedding with ceremony, dinner and dance - yes, you need 9 hours. Minimum.

## *Can we skip the engagement session?*

Well, you can, but I very, VERY strongly advise you not to. This is it, your only chance for us to get to know each other and prepare for smooth portrait time on your wedding day. It's your confidence builder, it can be your hair and makeup trial, and I promise you it will be worth it! I feel so strongly about the importance of the engagement session that I will not offer any replacement or discount for skipping it.





# faq

## *What makes you unique?*

Everyone's a "photographer" these days right! It even seems that everyone knows someone who is truly a professional. There are so many ridiculously talented photographers here in Central Wisconsin it's a little crazy to think of myself as "unique". My edit style is a little different than most these days. Not light and airy, not dark and moody. I refer to it as clean, crisp, and vibrant. I've been told my timeliness in communicating is a rare thing. I guess what sets me apart is how much I want your wedding day to be YOUR vision, I don't want you to feel like I'm just another vendor for the day. I want to be a friend helping you have the best day in the way you imagine it. Not Pinterest, not Tik Tok, not Aunt Bertha - you.

## *Will you travel out of Wisconsin?*

I will definitely consider it! Of course there would be an additional charge as it would require at very least an overnight stay, maybe even a flight. I'm not an experienced traveller and with 3 young kids at home, it would have to work easily in my schedule at this time. Chicago? Yeah, plenty easy for me to arrange. Arizona? I have friends there I'd love to visit anyway, I'd really want to make that work. Italy? Man would I love to say yes, but it's probably gonna be a few years before I can realistically take that on.

## *Do you require a down payment*

I do and that is \$750, due at the time you sign your contract. The remainder is due in two separate installments. Half the remainder is due three months before and the other half due two weeks before. My invoice system does allow you to make payments of any amount at any time if you want to and it'll send you a reminder.





# the next steps



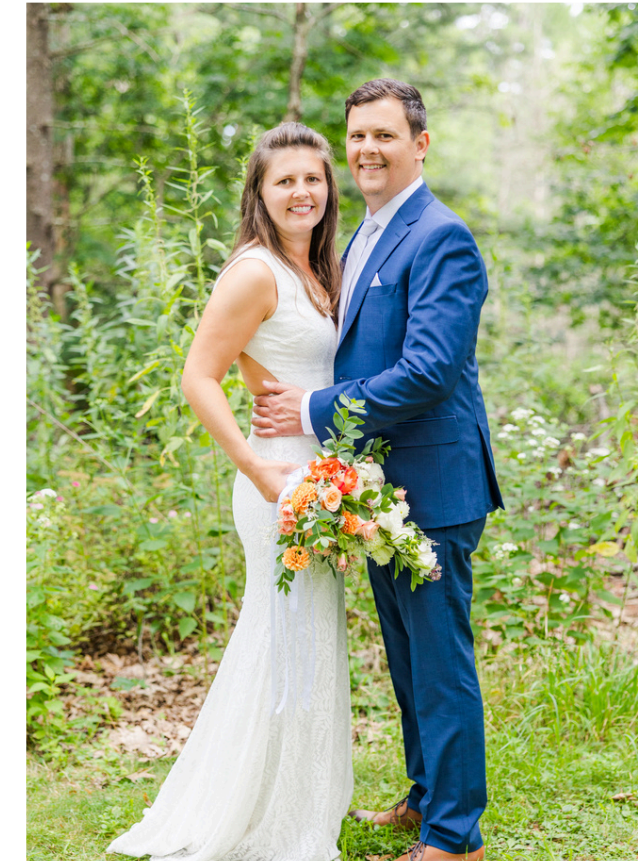
## Let's Chat

We're all busy, but if you have time I'd love to meet in person to chat in more detail about your vision for your day. If that doesn't work for you, I'm happy to jump on a video chat or phone call. If all else fails, email is still a good way to communicate.



## I'm Your Girl

If we are a good match and you like my style, I will be absolutely thrilled to be your photographer! Let me know when you've decided and I will send over the contract and the down payment invoice. It can all be taken care of online, super easy!



## We are Officially Official

You've signed your contract and we are official!! You two are now an RJP Couple! We'll be in touch to plan your engagement session and I am always here for questions that pop up along the way!





# the next steps



## Engagement Session

I include an engagement session with my Traditional Wedding Day Collection because I truly believe it is the best way for us to get to know each other. So let's start planning it. We'll pick a date that's preferably at least 4 months before the wedding (more if you need Save the Date cards, and I'll send you an engagement questionnaire. We'll get a great plan in place.



## Let The Planning Begin

Planning your wedding day should be fun! Remember to delegate jobs for the day so you can enjoy it stress-free! I will help you construct a photography timeline that not only gets you epic portraits, but allows you to enjoy your DAY 1 as Mr & Mrs.



## It's Your Wedding Day

The day has finally arrived! All of the plans are set, your friends and family are in town, and it's time to say "I Do"! I can not wait to see you both again and spend this incredible day with you!







# Thank you!

Seriously, I love my job and I love being able to serve couples on one of their happiest days. I am so honored when someone chooses me to capture their day. It's a big decision and that is not lost on me. I really do want everyone getting married to have a photographer they love. If you feel like that's me, you can get ready for a great experience!

~ Rachel ~

