



WELCOME TO THE

ashton malone

PHOTOGRAPHY

*family*





*thank you for choosing me,*

I'M SO GLAD TO HAVE YOU AS A NEW CLIENT.

Hey YOU, We did it! We met, got to know one another, decided we were the perfect match, and made it official. Seriously, from the bottom of my heart—thank you for trusting me to photograph your wedding and capture this once-in-a-lifetime experience.

It's going to be great! You're going to look amazing! And, your photographs are going to be jaw-dropping. Girl, I can't wait!

Now that you're officially part of the fam-bam, let me give you a little bit more info so this experience is everything you want it to be and more:

IN THIS AFTER BOOKING GUIDE, YOU'LL FIND:

- My office hours and communication policy
- Your client portal details
- Your experience from here
- Client expectations (final payments and session prep)
- Frequently asked questions at this stage in our journey together
- Next steps...

GRAB A CUP OF COFFEE

*my dear new client—let's get down to business.*

*xo, Ashton*



# office hours

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## AND COMMUNICATION POLICY

*(Because the foundation of every good relationship is communication, right?)*



# office hours

I believe every business owner deserves to run a business that blesses her life and keeps meaningful moments prioritized (aka—when she’s snuggling on the couch, watching a movie with her little ones and hubby, her phone is tucked on a bookshelf and she’s not responding to client emails).

Because many of my weekends are taken up photographing weddings, I keep my work hours and family hours very separate so I can focus on my family when I’m with them and focus on you when I’m with you.

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*I work Tuesday-Friday from 10am to 4:30pm Central Time.*

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# client portal

Now that you’ve booked (hooray!), I’ll get you set up in my online client and project management system, Honeybook. You’re gonna love this platform as it keeps everything super organized and uncluttered (Marie Kondo would be proud).

Honeybook is super easy to use. There are no extra downloads and nothing that requires extra time.

You will receive all communication right into your inbox and only have to click a link to find what you need.

Please give me 1-2 business days to get this set up and you will receive your log-in details and password via email within that time frame. If 1-2 business days have passed and you have not received your access details, please email me and let me know.

I will also set you up on Trello with a Trello Board where you can pull in inspiration and images for your shoots. You’ll also receive an invitation to your Trello Board via email. Watch for that within 1-2 business days as well.

# hours and policy

During your project, our communication will primarily be held in Honeybook as well as your personalized Trello Board. This helps me keep everything organized and allows me to serve you in a superior way.

If you've reached out to me outside of my office hours above, please know that I will get back to you as soon as possible within that time frame. So, if you send me an email Friday at 6p.m. or Saturday at 9a.m., I will get back to you Tuesday after 10a.m. with my full focus, commitment, and passion poured into your response.

Please be sure to keep your communication concise and thorough. Be sure to gather all of your thoughts before hitting send.

Throughout our time together, I'll schedule calls to cover all of your questions about your engagement and wedding, so be sure to make notes and be as prepared as possible for our next call. This will help both of us stay more organized and not have to comb through numerous texts/emails for answers. If needed, we can schedule an emergency chat over the phone via email.

Scheduling calls allows me to keep my work from being interrupted and my schedule intact. It also allows you to do the same as I know this time is extra busy for you and you'd like to maintain your normal routine as much as possible.

I will gather the most important information with questionnaires sent to you via email. All you have to do is click the link and type your answers.

I'll also send you important information throughout our time together that will allow you to rest easy and know that you will be taken care of the entire time. At each interval, I'll provide you with pieces to keep you in the know and help you feel in control of the planning process.

*all sound good? excellent!*



*this will be you!*

# *your experience from here*



## **01. READ THE AFTER-BOOKING GUIDE**

*Finish reading this bad boy so you're completely in the know and our working relationship is a success.*



## **02. GATHER INSPIRATION**

*Once you've received an invitation for your Trello Board, start adding inspiration for your engagement shoot and your wedding shoot. Unlike Pinterest, you can attach images and then add notes for me, so I can catch your vision more easily.*



## **03. YOUR ENGAGEMENT SHOOT**

*2 weeks before your engagement shoot, I'll send you a message indicating that we're 2 weeks out and asking if you have any final questions. This is where I'll send you location details or you send me location details. 1 week before your shoot, I'll double check the weather and shoot you an email with any need-to-know information.*



## **04. YOUR WEDDING SHOOT**

*Time to capture your love story and the magic of it all. I'll arrive at the agreed upon time giddy and ready to shoot.*



## **05. SNEAK PEEKS**

*1-2 weeks after your wedding, I celebrate with you on social media with a couple of "sneak peek" glimpses at your wedding photos*



## **06. A FULL HEART**

*Within 4-6 weeks, I'll send you a link to an online viewing gallery where you can view your images, download them directly, or order prints and albums*

## CLIENT EXPECTATIONS

No, no—I don't have a ruler in my hand instructing you to do this, do that, or WHACK! But, I do have a cup of coffee in my hand and a smile on my face as I say, "Here, take this, have a seat here, and let's just talk through expectations so we lay a great foundation for an excellent working relationship."

*sound okay?*

## FINAL PAYMENT INFORMATION

I know it's not fun, but it's time to have the money talk. You paid a \$500 non-refundable deposit to secure your wedding date and that deposit was deducted from your balance due.

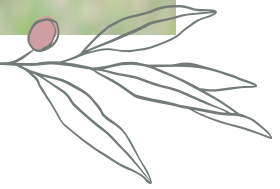
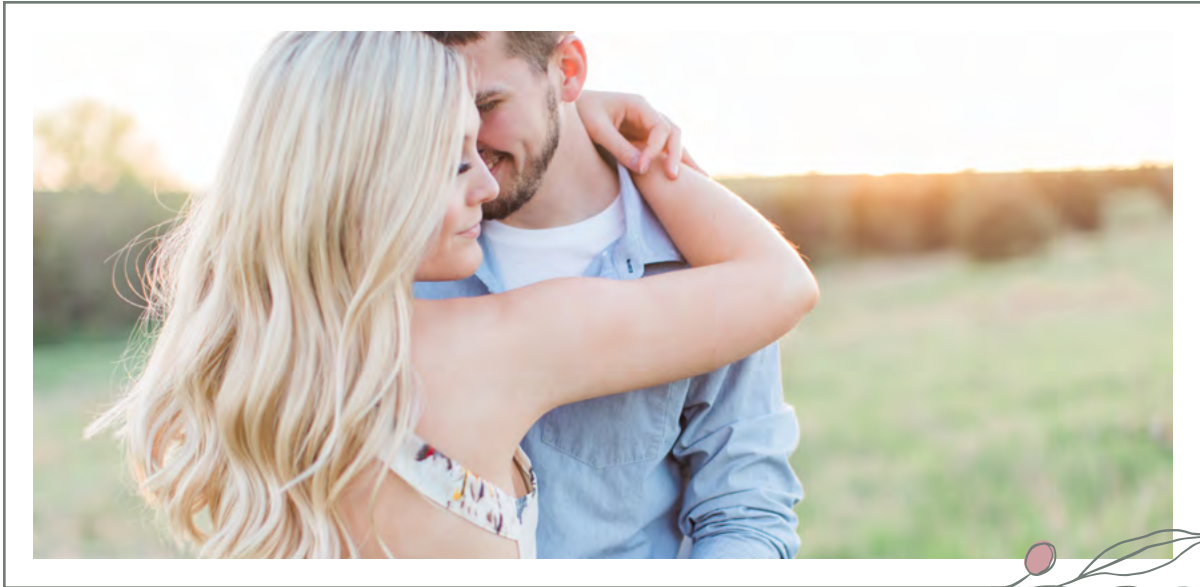
Final payments are due within 30 days from your wedding day. If I have not received the remaining balance within 35 days, I will send a courtesy reminder email, however, if I have not received payment when we're 30 days out, I will send you an email indicating it must be paid within 24 business hours or I will be unable to shoot your wedding.

If you don't want to pay the full remaining balance all at once, I am happy to take payments at intervals throughout the process, so you are able to order everything that you need and love! Please be sure to reach out and discuss your options.

If you decide after your wedding to purchase additional images, prints, albums, or keepsakes, I'll send you an additional invoice which you'll be able to pay by easily clicking the link. Once payment has been received, your order will be processed and your products will be on their way.

As a reminder, payments can be made via check, PayPal, debit, or credit.





## *session prep*

ALL OF YOUR MUST-KNOW INFO AND TIPS IN ONE PLACE

Okay—let's talk about the FUN stuff. Yes! This is what I love.

Here are some of my best tips and insights for how you can prep for your sessions along the way.

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### BEFORE YOUR ENGAGEMENT SESSION:

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**Brides:** *Style is typically the biggest worry in the days leading up to your session. I'm sure you've already browsed Pinterest trying to figure out what to wear, what to buy, and how to style you and your love. Rest easy - I am here to help.*

*In just a couple of days, you will receive a style guide from me. This will include inspiration, links to my favorite shops and boutiques, and a link to my carefully curated Pinterest board. But I must ask - don't fall down the Pinterest rabbit hole. That will only stress you more.*

**For Grooms:** *Brides, I'm speaking to you really LOL. If your soon-to-be hubby is feeling a little less than thrilled about the upcoming shoot, bribery works well (wink wink). Let him know we won't be doing stiff fake poses. He will be able to relax, have fun with his bride-to-be, and be himself.*



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## BEFORE YOUR WEDDING DAY:

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**Brides:** *Wedding planning can be super stressful and brides-to-be talk about how overwhelming it is all the time. I was there too and rest assured...I get it!*

*But, it also doesn't have to be as overwhelming or stressful as it can get.*

*I'm an open book and a total resource (like, better than a Google search when it comes to this stuff). I help a ton along the way with vendor recommendations, timeline tips, blog posts, etc. to help you everywhere I can.*

*We will work out all of the details and fine-tune your timeline into a well-structured, magnificent rhythm.*

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## DAY OF WEDDING:

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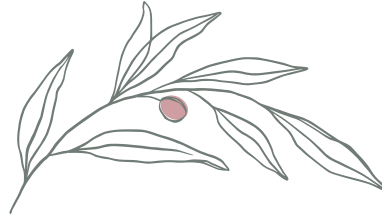
*enjoy the day*

*That's what I want you to do. All of the hard work has been done. Today is your day to celebrate and be with the ones you love. Let me take the lead and capture you in your element. You'll have already figured out your style, so now is the time to smile and just be YOU.*





*it's all in the details*



## frequently asked questions

### *What do I do in the case of bad weather for our engagement photos?*

I will determine if the weather is bad enough to reschedule. I will typically wait until the day of the session to call it. Weather can fluctuate quite a bit, even in just a few hours before the shoot. I do not reschedule just for clouds or gloomy weather. I might suggest bumping your session time up a bit, but you'll stay in the loop.

### *When will I see the photos after the engagement session?*

A few days after the engagement session, a couple of sneak peeks will be posted on social media. Please feel free to share these with family and friends (but be sure not to print or edit with filters in any way).

### *What is your Wedding Day style?*

I'm both discrete (in the background trying to go unnoticed as I snap details and candid moments) and interactive (managing the timeline and taking command as we do posed family and bridal party portraits or laughing with you on the dance floor as I capture you and your best people having the time of your life).



# let's be friends

## *On Social (If We Aren't Already)*

Keep your eyes open for the Style Guide that is coming your way and any other sweet surprises that you might receive, but in the meantime—if we have not made this relationship Facebook or Instagram official, let's do it!

### **FOLLOW ME HERE**

*(I am totally a follow-back girl, so I'll follow you, too)*



### **RIGHT—SO WHAT'S NEXT?**

As soon as you receive the email to your client portal, please log in and start providing the information requested. Once you've done that, please head to your Trello board and play away as you share inspiration and insights with me.

I'm so excited to be a part of your wedding journey. It's going to be magical.

*xo, Ashton*