

WEDDING  
PLANNING  
GUIDE



Kayla Illies  
photography





that's me!

# welcome!

Hi, I'm Kayla!

Thanks for your interest in Kayla Illies Photography and a great big **CONGRATS** on your engagement!

This guide is intended to help you sort through the often complicated world of planning a wedding!

In this guide, I'll help you learn how to spot a quality photographer, style your engagement session, plan your wedding day timeline, and much more!

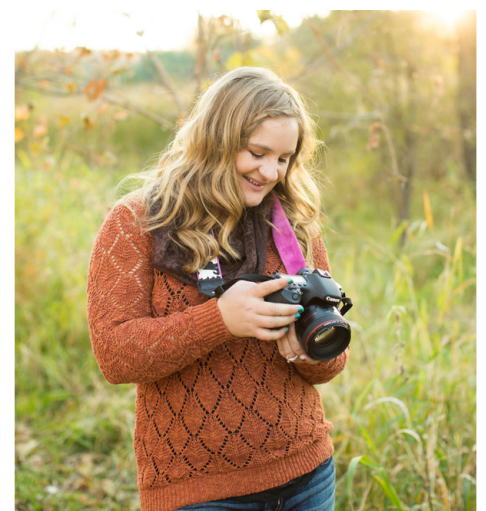


But first, a little bit about me and why the heck you'd want me to help you plan your wedding anyway!

I'm Kayla Illies. I have a very creative soul and am crazy passionate about photography! Some of my favorite hobbies are: horseback riding, reading, lunch with friends/family, shopping, spending time with my husband, and traveling!!! I'm a military spouse to an amazing Marine husband!!! Currently I'm located in Southern California, but of course, I'm more than willing to travel!!!

Weddings are one of my absolute favorite events to photograph. Simply because EVERY wedding is unique, special, and has their own story to tell. I love to be able to capture a couples wedding day through my photography to tell their love story and to show the world how special they are! I would be honored to capture your wedding day and tell YOUR love story!

So sit back, flip through the guide with a good cup of coffee, and let me help you make your wedding day **A-MAY-ZING!**





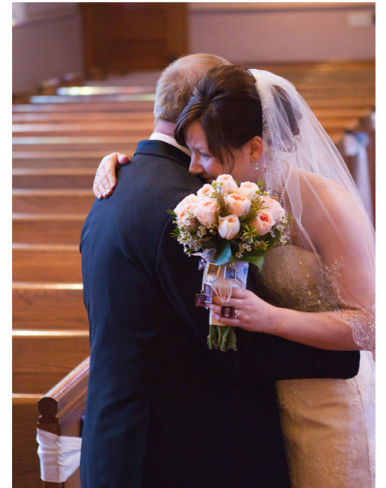
# finding the right wedding photographer

## Ok, I'm not gonna lie, I'm a little biased here.

But even if you don't hire me, I still want you to find a photographer who's going to do an amazing job of capturing your once-in-a-lifetime moments. You don't want to look back on your day in a few years and wish you'd spent the extra money to hire a quality photographer!

### Things to look for:

- Sharp, in-focus images
- Good coloration - images don't look yellow, blue, or any other weird, unnatural color
- Great shots of key moments - father looking at the bride, "first look" between the bride and groom, etc.
- A full day wedding from start to finish
- Carefully selected and edited images (like these!)



### Things to avoid like the plague:

- A portfolio of only "detail shots" - it's easy to take pictures of things that sit still!
- Any weird effect on photos that looks straight off Instagram - a telltale sign of a newbie photographer
- Lots of images that are slanted or highly tilted - another newbie crutch
- The promise of receiving "all the images" from the entire wedding - you could end up receiving thousands of photos, including the blurry, eyes-shut, otherwise sub-par images that a veteran photog would never give a client





# engagement photo session planning tips

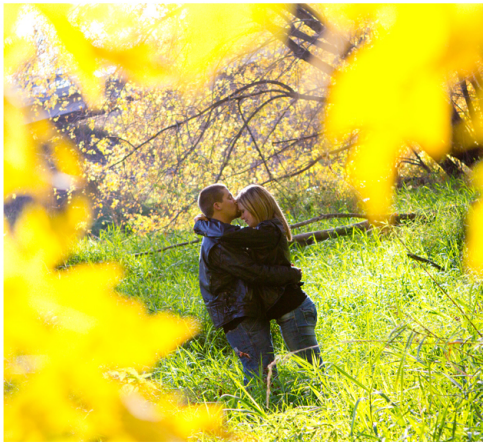
Engagement photo sessions are an important part of your wedding planning! They're a great way to get to know your photographer and vice versa!

With so many details to figure out, we'll help you break down the must-haves for your e-session!

## What to wear

You want to look cute, but what should you wear? The best bet is to match, but not perfectly. Matchy-matchy (think 80s family portraits with matching denim jackets) can be pretty cheesy.

Try to pick one color and work that throughout your outfits. Pinterest is a great source for outfit inspirations!



## Where to go

Pick locations that mean something special to you:

The park where he proposed? Definitely!

The riding stable where you had your first date? Heck yeah!

The parked car where you had your first kiss? Why not?

All of these things add unique meaning to your photos!

## What to do with the photos

You're thinking, "Great, I have all these photos, now what?"

Engagement photos make awesome wedding decor! Add framed prints to your guest book table, festoon your reception tables in loose 4x6 prints, or make a cute photo slideshow to show your guests! The possibilities are endless! Don't forget that they will make great canvases in your home too!!!





# how to plan your wedding day



## What time of day is best for photos?

A lot of people think high noon is great for photos--lots of sunlight, right?

WRONG! Noon means the sun is high in the sky, and, unless we take shelter under a nice tree, you'll end up looking squinty with shadows under your eyes, nose, and everywhere else that is unflattering!

Pick one of the "golden hours" for your photos--one hour after sunrise or one hour before sunset. If neither of those times works, try to at least stay away from the middle of the day, or have a plan for outdoor photos to be done somewhere with ample shade!

If you are a first-time bride, I'm guessing you haven't planned a wedding before...

Good news--I have!

I can tell you exactly how long you should leave in your day for photos, what light is best for photos, and much more. Follow our guide on this page to plan your day to get the most out of the day you'll never forget!

## How much time do I need for formals?

A good rule of thumb is to budget more time than you think you need. That way, if things go a little off-course or people are running late (I'm looking at you, groomsman who forgot his black socks at home!), you have plenty of time to get everything accomplished before the ceremony. If everything goes off without a hitch (which I will do everything in my power to make happen!), you end up with extra time to chillax before the ceremony!

Most brides opt for about 2-3 hours for formals (but add extra if you have a huge bridal party--7 or more bridesmaids/groomsmen). Leave 30-60 minutes before the ceremony as "relax time"--time to prepare yourself for the important stuff--getting married!

## Where should I take my formals?

Outdoor is best--pretty trees, warm sunlight... what's not to like?

While churches and other ceremony venues are great, they can be pretty formal and don't lend themselves to the fun, cute photos we're known for!



# what to do with your wedding & engagement photos

Once the big day is behind you and the special moments have become memories, don't let your amazing photos sit on a disc in a closet somewhere collecting dust!

Instead, let us help you design custom wall art to showcase your beautiful photos and put a smile on your face every time you walk past it!

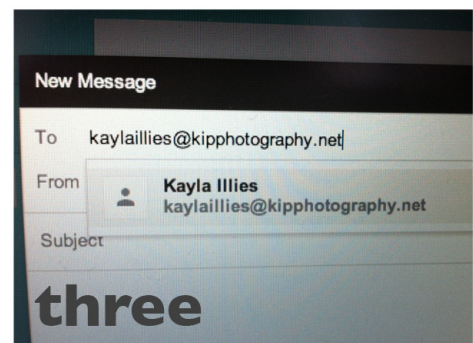
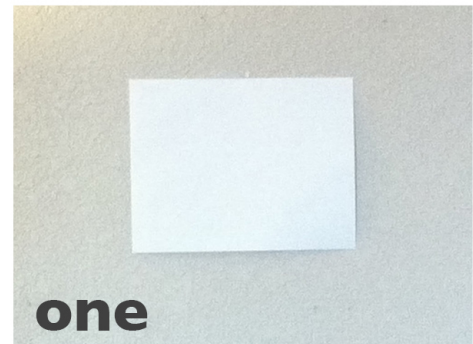


## get started

Getting your custom wall art designed is as easy as 1-2-3!

1. Tape a blank piece of letter-size (8.5 x 11 inches) paper to the wall you'd like to decorate.
2. Take a photo of the whole wall, including the letter-size paper in the photo.
3. Email the photo to [kaylaillies@kipphotography.net](mailto:kaylaillies@kipphotography.net)!

Using our super-cool software, we're able to show you a preview of what your images will look like on your wall before you even buy them!





# favorite products

Let's be honest--you shelled out big bucks to have high-quality photos taken at your wedding. Don't let them die a slow, painful death on a disc that your computer won't even be able to read 5 years from now. Ensure that you will be able to enjoy them FOREVER by getting them printed. Here are some of our most favorite products that make sure that changing technology will never prevent you from seeing your wedding photos!



Place several small canvases in clusters for a fun, mix-and-match look or get one large canvas for a modern look. Either way, canvases are a beautiful addition to any home's decor!

All canvases are printed with archival inks on high quality canvas fabric and stretched around a sturdy wood frame. A special UV coating on each canvas keeps them from fading, makes them easy to clean (simply wipe with a damp cloth), and keeps them in great shape for years to come. All canvases are installed complimentary by me just for being awesome clients!!! I install all of my canvases with wall safe command strips, so no nasty holes in your walls and no chipped paint!

## canvases



### Price List

Large (20x30 to 30x40) - \$500

Medium (16x20 to 20x24) - \$350

Small (10x10 to 16x16) - \$290



# more favorite products

## photo books



Photo books are a great way to remember your wedding day! Imagine passing these beauties around to your friends and family and watching them “ooh” and “aah” over the beautiful photos and reminisce over what a fun day it was!

Grace your coffee table with these high quality books, guaranteed to never fade, crack, or tear. High quality printing processes and archival inks keep your memories safe for decades to come!

### Price List

- 12x12 Photo Book (40 images) - \$1565
- 10x10 Photo Book (30 images) - \$1190
- 8x8 Photo Book (30 images) - \$815



# wedding collections

## Collection #1

*Includes ALL day coverage*

*Engagement Session*

*8x8 Engagement Book*

*10x10 Wedding Book*

*Digital Negatives*

*\$100 Product Credit*

**{ \$4000 }**

## Collection #2

*Includes ALL day coverage*

*Engagement Session*

*8x8 Engagement Book*

*10x10 Wedding Book*

*\$100 Product Credit*

**{ \$2550 }**

## Collection #3

*Includes ALL day coverage*

*Engagement Session*

*\$100 Product Credit*

**{ \$1800 }**

## Destination Wedding Package

*Choose a collection above.*

*Additional Fees:*

*Travel and lodging for one photographer and one assistant. Meals for photographer and assistant.*

*Please contact us directly for a custom quote!*

Pick a collection that matches your wedding day dreams, or pick a base package and add on all the extras your heart desires!

## Extras

*12x12 Photo Book - \$1565*

*10x10 Photo Book - \$1190*

*8x8 Photo Book - \$815*

*Digital Negatives - \$2000*

*Engagement Sessions - \$75 + \$250  
minimum order requirement.*

*10% discount for all military, firefighters, police, and EMT's.*





# what to expect from us for your wedding



If you do decide to hire Kayla Illies Photography to photograph your wedding, first off, **THANK YOU!**

Once you decide to go with us, here's what you should expect:

## 1 First Consultation

This is a casual, sit-down discussion (over coffee, usually, yum!) where I just get to know you better and learn more about your wedding day and what I can do to help make your day the BEST EVER!

## 3 Engagement Session

Engagement sessions are a part of your wedding package, we like to schedule this 4-6 months prior to your wedding date so that you have plenty of time to use these great images on Save the Dates or wedding invitations!

## 5 WEDDING DAY!

The big day--and we guarantee that it'll be a great one! We arrive early to set up our gear, scope out your venues, and get shots of all the important details you've slaved over. Then we spend the rest of the day following you around to catch those fleeting but incredible moments you never want to forget!

## 2 Contract Signing

This is the more business-y part, but I still try to make it a little fun! Basically, you sign an agreement and pay your retainer, and that books your date on my calendar! You are officially a Kayla Illies Photography client!

## 4 Wedding Day Pre-Consultation

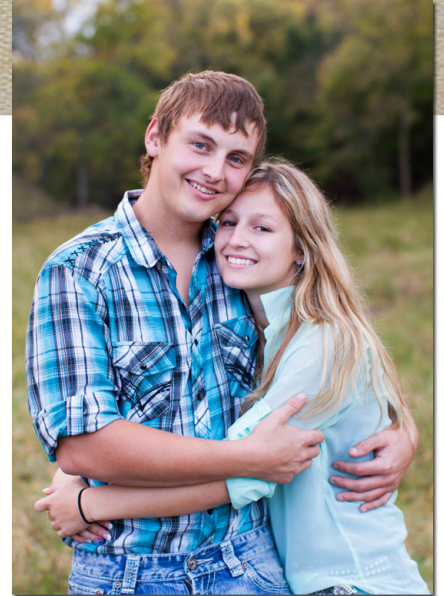
About 30 days prior to your wedding, I will send out a wedding day questionnaire for you to fill out and we will discuss your day in greater detail. I'll help you plan out your day and how much time we need to allow to get all the photos your heart desires!

## 6 Post-Wedding Ordering Session

Once your photos are ready (about 4-6 weeks after the big day), we'll meet again (coffee?) and show you all the amazing images we captured! We'll show you our great products and give you a chance to select some beautiful products!



# frequently asked questions



**Wedding planning can be confusing, and we expect you to have a lot of questions!**

Here are some of our most commonly asked questions:

## **Describe your style.**

My photographic style is very rustic. Growing up out in the country and my love for it is a huge reason why! I strive to capture who you are as a person as naturally as possible!

## **Do you travel?**

*I LOVE to travel! No distance is too far! If your planning a destination wedding or would like me to travel to photograph your wedding, contact me directly for a custom quote.*

## **How far out do you book weddings?**

*I book most weddings 9-18 months prior to the wedding date, but we also book weddings from anywhere between 1-9 months as well depending on availability or last minute openings. Our busiest months are from May – October, so I HIGHLY recommend reserving your date as soon as possible.*

## **Can you hold the date for me?**

*We can hold your wedding date only with the paid retainer and a signed contract. We cannot hold a date without them. We accept bookings on a first come/first serve basis.*

## **How much do most clients invest in their photography?**

*Most clients invest around \$2,500 – \$5,000 on their wedding photography and products.*

## **We love what we see! How do we book?**

Wonderful! Since you will be spending more time with your photographer than any other professional on your wedding day, it is VERY important that we meet first and get to know each other! Contact me to set up your consultation date or to book your wedding with me visit this link: <http://kaylailliesphotography.schedulista.com/>





thanks!

Thank you for taking the time to read this guide!

I hope it has helped you plan your wedding day and maybe even helped you decide on a photographer (hopefully me!).

If you have decided that you'd like to have your own Kayla Illies Photography experience, contact me and we can set up your consultation to discuss the wedding day and figure out which photography collection is right for you!

I can't wait to meet you and hear all about your big day! Even after photographing many weddings, I still get excited at all the details with each new one!

Thanks,  
*Kayla*

Contact me in your preferred method:  
Call (or text) - (507)828-0325  
Email - [kaylaillies@kipphotography.net](mailto:kaylaillies@kipphotography.net)





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