



THE  
**WEDDING SCHOOL**  
CREATING A PRICE LIST

# WHERE DO YOU START?

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- ▶ Packages?
- ▶ A la carte everything?
- ▶ A hybrid?
- ▶ How do you know what your market wants?
- ▶ How do you know what your market can afford?
- ▶ How do you present the price list to clients?
- ▶ WHEN do you present the price list?



# I HAVE TRIED EVERYTHING

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- ▶ Packages limited people who wanted choices
- ▶ A la carte stressed out people when they started to add
- ▶ A hybrid confused people
- ▶ It's okay to try and try again
- ▶ It's okay to make changes
- ▶ It's okay to wait it out
- ▶ There are no hard and fast rules!



# YOUR FIRST PRICE LIST

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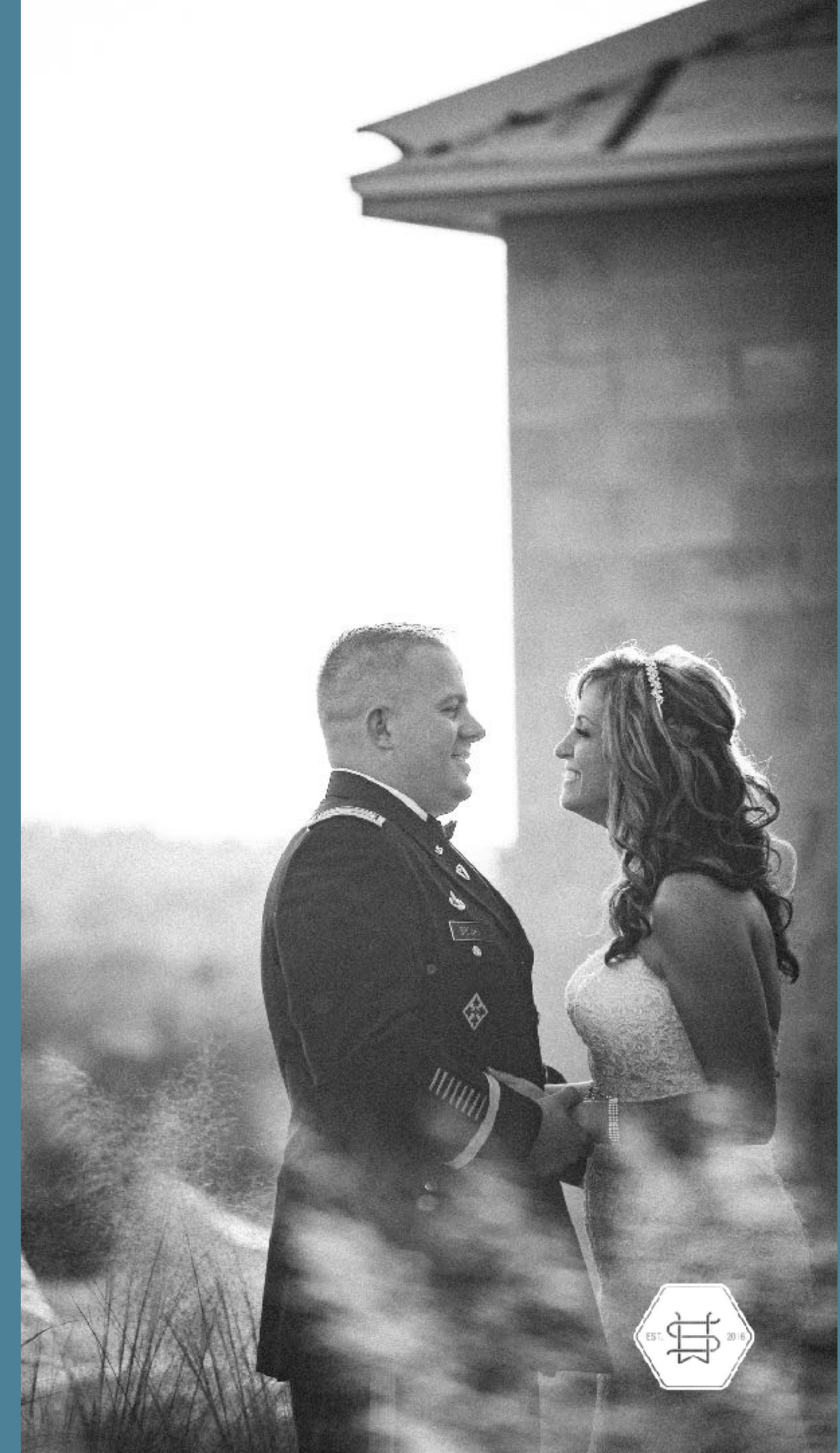
- ▶ Keep it very simple
- ▶ Hourly choices for coverage and overtime
- ▶ A very simple list of add-ons
- ▶ One album size
- ▶ An engagement session
- ▶ Rehearsal dinner
- ▶ Have options for more, but explore them when people ask



# UPGRADING THE LIST

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- ▶ Add a few packages on top of the a la carte options
- ▶ Keep or drop the a la carte options?
- ▶ Experiment with different album sizes
- ▶ Experiment with different levels of engagement sessions
- ▶ Add on some new products
- ▶ You might hate this list! It might not work!



# PRICE LIST #1

- ▶ 6, 7, 8, 9 hours of coverage
- ▶ Files or no files? Include or not?
- ▶ One album size : 8x10 with 20 spreads/40 pages
- ▶ One engagement session : One hour
- ▶ Overtime hourly rate
- ▶ “Additional items, larger albums, and more coverage options available upon request.”



# PRICE LIST #2

- ▶ Three collections
- ▶ One : low number of hours, no book or small book, nothing else
- ▶ Two : more hours, small book
- ▶ Three : more hours, larger book, engagement session, parent albums
- ▶ Do you keep the a la carte options?
- ▶ By now, you should know what people gravitate towards
- ▶ Do they like engagement sessions?
- ▶ Do they buy parent albums? Should they?



# MY PRICE LIST



# EVERYONE GETS...

- ▶ An assistant
- ▶ An online image gallery
- ▶ Online delivery of their digital files
- ▶ A private phone number for clients only
- ▶ Digital files delivered within six weeks of the wedding date
- ▶ This is regardless of package or a la carte coverage



# COLLECTION ONE

- ▶ 9 hours of myself and a second shooter
- ▶ A 10x13 album with 40 spreads/80 pages
- ▶ Two 8x10 parent albums with 15 spreads/30 pages



# COLLECTION TWO

- ▶ 8 hours of myself and a second shooter
- ▶ A 10x13 album with 30 spreads/60 pages



# COLLECTION THREE

- ▶ 8 hours of myself
- ▶ A 10x13 album with 15 spreads/30 pages



# A LA CARTE COVERAGE

- ▶ 7 hours
- ▶ 8 hours
- ▶ 9 hours
- ▶ 10 hours



# ADDITIONAL ITEMS

- ▶ Engagement session : Brooklyn
- ▶ Engagement session : Manhattan
- ▶ Engagement session overtime
- ▶ Wedding day overtime
- ▶ Second photographer
- ▶ Rehearsal dinner
- ▶ Studio bridal session



# ADDITIONAL ITEMS

- ▶ 13x10 album with 40 spreads/80 pages
- ▶ 13x10 album with 30 spreads/60 pages
- ▶ 13x10 album with 20 spreads/40 pages
- ▶ 8x10 album with 15 spreads/20 pages (parent albums)
- ▶ Additional spreads in any album



# WHY THIS PRICE LIST?

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- ▶ I tried packages
- ▶ I tried a la carte
- ▶ People responded to both
- ▶ They get a discount the higher their package goes - and believe me, people do the math
- ▶ I have it very simply laid out
- ▶ It's easy to understand





# TRAVEL FEES

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- ▶ I don't charge travel fees
- ▶ Multiple different price lists with travel built in
- ▶ One for places where I can drive within 2-3 hours and just require one night's hotel stay
- ▶ One for places where I can drive, but it's further (5-7 hours) and need two nights in a hotel
- ▶ Destination weddings : any time I am gone more than 2 days and can't book anything else



# DISCOUNTS/NEGOTIATIONS

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- ▶ Discounts and negotiations are different
- ▶ We CAN negotiate and move packages around
- ▶ I am fine with, and even welcome, creating custom packages
- ▶ I do not discount on price, not ever
- ▶ I am open to removing items and lessening the rate on low collections only on certain dates
- ▶ I will add on extra hours for certain dates
- ▶ Know your limits!



**I feel awkward when we start negotiations.  
Clients need to know what my time and  
talents are worth! How do you explain  
why your prices are what they are?**



“How do you really know what people want? I don't have time to experiment. Can't you just TELL me what to do? Is there a pricing template we can use?”



How and when do you give this price list to your clients? Before you meet? At the meeting? In the first email? Via email attachment? Website page? PDF? Do they have to contact you to get the pricing?



**What about sales tax? I feel guilty every time it gets brought up. Can I avoid it? What do I tax? How do I add tax? What do I tell my clients when they ask?**



How do you know what to set your prices  
at?



**How do I get clients to stop asking for custom collections? How do I create collections that no one will want to modify?**





# THE FINE PRINT

- ▶ How to book me
- ▶ What the retainer is
- ▶ Why I don't hold dates
- ▶ What the payment terms will be
- ▶ What sales tax will be applied to
- ▶ How to contact the studio





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