

16 questions to ask any photographer

ask these on every call, tick them off as you go, and jot down what they say. the 'listen for' line is what a good answer sounds like.

how they shoot

- ☐ 1. can i see a full gallery from one wedding, not just highlights?
listen for: consistent editing and real moments from start to finish
- ☐ 2. how do you direct on the day: posed, candid, or a mix?
listen for: an answer that matches how you want to feel in front of the camera
- ☐ 3. who will actually be photographing my wedding?
listen for: the person you met, not a surprise associate
- ☐ 4. how do you handle family photos?
listen for: a plan, a list, and a calm way to get through it fast

the day itself

- ☐ 5. will you help me build the timeline?
listen for: yes, and they ask about light, travel time, and breathing room
- ☐ 6. what's your backup plan if you're sick or gear fails?
listen for: a backup photographer and cameras with two card slots
- ☐ 7. what happens if it rains or the light is bad?
listen for: they've shot it before and have a plan, not a shrug
- ☐ 8. do you work with a second shooter or videographer?
listen for: how they split the day so you're not photographed twice

getting your photos

- ☐ 9. when do we get sneak peeks and the full gallery?
listen for: real ranges, like days for sneak peeks and weeks for the full gallery
- ☐ 10. how many photos should we expect, and are they all edited?
listen for: a rough number, and every photo delivered fully edited
- ☐ 11. can we print and share the photos freely?
listen for: a print release, so you never pay again just to print
- ☐ 12. how long is our gallery stored, and can we download it?
listen for: downloads included and a clear storage window

money + contract

- ☐ 13. what's included, and what costs extra?
listen for: no surprises: travel, extra hours, albums, second shooters
- ☐ 14. what's your payment schedule and reschedule policy?
listen for: a simple retainer, and what happens if your date moves
- ☐ 15. do you carry liability insurance?
listen for: many venues require it, and a pro will already have it
- ☐ 16. do you charge for travel?
listen for: a clear travel policy, especially for canyons or destinations

the side-by-side scorecard

score each photographer from 1 (not for us) to 5 (yes, this one) right after the call, before you forget how you felt.

photographer

score 1-5	#1	#2	#3
their photos feel like us			
we felt comfortable on the call			
answers were clear and honest			
they replied quickly and kindly			
we know exactly what is included			
they asked about us and our day			
the price feels right for what we get			
gut feeling: right for our day			
total (out of 40)			

green flags

- shows full galleries, not just highlights
- asks about you and your day first
- clear contract and print release
- happy to hop on a call before you book

red flags

- pressure to book on the first call
- won't share a full gallery
- vague on what's included or what costs extra
- slow or unclear communication

what stood out (good or bad)