

PRICING & EXPERIENCE

The WEDDING GUIDE



WELCOME!



If you're reading this it means that you're considering me to document one of the most magical days of your life. And that makes me sooo excited. I definitely don't take that job lightly (although I do have a ton of fun doing it!). I view wedding photography as not just a beautiful gallery of your favorite day, but a full-on experience. My goal for each & every wedding that I'm a part of is to enhance the overall feeling & experience of the day for my couples. Your entire day should be one that you want to relive over & over. And I want to help you create that type of day. :)

And yes, wedding photography IS an investment. But I truly believe that it is an investment that is worth its weight in gold. When it's all said and done, your photos are some of the only things you'll have left from your wedding day. They will become a family heirloom passed down through each generation. My hope is that every single time you look at your images— you are transported right back to that beautiful day and all the feels that came along with it.

Spend a little time going through this document. If you like what you're seeing or have additional questions for me— just let me know. I'd love to set up a time to (virtually) meet you! It's important that we are a good fit- as we will be spending a lot of time together on your wedding day. Again, let me know if questions/concerns come up. It's my job to make this decision as easy and as smooth as possible for you.

I DON'T JUST
WANT TO
SHOOT WHAT
IT LOOKS LIKE,
I WANT TO
SHOOT WHAT
IT *feels* LIKE.





Hey! It's me, Nicole—the heart & soul behind the lens. We're going to be spending a lot of time together throughout this entire process, so it's important that you connect with me as a human & not just my work (although that's important, too). Here are a few things that make me "me"—



a little

ABOUT ME

My husband's name is Nick (yup, we're Nick & Nicole). He is my best friend—I truly believe marriage has been the biggest gift in my life.

I'm the mama to an angel baby. We lost our sweet baby Julian in 2020. Our hope is to let his beautiful light shine through us. We are forever changed by him.

I am laid-back & down-to-earth. I don't take life too seriously.

Nature is my happy place. I love being in the great outdoors. I'm a happy gal with fresh air in my lungs & sunshine on my face.

We have a 130lb dog named Gus who thinks he's a lap dog. He has the most gentle spirit & makes us smile & giggle every single day.

I love Friends & The Office. Definitely two of the greatest shows ever made. Schitt's Creek is right up there, too. ;)

As a kid I would write & illustrate stories any chance I got. And although my spelling has improved (haha) and the stories have evolved, the storyteller in me has remained.

I believe so deeply in the power of kindness. Being genuine & kind goes such a long way.

KIND WORDS



SUSANNA & HUNTER

“Nicole is professional, down to earth and incredible at what she does. She made us look SO. GOOD. in our photos, and also captured us and our relationship perfectly. She made us feel so comfortable in front of the camera (not an easy feat for me!) and the results were truly amazing.”

KIND WORDS

*“There is something
about her energy
that just makes
you want to be
best friends with
her and that
takes all the fear,
awkwardness, and
insecurities away.”*

LINDSAY & HUNTER



WHY I'M DIFFERENT

NICOLE ASHLEY PHOTOGRAPHY

THE EXPERIENCE

I value the overall experience over just beautiful images. A memorable, meaningful experience truly makes a huge difference in the end result *and* how you view your final gallery.

THE FEELING

I don't just want to shoot what it looks like, I want to shoot what it *feels* like. My #1 priority when shooting is your connection. Above all else— your connection & story are what makes your images *yours*.

THE FULL STORY

My aim is to provide you with a gallery that feels like a complete & beautiful story— it will contain little close-up details, the wide shots to set the scene & everything in between. It will contain some “traditional” imagery, but also artful imagery that you can't wait to hang on your wall.



MEMORIES
ARE THE
MOST *valuable*
THING YOU'LL
EVER OWN.



WHY PHOTOGRAPHY IS A WORTHY INVESTMENT



Memories are the most valuable thing you'll ever own. Memories are treasures. They're precious. Without photographs— the only way we can relive a memory is inside of our heads. Without photographs— the only way we can share our sweet memories with others is by speaking of them. Memories are so valuable. And that is why I believe that photography is one of the most underrated investments in this life. Photographs are family heirlooms. Have you ever gone through old albums of your grandparents or parents? I know I have. It makes me feel like I'm looking into the past, seeing moments in time that I never would have seen without photography. And that is such a gift.

If you are looking for a photographer who is “a good value”— I might not be the best fit for you. And that's ok. I want you to find someone who is going to fit all of your needs (& that includes what you're willing to spend!). Instead of being considered “a good value” I want to add value. I want to add value in the form of meaningful, beautiful images. I want to add value by giving you an experience that you will never forget. I want to add value by creating new memories that you hold close to your heart forever. And documenting those memories for you to cherish forever.

Photography IS an investment. I understand that. But if you trust me, I promise you that I will provide you with an experience & photographs that are worthy of that investment. Don't think of it as spending money on just this one, single day. Think of it as investing in something bigger than that. Something that you & your family will treasure for generations. And you can't put a price tag on that, sweet friend.

NICOLE ASHLEY PHOTOGRAPHY





NICOLE ASHLEY PHOTOGRAPHY

THE SUN

engagement session
8 hours of wedding day coverage
wedding day timeline creation
online gallery + digital download of all edited images
printing rights to all high resolution images

\$4300

THE MOON

engagement session
8 hours of wedding day coverage
second photographer on wedding day
wedding day timeline creation
online gallery + digital download of all edited images
printing rights to all high resolution images

\$4800

THE STARS

engagement session
10 hours of wedding day coverage
second photographer on wedding day
wedding day timeline creation
online gallery + digital download of all edited images
printing rights to all high resolution images

\$5400

TIME UPGRADES \$325/HOUR

add on by the hour.

ADDITIONAL ENGAGEMENT SESH \$550

want an e-sesh in multiple seasons? add one on to your current package.

BOUDOIR SESSION \$550

makes a great gift for your partner. studio fee not included.

DAY-AFTER SESSION \$550

capture that day-after newlywed bliss.

TRAVEL FEES

travel fees are not included in collections. this includes weddings more than 60 miles outside of the general twin cities area. reach out to get a specific quote on mileage/airfare/lodging fees for your specific situation.

ADD-ONS



Keep in mind the timeline will change based on the season, time of year, how many hours you choose, ceremony time, etc. This is just an example.

12:30 COVERAGE BEGINS: Getting ready & detail photos

1:40 Leave for first look

2:00 First look & couple's portraits

2:30 All bridal party arrives ready to go for portraits

2:45 Bridal party portraits

3:00 All family arrives ready to go for portraits

3:15 Family formal portraits

3:45 Everyone tucked away for arriving guests

4:30 Ceremony begins

5:00 Ceremony ends // Cocktail hour begins

5:40 Photographer takes photos of reception set-up

6:00 Guests seated for dinner

6:15 Grand entrance

6:20 Dinner served (photographer takes break & eats)

7:00 Photographer steals away couple for sunset/dusk portraits

7:30 Toasts begin

8:00 First dances

8:15 Open dancing begins

8:30 COVERAGE ENDS

If bridal parties are getting ready near one another, I can shoot both parties. If not, this is where a 2nd photographer comes in handy.

Locations should be determined prior to wedding day.

Obviously this is dependent on time of year, please refer to a sunset calendar to better plan for sunset photos. Typically I like doing them ~ 30 mins-ish before sunset. If you're getting married in the winter or somewhere where the sun is setting before dinner, let's chat about splitting your portrait time differently!

eight hour SAMPLE TIMELINE

KIND WORDS



SHELBY & ZAC

“Investing our trust in Nicole was one of the best decisions we made. Nicole’s photos don’t just show you what was happening in a moment they show you how you feel during those moments. Her photos bring me back to every single moment, give me goosebumps, and make me feel all the emotions again. She is an amazing person, she is a friend, loving, kind, caring, and incredibly compassionate to you and everyone involved in your day.”

KIND WORDS

BRITT & NICK

*“Everything looked
& FELT so natural.
She was a true friend
we didn’t know we
were missing.”*



THE EXPERIENCE

KEEPING THINGS HONEST & TRUE TO YOU

These are your memories. Not mine. Which is why it's my goal to create a safe space for you to be your true & unfiltered selves with me (& my camera). I want to give you an experience and a gallery of images that feels genuine, not forced. I want to get to know you, to learn about your quirks, your likes, your dislikes. I don't want to create a replica experience for every single one of my couples. What I do with one couple, I might not do with the next. We're all so different & that's what makes us beautiful. So let's collaborate, let's lean into whatever makes you you and create an experience that reflects that.

MY APPROACH TO SHOOTS & WEDDINGS

I like to consider my approach a collaboration. Without your willingness to let me into your story OR without my ability to create a safe & welcoming space for you— the end result might fall flat. We are both needed to create magic. My shooting approach is to keep things comfortable & stress-free, while giving cues & direction that will evoke *real* emotion between the two of you. I don't want to be in your face the entire time. I don't want to be talking & taking up space the whole session (*although I am big on words of affirmation— encouragement is a part of working with me*). I want to give you the space to be with another & create real moments that I would never be able to create by overwhelming you with pose after pose.

WHAT I NEED FROM YOU

You might think you're awkward in front of the camera. Trust me— almost all of my couples tell me that (or that they have no experience getting their photos taken). That's 1000% ok (& normal!). My request from you is to simply trust me. To set your expectations aside for whatever you thought the shoot might be & just *be present*. To show up with an open mind. It might not happen in the first 10 minutes, but I want to get to a place where you allow me to see your silly quirks. I want you to feel comfortable & at ease. I want you to let your guard down & let me in so that I'm able to tell the story of your love in a real way. *That's where the real magic happens.*

NICOLE ASHLEY PHOTOGRAPHY



A close-up photograph of a couple's hands clasped together. The person on the left is wearing a brown corduroy jacket, and the person on the right is wearing a white long-sleeved shirt with a small orange floral pattern. They are standing in a grassy field with a blurred background.

FAQ

Don't see your question below? No worries— reach out with additional questions.

How many photos do we get?

Weddings: 600-1000 depending on your specific day

Sessions: 50-125 photos depending on the type of shoot.

How will I receive the images & do I get the print release?

Via online gallery (in which you will get a link & be able to download directly to your computer). And yeppp- the print release is all yours. I do have an amazing online store you can purchase super high-quality prints, albums, etc. from.

Do you ever give raw, unedited images?

I don't. Editing is a huge part of the end product you will receive.

What's your turnaround time?

2-4 weeks for shoots & 4-6 weeks for weddings (contractually it's longer, but that is only to cover my bases if a family emergency or something comes up).

Do you do sneak peeks?

You bet, my friend. My aim is to get you a small preview within 48-72 hours of the wedding day.

How would you describe your style?

Laid-back, intimate, soft, real and free-spirited. I see beauty in simplicity & connection and creating images that evoke honest emotion. I like to keep the tones in my images earthy and warm.

We're awkward in front of the camera. Will this be an issue?

Wanna know a secret? 99% of the humans I work with feel this way in the beginning (I swear you're not alone!). Most of us aren't supermodels and I certainly don't expect you to be. That is why you hire me. It's MY job to make you feel comfortable and to direct you & guide you so that you feel relaxed & comfortable & confident. I pinky promise that by the end you will be having so much fun you barely realize a camera is pointed at you. Hold me to it. ;)

How many weddings do you take per year?

My happy spot is between 15-20 to insure I give each of my couples the amaaazing experience they deserve.

Do you work with a shot list?

I encourage you to create a family photo shot list (especially if there are unique family situations that I need to be sensitive to) and a “special” shot list of photos I wouldn’t normally know to take (i.e. item you have to honor late loved one, recreating a photo your mom & dad did at their wedding, etc.). Otherwise, I like the freedom to shoot whatever is unfolding right in front of me.

What if there is bad weather?

Embrace it, friend! Different weather scenarios can actually create some really beautiful & unique images. BUT obviously if the weather is super terrible or dangerous— we can reschedule your shoot. For a wedding— we will create a back-up plan together.

Favorite Office character?

Michael Scott is my spirit animal. “Would I rather be feared or loved? Easy. Both. I want people to be afraid of how much they love me.” I meann.....

Do you help me with the timeline for my wedding?

Of course! I provide example timelines in the guide I send out, but obviously every wedding day is different, so we will craft a timeline together for you that is going to fit the needs of your day.

Do you have a second photographer?

I have a few awesome partners that I will reach out to if you decide to add on a second shooter. If it’s in budget- I always recommend adding a second photographer onto your collection. There are so many benefits to having another photog along. Reach out for more info.

Do you recommend doing an engagement session?

YEES!! I include an engagement session in all of my collections for a reason. :) I find it to be a super important time to have together before the wedding day. There are no tight timelines, no guests to chat with, no wedding-day nerves. It’s just you guys, me and my camera (& some good music!). It’s the perfect time to continue to get to know one another. When you feel comfortable with me— it makes a world of difference. The shoots are laid-back & fun— pinky promise.

Is this your “real job”? How long have you been doing photography?

Yepp it sure is. I officially went full-time in May of 2018, but have been shooting weddings and lifestyle sessions “on-the-side” since 2013. I can honestly say that I love my job!

Can we bring pets to our shoot?

PLEASE DO!!! I am a major animal lover. Plus, furry friends are family IMO.

Can you photoshop us?

You are beautiful juuust the way you are, my friend. I don’t do any major body manipulations or alterations. I do minor “photoshopping” with skin blemishes, bruises, etc.

Can we see a full gallery from a past shoot or wedding?

Of course you can! Just ask and I’ll send an online gallery your way.

What the heck do we wear to our shoot?

I will send you all sorts of info on this— don't you worry. If you're wanting to get ahead of the game, I created a blog post all about it. Check it out on my website.

Do you travel? What are your travel fees?

I suuure do. I have a soul that craves adventure and experiencing new places, so count me in. Travel fees would consist of mileage/airfare, lodging & rental car (if applicable).

Do you offer discounts?

Nope. My prices are firm.

What if we need to cancel or reschedule?

For weddings, there is a rescheduling fee of \$750 if the date is within six months of the original date. A new retainer will be required to book a date outside of six months of the original. If you cancel, the 30% retainer becomes a cancellation fee.

What happens if you can't make it to our wedding?

There would need to be something *major* happening for me not to be there. But in the case of emergency, illness, etc. I will do everything in my power to find a professional, trusted "associate" to shoot the wedding. Unless circumstances didn't allow, I would still edit & deliver the final gallery.

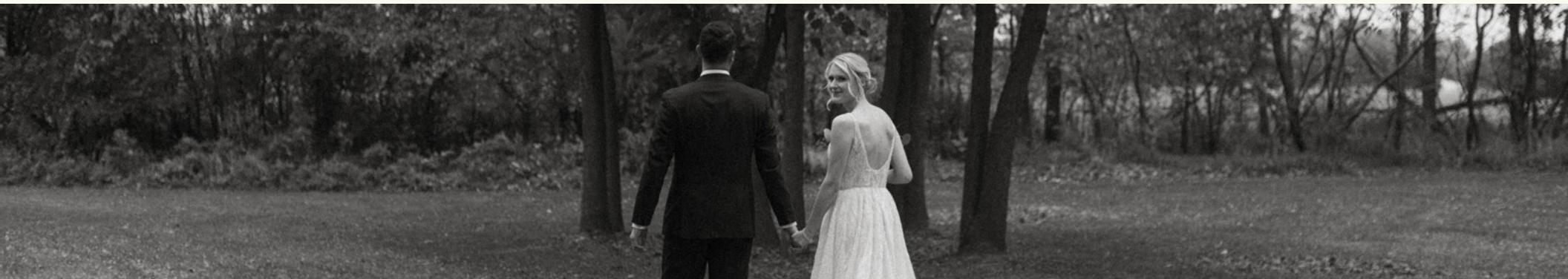
Do you do payment plans?

Typical payments are made in two chunks, but I am very open to creating a payment plan that spreads out the cost more if desired.

How can we book?

[happy dance] I'm so glad you feel connected to my work. In order to book a wedding, you are required to put down a 30% non-refundable retainer & sign a contract to secure your date. From there, I will be in touch with you about next steps. I cannot wait to work with you!

Remember— if your question wasn't answered here, please just reach out to me & ask! :)



KIND WORDS



“She helped us think and talk through all of our options, beyond photography — she truly made us feel like she cared about us and what we were going through every step of the way. She has a talent for making you feel comfortable in front of the camera, and a no-stress, light-hearted aura that put us perfectly at ease on our wedding day.”

KIND WORDS

“Nicole is amazing and such a sweet, beautiful soul. This girl even knew about the proposal before my mom did because that is how badly I wanted this woman to be our photographer on our special day. Her energy is contagious and she makes everyone feel comfortable & beautiful in their own skin.”

CALLIE & MATT





NEXT STEPS

1. Ask to set up a video chat to ask any q's & get to know one another a bit.
2. Officially let me know that you want to book me.
3. I will send through the contract & invoice.
4. You read through the contract & let me know if you have any questions.
5. You pay the 30% non-refundable retainer to secure your wedding date.
6. The date is officially yours— pop the bubbly!
7. I send you a fun lil “get to know ya” questionnaire for you to fill out.
8. Engagement session chats start.

NICOLE ASHLEY PHOTOGRAPHY



I SEE BEAUTY IN THE WHITE
SPACES. I AM DRAWN TO
simple images— IMAGES
THAT DRAW YOU IN, THAT
MAKE YOU *feel something*.

*my feelings over the possibility
of working with you ;)*

ARE YA READY?

I take a limited amount of wedding clients each year to insure that I can give my couples the most meaningful, creative, honest experience possible (& so that I have alllll the energy & love to give!).

I'd love the chance to meet you & tell your story. Let's set up a video chat & see where that takes us. :)

