



THE EMILY MARCELLA  
WEDDING EXPERIENCE  
*guide for couples*

emily marcella  
PHOTOGRAPHY

# well hello

Congratulations on your engagement! This is such an exciting beginning for you and your fiancé and I'm honored that you're interested in my wedding photography services. As you're searching for vendors, I encourage you to learn more about the people behind the services. Feeling comfortable with that vendor will only make your experience that much better! I'd love to share some more information about myself so that you can get to know what I'm like.



*THE Assistant, my little bubba*



*Our first look*



*Football First Birthday*

## NOTES ABOUT ME:

*Graduated from James Madison University  
and my JMU gnome is my lucky charm for  
football games*

*The Office obsessed; odds are good I've  
watch it within the last 48 hours*

*Big DC sports fan with my husband -  
we've experienced some stellar DC sports  
moments together*

*In my next life I'd want to be a comedian or  
write comedy*

## SAYING 'I DO'

*Engaged in Paris after walking the city  
all day - celebrated with a bottle of real  
champagne :)*

*Engaged for 6 months, married on 11/11 in  
Boyce, Virginia at Long Branch*

*Favorite moment of the day:  
First look with my husband, it was the only  
time we had to ourselves*

*We ran the sparkler send off twice because  
why not?!*



## MY JOURNEY INTO photography

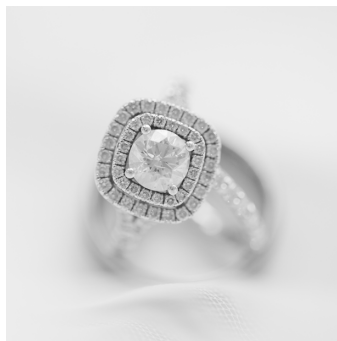
Professional photography wasn't something I chased after, in fact, photography found me. I purchased my first camera - a very basic Canon Rebel - in 2012 and only used it recreationally. Then in 2015, a local non-profit needed a photographer to capture their events and a friend volun-told me to do it. Which was the best thing! From there, I began learning how to utilize my camera and was able to connect with families who asked me to take their photos. Fast forward a few years and a lot of practice later, I started Emily Marcella Photography in 2018. Now I'm hooked on enhancing technique and learning as much as I can to continually serve my couples.

## WHAT I LOVE ABOUT weddings



### THE COUPLES

Getting to know my couples is THE highlight of being a wedding photographer. I've lucked out and have connected with great couples who are so fun to be around.



### THE DETAILS

Capturing all of the special details that you've meticulously planned is seriously the best. Plus, fresh flowers are my favorite so a wedding is the best place to be!



### THE MOMENTS

From the first look to the first kiss to realizing for the FIRST time that you're MARRIED - those moments are what it's all about. Isn't his reaction the sweetest?





# THE EMILY MARCELLA wedding experience

Being engaged was such a wonderful time of life. It took the underlying uncertainty of will we or won't we out of the picture and brought us to a deeper level of our relationship. We could talk about those big dreams for the future without thinking it may be too overwhelming for the other. I could FINALLY roll out the Pinterest wedding board I'd been planning since the creation of Pinterest and he couldn't run away...

Okay, only kidding about the Pinterest board. While being engaged was awesome for our relationship, wedding planning was a little different. There's so

much to do and so much to consider that it can get a little heavy from time to time. Part of having a wedding is that planning phase. So when you look back at this planning phase, I want the photography experience to be remembered fondly.

**I have three goals when it comes to my couples' experience:**

1. ***Get to Know Them*** – I want to work with my couples before their wedding day. Working with them allows us to interact in the same





dynamic as their wedding day (photographer and awesome couple). We get the opportunity to talk and learn about each other.

**2. *Make Them Feel Comfortable*** – There’s nothing natural about being told to “just act natural” in front of the camera. Unless you LOVE being in front of the camera, it’s a little strange at first. I strive to teach my couples a variety of poses during their engagement photos that can then be used on their wedding day. Knowing what to expect helps eliminate some of the wedding day jitters.

**3. *Stay in Touch*** – Personally, I found it weird to book a wedding vendor and then not \*really\* hear from them until a month out from the wedding. I’m always available to my couples and love to sneak in some surprises from time to time :)

It’s an honor to be a part of such a big day and

something I get excited for! Seeing my couples’ vision come together, being there to witness the final getting ready moments, that first look between the two of them, and then wrapping the evening watching them as a married couple party with the most important people in their life – it’s astonishing!

My hope for you is that you find a wedding photographer who will provide a great experience that the two of you love! If what you’ve seen so far checks all of your wedding photography boxes, then I’d say we’re a good fit and we need to make this official!

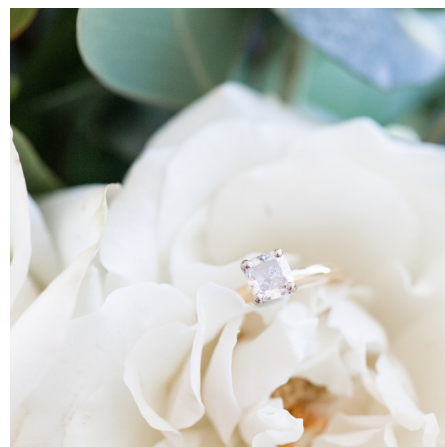
Keep reading to find out more or feel free to drop me a note at [emily@emilymarcella.com](mailto:emily@emilymarcella.com) right now to take the next step.

Cheers to the two of you!

- emily

# love notes

## FROM EMILY MARCELLA COUPLES



### SARA + NICK

'Emily was just fabulous! She made us feel comfortable during our engagement shoot and the entire wedding day. Price was great and she was very easy to work with. Emily has great advise and will help walk you through every part of your wedding photo plan. She captured our entire day and was never in the way. She was honest and helpful for every single step. We can't say enough good things about Emily. We plan to use Emily for other family events or future life moments we want perfectly captured.'







## NATALIE + JAVIER

'It was such an incredible honor to work with Emily and her team! We had Emily and another photographer capture our big day and it was truly the greatest experience. They both made it so easy and fun for us. They went above and beyond and even helped us with other things to ensure that everything went smoothly for us! I couldn't be happier with the service we received and will definitely be booking with Emily for future events! The photos exceeded our expectations! She is truly talented!'





# THE WEDDING PACKAGE

COMPLIMENTARY ENGAGEMENT SESSION

UP TO EIGHT HOURS OF WEDDING DAY COVERAGE

AVERAGE OF 65 IMAGES PER HOUR OF COVERAGE

ALL EDITED HIGH-RESOLUTION DIGITAL IMAGES

SHAREABLE ONLINE GALLERY

PRINTING RIGHTS

**\$3,200**





# PACKAGE ENHANCEMENT

A SECOND SHOOTER - \$100/HR

(3 hour minimum for second shooters)

ADDITIONAL COVERAGE - \$400/HR

*So what are the next steps?*

*Should you be interested in moving forward, a signed photography agreement and a 50% non-refundable deposit are needed to book your wedding date. Both can be taken care of electronically!*

*The 50% deposit can be paid through eCheck or a credit/debit card.*

*Contact: [emily@emilymarcella.com](mailto:emily@emilymarcella.com)*





*your*  
**ENGAGEMENT  
SESSION**  
*at a glance*

Once you've checked off the big things from your list like venue and photographer, it's time for the fun to begin! Dress up, clean your ring, and make a date night of your engagement session. We'll meet at a gorgeous location, walk through some posing, and then just have fun while taking pictures. You two will be absolute pros in front of the camera, I'll make sure of it!







## ABOUT ENGAGEMENT SESSIONS

I love engagement sessions! That's because portraits are my favorite on a wedding day and this is a great preview of what's to come.

Likely this is your first formal photo session together as a couple. How exciting! So how do you make the most of your session?

Emily Marcella couples are given a 15+ page guide that highlights how they should prepare, determining their engagement photo style, and advice on how to select their outfits. This allows them to start their engagement session with confidence knowing they look good and feel good!

*Allow me to share a sneak peek into the engagement guide!*

## 3 ENGAGEMENT OUTFIT

myths

### MYTH #1 | YOU HAVE TO MATCH

Try to coordinate instead! Coordination means you are usually choosing different colors and/or patterns that look good together but are not close to being the same.



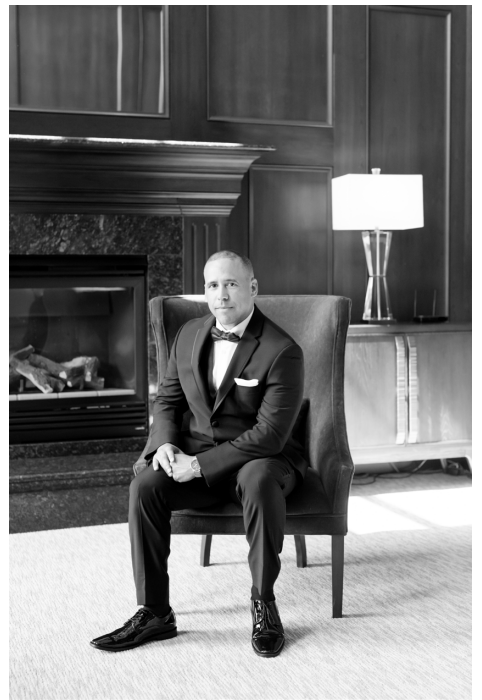
### MYTH #2 | LOCATION DETERMINES STYLE

False! Your outfit has way more impact than your location. Your location is a setting in the background but you two will still be the main focus of the images.

### MYTH #3 | AVOID NEUTRALS

Whoever started this myth couldn't have been further from the truth. The truth is, neutrals are the most photogenic color for portraits!





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WWW.EMILYMARCELLA.COM