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Choosing Your Photographer

By Sherri Ebert, www.ebertimages.com

Congratulations on your engagement! You now have a lot a lot of fun ahead of you planning your special day! We all know there are many decisions to make, and a professional photographer is just one of them. When choosing a photographer, there are a few things you should consider...

As we all know, in this wonderful age of digital technology many people are buying their own "consumer level" digital cameras. You might be tempted to cut corners and let "Aunt Sally" be your photographer. Please consider yourself warned! This might sound like a great idea before the wedding as you will soon find out that things may cost a lot more than you expected... after you spend twice what you expected on the perfect dress, and most of your budget on the food (which, by the way, will last about an hour), flowers that are indeed necessary for a beautiful wedding, but will last only one day, etc. - I don't think I have to remind you that your wedding pictures are all you have left to remember this wonderful day! Photography can be a hard investment to make, as it is difficult to purchase something "intangible" ... you really don't know what your pictures are going to look like - until, perhaps it is too late...



There is good reason to choose a photographer wisely; truly professional photographers have invested a great deal of money in top-of-the-line equipment, keep up on the latest trends, are educated and have years of experience photographing weddings, use the best labs, use the best albums like Renaissance, and know what to do to preserve your memories and make you look your best! Aunt Sally may take a bunch of snapshots, but then what? Your photographer has access to beautiful classic albums and contemporary magazine style cutting-edge albums that will be retouched and custom printed... believe me when I say - there IS a difference!!!



You should meet with several photographers before making your decision. Base your decision not merely on price, but on the quality of their work, and their personality. After all, this person will be spending one of the most important days of your life with you, many times from start to finish - more than any other service you will choose. Make sure that you not only like their work, but that you like them! I highly recommend "engagement sessions" prior to the wedding, the biggest reason being so that both the bride and the groom can meet with the photographer and have an opportunity to work with him/her. Personally, it gives me the opportunity to see how the couple "fits together", to teach them little things there just simply isn't time on the wedding day to teach them, and above all, it allows the couple to get to know me so that they are perfectly comfortable with me on the wedding day. I like to be considered a friend, or part of the family, not just some photographer that is bugging them all day!!! We also can't forget the great images that

will be captured during an engagement session that you can have displayed at the wedding, and used to begin a great love story-type album.

There are more and more "amateur photographers" available every day. Use your best judgment. You will find a wide range of photographers to meet every budget. It is very confusing; pricing may range from \$500 to \$5000 to start. Every photographer prices himself differently, and it is very difficult to compare apples to apples - generally, as with anything, you get what you pay for - if a photographer seems like a great deal, he is probably less

experienced, uses lesser quality products, etc.

In my opinion, your photographer is the most important decision you have to make. As a wedding photographer myself, I've never seen a wedding that wasn't beautiful, but how it is recorded makes all the difference in the world!

Sherri Ebert â€™ Bio



Sherri Ebert has been one of Floridaâ€™s "Top 10" for the past 3 years and winner of the prestigious "Becker Award" in 2002 and 2003 for her portrait albums.

Sherri is a wedding and portrait photographer based in Jacksonville, Florida and has been capturing beautiful images for over 15 years. Sherri's cutting-edge album design sets her apart from the traditional, and her contemporary style of design reflects the individuality of each of her couples. Every couple is different, therefore every album is a unique work

of art.