



How to Be the Talk of the Town

***BEFORE,
DURING
and AFTER
Your Wedding***



Be the talk of the town

---- B E F O R E,

D U R I N G,

and A F T E R ----

your wedding day

.....

www.FirstLookProductions.com

Chicago Area Wedding Photography, Videography, and Cinematic Styling
(630) 377-2540

info@firstlookproductions.com

Your wedding day. If you are the soon-to-be bride, you've naturally dreamt of this day since you were a young girl. You've probably walked down the hallway wearing a white blanket that became your wedding dress train. This is the one day more than any other that you want to be perfect — from sunrise to sunset.

And if you are the soon-to-be groom, you may not have necessarily envisioned your wedding day since you were a young boy. Nevertheless, you certainly want your wedding day to go off without a hitch to please your bride, your family, and her family.

Well, achieving perfection on your wedding day takes a combination of three things: Preparation, Coordination, and Good Fortune. I say good fortune because there will always be elements outside your control. The weather, of course being the biggest wedding day influence outside of your control. All the planning in the world won't stop a downpour, high winds, or an ice storm. However, with the right preparation and coordination, even the worst weather can be a non-factor on your special day.

Yet, rather than focus on what you have no influence over, this eBook is dedicated to giving you several insider secrets about what you can prepare for and coordinate to ensure your wedding day is perfect in every way.

.....

www.FirstLookProductions.com

Chicago Area Wedding Photography, Videography, and Cinematic Styling
(630) 377-2540

info@firstlookproductions.com

Your Source for Insider Wedding Day Secrets

How many weddings have you been to in your lifetime?

If you've attended as many as 15 or 25 weddings, you've had the privilege of experiencing your share of good weddings and great weddings. Maybe even a perfect wedding or two. And maybe even a disaster.

And if you have attended that many weddings, you certainly know more than most about what works best for weddings, what doesn't, and how you can borrow those experiences to ensure your wedding is as close to perfect as possible.

But nobody, except perhaps the wedding planner, is more versed and experienced in all things nuptials than the wedding photographer and videographer. Think about it. Many wedding photographers have been to dozens or even hundreds of weddings. And at every single wedding, they aren't simply watching from afar. Rather, they are immersed in all of the most important parts of the wedding.

Wedding photographers and videographers are focused on every magical moment — from the arrival of family and guests, to the walk down the aisle, to the exchange of vows, cutting of the cake, garter toss, reception ceremony, and everything in between. Yes, the photographer and videographer see all the good,

.....

www.FirstLookProductions.com

Chicago Area Wedding Photography, Videography, and Cinematic Styling
(630) 377-2540

info@firstlookproductions.com



bad, (and sometimes ugly) from their vantage point behind the camera lens. And because they've seen all aspects of weddings, they can be a great source of advice.

The team at First Look Productions has been to countless weddings. While being active participants in each wedding and reception, over the years our team has learned lots of insider secrets that can turn good weddings into great weddings. And turn great weddings into once-a-lifetime events!

In the following pages, we will share several of our most impactful insider tips we've learned over the years in the hopes that you apply them — and benefit from them — on your own special day.

.....

www.FirstLookProductions.com

Chicago Area Wedding Photography, Videography, and Cinematic Styling
(630) 377-2540

info@firstlookproductions.com

Be the talk of the town

---- B E F O R E ----

your wedding day

.....

www.FirstLookProductions.com

Chicago Area Wedding Photography, Videography, and Cinematic Styling
(630) 377-2540

info@firstlookproductions.com

Let's start where you are now. Before.

Right now, as you are considering a photographer and videographer, your wedding day is probably months away. Or weeks away. (Hopefully not days away.)

And in your mind is a whirlwind of ideas, to-do lists, and details. Some days you're excited and other days you're completely overwhelmed. And most every decision and action you are taking will culminate on your wedding day.

Yet, there are a few things you should consider BEFORE your wedding day that will ensure your wedding experience is complete. Below are a number of experiences we've found to enhance your wedding experience.

Engagement Photos

Most everyone focuses on the photography associated with their wedding day. Wedding party pictures, bride and groom shots, and even wedding reception photos. Yet, your engagement is also a once-in-a-lifetime event, and should be captured in photography as a precious keepsake.

.....

www.FirstLookProductions.com

Chicago Area Wedding Photography, Videography, and Cinematic Styling
(630) 377-2540

info@firstlookproductions.com

At First Look Photography, we often have couples seek our services for engagement pictures. The themes and ideas surrounding these types of pictures are plentiful.

- Photos of the man on one knee opening the ring box while the woman stands before him with a look of amazement.
- Photos of the fiancé and fiancée looking longingly into each other's eyes while holding hands.
- Close photos of the woman's new engagement ring.

You can even have a photo session that gives hints of an upcoming wedding. Perhaps with flower petals on the floor, a bouquet in the woman's hands, or a calendar in the background with the date circled — have fun with it.

We've even heard of couples "announcing" their engagement by sending these types of photos to all of their relatives. You can bet their phones were ringing off the hook for days!

Save-the-Date Video

You've naturally heard of Save-the-Date Announcements or parties. One of the newest trends in wedding announcements is to send out a Save-the-Date Video!

What's more personal and engaging than receiving a video from friends or family with the engaged couple sharing their love and excitement in a video? Suddenly,

.....

www.FirstLookProductions.com

Chicago Area Wedding Photography, Videography, and Cinematic Styling
(630) 377-2540

info@firstlookproductions.com



it changes their perspective... from a wedding date they simply circle on their calendar to one they look forward to and talk about for weeks!

For most of your family and friends, you can simply host the video online. You can post it on YouTube, Facebook, wherever. Who knows, maybe it will spread virally and you'll have thousands of people show for your wedding.

For those in your family who would want a hard copy of your save-the-date video, we can always create a personalized DVD to give them. Either way, if you haven't yet announced your wedding day, this is a great way to announce it in a fun and memorable way.

Wedding Website and Gift Registry

You are so fortunate to be living in such a technologically-advanced age. And because you do, your upcoming wedding can be front and center in your wedding party's, family's, and friends' minds... from now until... well, forever.

Imagine your own wedding website. Not simply being one of millions on TheKnot.com or WeddingWire.com or Facebook.com. But your OWN personalized website! Where on your home page is an oversized image of you and your soon-to-be partner. And every page is dedicated to YOUR life, the story about how YOU TWO met, YOUR interests, YOUR family, and YOUR wedding information.

.....

www.FirstLookProductions.com

Chicago Area Wedding Photography, Videography, and Cinematic Styling
(630) 377-2540

info@firstlookproductions.com

Lots of people today have the privilege of showing off their personalized wedding site. And it also works as a great sounding board for all of your wedding party. Use it to keep up with who has their dresses and tuxedos. Or use it to take a poll on where to meet for breakfast on your special day.

One great use of a personalized wedding website is to use it as a gift registry. Not only can you list the stores and shops where you are registered, you can even tie the gift registry directly to your website. This is a touch your friends and family will appreciate!

Wedding Day Preparation

“Man”icure

There’s a reason the word manicure has the word “man” in it. Because manicures aren’t just for women anymore.

Without doubt, the bride-to-be will be head-to-toe prepared for her special day. But oftentimes, the groom-to-be will simply shower and shave and think he’s ready to be in the spotlight on his wedding day. Oftentimes he is. Other times... not quite.

Take a good look at the soon-to-be-groom’s hands and fingernails. One of the most popular wedding day shots is the tight image of the bride’s hands

.....

www.FirstLookProductions.com

Chicago Area Wedding Photography, Videography, and Cinematic Styling
(630) 377-2540

info@firstlookproductions.com

overlaying the groom's hands. A quick manicure of said groom's hands will ensure this image will be picture perfect.

Flaunt the Dress

Nothing creates more "Awww's", gasps, and tears than seeing the bride in a lovely dress. And on your wedding day, you won't have your shortage of great shots of the bride wearing her dress.

However, oftentimes, pictures of the bridal dress alone get missed. Either because the bride is already dressed. Or the photographer doesn't show until just before the wedding.

At First Look, we take pride in showcasing the bridal gown. Therefore, before the wedding, we arrive in plenty of time to capture the wedding dress in all its glory. We will help you find the perfect room and the perfectly sunlit setting to capture all its beauty.

One tip that's important when taking photos of your dress is to not forget the hanger. We have had clients show off an immaculate dress that hung on a sad plastic or metal hanger. The end result was not the beauty shot the bride wanted.

Rather, we recommend getting a decorative, satin hanger that matches the color of the wedding dress. Or consider an attractive hanger that features your last

.....

www.FirstLookProductions.com

Chicago Area Wedding Photography, Videography, and Cinematic Styling
(630) 377-2540

info@firstlookproductions.com

name. There are vendors that specialize in these decorative and personalized hangers.

A growing trend is to trash the dress after the wedding. We've seen this a number of times. This may not be for you, as most people wish to keep their dress. However, if you do wish to trash your dress, First Look Productions will be there with camera in hand.

Bridal Preparation

Images of a bride getting made up, doing her hair, and putting on her dress complete the story of her wedding day. Oftentimes, this crucial opportunity is forgotten. The first photos in the album are of the bride with her makeup, dress, and hair already perfect.

Yet, many times our most popular and requested images are of the bride's reflection in the mirror as her mother and bridesmaids help her to look her best. And if you can capture each stage of this ceremony — from makeup to hair to wedding dress to shoes — you'll appreciate those photos for years.

Here's a tip: Since most weddings are in places of worship, the alter and congregation make for fantastic picture opportunities. Yet, often the rooms in these places of worship are small, dark, and not ideal for photography. Before your wedding day, scope out a room with lots of natural lighting and lots of room. The end result will be images everyone will want!

.....

www.FirstLookProductions.com

Chicago Area Wedding Photography, Videography, and Cinematic Styling
(630) 377-2540

info@firstlookproductions.com



Bottom line: While you are planning for your wedding day, make sure you consider all of the opportunities before your special day. You'll be surprised how focusing on opportunities before your wedding will make your wedding day even more special.

.....

www.FirstLookProductions.com

Chicago Area Wedding Photography, Videography, and Cinematic Styling
(630) 377-2540

info@firstlookproductions.com

Be the talk of the town
---- D U R I N G ----
your wedding day

.....

www.FirstLookProductions.com

Chicago Area Wedding Photography, Videography, and Cinematic Styling
(630) 377-2540

info@firstlookproductions.com

Focus on the real reason for your wedding: Each other.

We've heard it many times before. That the first time the bride and groom practically speak to each other on their wedding day is in the limo after the reception. It's not their fault, there are countless distractions throughout the course of the day — Cameras, vendors, guests, as well as going from one ceremony to the next to the next.

Don't let this happen to you. Remember: Your wedding isn't just for "them." It's for both of you. Really spend time looking at one another. Thinking about your future together. Talking about how fortunate and excited you are to spend the rest of your lives together.

And not just for the nuptials. Throughout the reception, make sure you are both one. Sure, he will want to hang out with his friends and best man. Sure, she will want to spend time with her family and friends. But always come back together. Not only will your guests take notice, you'll be amazed at how this commitment to closeness will enhance your photos and videos.

You'll also leave an indelible impression in the minds of your guests. Each one will leave the reception thinking, "Now that's a couple who are truly in love!"

.....

www.FirstLookProductions.com

Chicago Area Wedding Photography, Videography, and Cinematic Styling
(630) 377-2540

info@firstlookproductions.com

Staged photo ops Vs. Natural living

Of course a wedding day is not without its staged photo ops. A group picture of the family. A simple kiss between bride and groom. The bouquet toss. Cutting of the cake, etc. Everyone wants those photos, so you will need to expect several of those.

However, for the remainder of the ceremony and reception, you both need to be yourself. A genuine moment always makes for a better picture than faking a moment or re-staging a moment. If your photographer ever asks, "Can you re-enact that for me so I can get a picture?" Don't do it. Re-enacted photos never turn out because it's obvious with one glance that it was posed.

The team at First Look Productions prides itself on taking advantage of every genuine moment possible. Not only does it make for better photos, you'll see that your photo album brings your wedding back to life. You'll watch the entire story unfold as you sort through your pictures. Sure, you'll have the typical wedding photos, but you'll also get a glimpse of Grandma kissing Grandpa. Or the flower girl nervously crying before she walks down the aisle. Or a nephew dumping his entire allotment of birdseed on his cousin's head.

Because you are the stars of the show, you will naturally miss many of the behind-the-scenes experiences. These impromptu photos will allow you to discover most all of them.

.....

www.FirstLookProductions.com

Chicago Area Wedding Photography, Videography, and Cinematic Styling
(630) 377-2540

info@firstlookproductions.com

Escape

Remember: This is your show. You set the rules. And one unwritten rule we strongly recommend is to escape with your new bride or groom.

Pomp and circumstance surround your wedding day. Friends, family, photographers and videographers will pull you every which way. Therefore we recommend slipping away — just the two of you! Chat, kiss, or look longingly into one another's eyes. Not only will this time re-kindle your emotions, you'll instantly be more energetic to finish your wedding day strong.

If you wish, you can even pull aside a First Look Productions photographer. One of our photographers will happily take some shots from a distance. This makes for exceptional images. Couples are always amazed by the gorgeous photos that come from just a few intimate moments away from the chaos.

100+ Cameras... 100+ Perspectives

First Look Productions will feature just about every creative and emotion-filled shot you could imagine. But what if you could exponentially multiply the number of photographers, cameras, and creative shots?

.....

www.FirstLookProductions.com

Chicago Area Wedding Photography, Videography, and Cinematic Styling
(630) 377-2540

info@firstlookproductions.com



Because everyone has cell phones and smart phones with quality cameras built in, there are ways to coordinate photography of the wedding guests so that all cell phones are involved.

First Look Productions has several creative ideas utilizing everybody's cell phones. The results are original and impressive. Call today and ask about some of our ideas.

Virtual Attendance

There will always be some family and friends who can't attend your wedding. Perhaps they have a prior commitment, can't travel, or perhaps they are elderly or in poor health.

No problem! We can bring the wedding, the reception... everything to them! Quality wedding filmmakers will be able to broadcast your wedding live to anybody with an Internet connection — whether they are hundreds or even thousands of miles away!

If you expect to have important people in your lives who can't make your wedding, consider a videographer or filmmaker who can offer this service. At First Look Productions, we always offer this broadcast opportunity.

.....

www.FirstLookProductions.com

Chicago Area Wedding Photography, Videography, and Cinematic Styling
(630) 377-2540

info@firstlookproductions.com

A Personal Touch

With every detail you think about to make your wedding day perfect, your goal is to make the day... Your Own. That's accomplished best by personalizing as much as you can.

Here are a couple ideas to enhance your personalization in every way possible.

- **Photograph Place Cards**

We've all been to receptions featuring a simple name or number as place cards at each seat at a reception. Now imagine as each guest sits, they are greeted with a place card featuring both of you in a photo.

You could go as far as have different poses or different stages of your life featured on each one. Or simply repeat the same photos.

- **Reception Slideshow**

Prepare a slideshow or video ahead before your wedding day. This is best done by asking the mothers of both bride and groom to gather baby and kid photos of their son or daughter. Then, the two mothers collaborate and merge their photos. Not only is the end result a surprise for the guests, it's a surprise for you as well!

.....

www.FirstLookProductions.com

Chicago Area Wedding Photography, Videography, and Cinematic Styling
(630) 377-2540

info@firstlookproductions.com

Be the talk of the town

---- A F T E R ----

your wedding day

.....

www.FirstLookProductions.com

Chicago Area Wedding Photography, Videography, and Cinematic Styling
(630) 377-2540

info@firstlookproductions.com

Sharing Made Simple

Once the rings have been exchanged, the seed has been thrown, and the honeymoon has ended, your wedding day becomes a distant memory... Or does it?

The opportunity you have in today's digital age is in sharing. Never before in our history have people been able to share images across the world with such quality and such immediacy. Your wedding day photos offer these advantages as well.

With a customized and personalized wedding website, you can easily share your favorite videos, photos, and even caption them with stories.

If you have a blog, you'll want to feature your best wedding day images on your blog for all your friends and followers to view and share.

Certainly, Facebook and other social media sites offer tremendous opportunity to share your best.

The team at First Look Productions has several original and creative ways to highlight and share your wedding photos and videos.

.....

www.FirstLookProductions.com

Chicago Area Wedding Photography, Videography, and Cinematic Styling
(630) 377-2540

info@firstlookproductions.com

Keepsakes Worth Keeping

What's better than receiving a few images from your wedding day? How about receiving a keepsake featuring your photo that they will use and/or save for a lifetime?

First Look Productions offers many ways to keep your wedding day alive in the minds of your friends and family.

Mini Albums

Naturally, you will have a full-sized coffee table album featuring all of your best wedding images. Your mother and father will probably have one as well. But imagine being able to send your entire wedding party and close friends a miniature album with your top 15 or 20 wedding photos! What a keepsake!

Photo Calendars

For an entire year, your family and friends can re-live your wedding day! With our wedding photo calendars, every month captures a new scene from your wedding.

You could start the calendar with wedding day preparation images. Then highlight the ceremony and kiss mid-year. Then end with photos of the reception. The opportunities are endless.

.....

www.FirstLookProductions.com

Chicago Area Wedding Photography, Videography, and Cinematic Styling
(630) 377-2540

info@firstlookproductions.com

Photo Collages

You find these photo collages in living rooms, bedrooms, and hallways of homes across America. They always attract attention, and are always conversation starters.

Photo Mugs

What's better than having your father-in-law, best man or colleague start their mornings by drinking a mug featuring your wedding images? While you may have seen poor replications of these photo mugs, the ones from First Look Productions are professional, look great, and last for years.

Photo Frames

First Look Productions has just the right sizes and styles of frames to bring your favorite wedding photos to life!

Consider keeping your wedding and your marriage vows front and center in the minds of your friends, family, and wedding party. You can accomplish this by sending them a keepsake they will always treasure.

.....

Ready to be the talk of the town before, during, and after your wedding?

It begins with an exceptional team of creative, inspired, and caring photographers and videographers.

Call First Look Productions today to learn more about our Wedding Photography Packages or Cinematic Styling Services - 630-377-2540

.....

www.FirstLookProductions.com

Chicago Area Wedding Photography, Videography, and Cinematic Styling
(630) 377-2540

info@firstlookproductions.com



.....

www.FirstLookProductions.com

Chicago Area Wedding Photography, Videography, and Cinematic Styling
(630) 377-2540

info@firstlookproductions.com