Wedding Consultation: Checklists & Consultation Questionnaire

Step 1: Send this questionnaire & prepare information before you meet the client.

1. On a scale of 1-5 5 being highest, how excited are you to us capture your wedding story?  
   [ ] 1  [ ] 2  [ ] 3  [ ] 4  [ ] 5

2. How important is your wedding photography to you? 5 being highest?  
   [ ] 1  [ ] 2  [ ] 3  [ ] 4  [ ] 5

3. What is your fiancé’s name? ________________________________________________

4. Have you done an engagement session, and do you have a location in mind?  
   [ ] no  [ ] yes, at: __________________________________________________________________________

5. What is your wedding photography budget? (I have these ranges for them)  
   [ ] I have no idea!  [ ] $5000-$10000  [ ] $3000-$5000  [ ] $1500-$3000  [ ] <$1500

6. How many guests are you expecting? ____________________________________________

7. How many bridesmaids and groomsmen? __________________________________________

8. What is your ceremony location? ________________________________________________

9. What is your reception location? ________________________________________________

10. Are you seeing each other before the ceremony? [ ] yes  [ ] no

11. What is your ceremony time? _________________________________________________

12. What is your cocktail hour time? ______________________________________________

13. What is your reception timeframe? _____________________________________________

14. Are you doing a formal exit at the end you would like us to be there for?  [ ] yes  [ ] no

15. What colors, style, and theme are you thinking of having?  
   _________________________________________________________________________________

16. Anything else you would like us to know?? :-)  
   _________________________________________________________________________________

17. Do you live in the area? [ ] yes [ ] no.  If not where? __________________________________________
18. What are your work schedules for setting up a consultation either in studio or over the phone?
   - morning
   - afternoon
   - in studio
   - by phone

19. Tell us how you met, or some fun facts about you.

20. What is your wedding website if you have one?

Step 2: Pull blog postings, online galleries or work from their venue or wedding location to show them.

Step 3: Post-Consultation Follow-Up

   Email them directly after with everything you discussed:
   - Timeline
   - Pricing
   - Vendor referrals
   - Answers to any specific questions

   Follow-up via phone or email as appropriate