



# Tav Images Photography

Live & Love Your Wedding with a **Kick-Ass** Photographer.

## How Different Photographers Stack Up

### So you're torn between photographers?

Here's what to know about each kind of photographer that's out there.

**Please keep in mind that these are broad generalizations. There are exceptions to every rule.**

**Your Friend/Uncle** - wants portfolio material and/or thinks wedding photography is easy.

**Pros:** Cheap and/or free, you might get a good photo here and there.

**Cons:** The Laws of Probability state that most likely your photos will suck.

**Bottom Line:** Any wedding day has so many problems that you wouldn't think of as a non-photographer: changing lighting conditions, bright sun, dark rooms, timing of events, where to be and when, etc. Chances are your friend will learn this the hard way and you (and your relationship with your friend) will be the ones to suffer. The only time it's OK to hire this person is if you don't care about your photography at all.

**RUN IF:** You care about your relationship with this person and/or you care about your photography.

**The Newbie** - person or studio who is at or beyond the amateur level, but not quite professional, but really close.

**Pros:** Cheap. This photographer is eager to please. Good photos will be hit or miss. Learned from mistakes.

**Cons:** Good photos will be hit or miss. Still learning from mistakes. Turnaround time will be anywhere from a month to a year.

**Bottom Line:** This person is eager to please, and even more eager to get amazing portfolio material, so you could stand to gain A LOT of value from this person if they're good. However, if they're not quite there yet (see their portfolio), you stand to lose A LOT too. Turnaround time is slow because they're still learning how to process photos effectively.

**RUN IF:** They only use social media as a substitute website, portfolio is limited, bad communication upon contact.

Scroll down to learn about **The Boutique Studio** and **The Big Studio**





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**The Boutique Studio** - Tav Images Photography and other one-man or partnered/married teams.

**Pros:** Photography is on point. Can handle all the rigors of the wedding day. Offers albums and other goodies. Great turnaround times on getting package items (depends on organization skills of photographer). Great communication.

**Cons:** Expensive. You may not get your package items in a decent amount of time (depends on organization skills of photographer).

**Bottom Line:** Boutique photography is expensive because we do all the shooting, all the editing, all the designing, all the marketing, all the sales, all the accounting. I've calculated that the average wedding costs 57 total hours (before, during, and after) - and I'm faster than most.

**RUN IF:** They don't have a website, portfolio is limited in variety, have bad reviews, bad communication upon contact.

**The Big Studio** - AKA The Wedding Factory: You have your choice of photographer from this studio and you always deal with your sales rep.

**Pros:** Pretty cheap. Quality seems decent enough.

**Cons:** Who you pick might not be the person who shows up. Typically old-fashioned looking photography. Turnaround times are longer. Communication sucks.

**Bottom Line:** Big studios are cheap because communication is largely automated, so you don't get a personalized feel, and they pay their photographers very little. This also means that most of their photographers won't bring their "A game" and see weddings as routine and cookie-cutter.

**RUN IF:** They have a bunch of photographers to choose from, the prices seem too good to be true (see above), only robots respond to your emails.

**Yes, these are broad generalizations. There are exceptions to every rule. But you need to know the game before you can make an informed decision.**



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