
FREE WORKBOOK

Find Your Wedding Photographer

The St. Louis Couple's Workbook: a Pinterest decoder, the questions to ask, and a scorecard to compare photographers side by side.

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Pinxit Photo | St. Louis, Missouri

BIG LOVE, bigger energy

START HERE

Hey, congrats on the engagement!

Here's what 17 years of photographing weddings has taught me: a lot of people don't know what they want until *after* they get what they don't want. This workbook is here so that doesn't happen to you.

You've probably been saving photos on Pinterest for months. Let's turn that board into something useful, and then use it to find the photographer who's actually right for you (not just the one with the prettiest homepage).

How this works

1

Decode your Pinterest board. Figure out the common threads in the photos you love, so you can explain your style to any photographer.

2

Ask the right questions. Seven questions that tell you way more than a price list, plus a scorecard for comparing photographers.

3

Use the cheat sheet. Real St. Louis pricing, red flags, and what to look for in a full gallery.

Three things to keep in your back pocket

- 1. Pick a photographer whose vision matches yours.** Don't ask someone with dark, contrasty galleries to deliver light and airy. You'd be pushing them outside their comfort zone when they should just be thinking about your story.
- 2. Look at whole galleries, not the highlight reel.** See how a photographer handles different lighting and different spaces.
- 3. Yes, you actually have to like them.** I know it's the cliché advice. It's also true. They're gonna be with you all day.

Have fun with this. It's your wedding.

Raquita

PART 1

Decode Your Pinterest Board

Open your Pinterest board (or your screenshots folder, no judgment) and pick the 20 photos you keep going back to. Not the ones you *think* you should like. The ones you actually do.

For each pair below, circle the dot that matches where most of those photos land. The middle dot means you like both.

Close-ups



Atmosphere

Action and movement



Posed

Light and airy



Dark and contrasty

Lighter retouching



More retouching

Connected and real



Very polished

My style summary

The threads I keep gravitating toward are:

Three words for how I want my wedding photos to feel:

What I know I do NOT want:

Bring this to every consultation. Show each photographer your top photos and your summary. Their reaction will tell you a lot. If they light up, great. If they look nervous, that's not the match, and that's okay.

PART 2

Questions to Ask at Your Consultation

These are the questions that make a photographer think, "oh, they did their homework." Jot down what you hear.

1. What went wrong at a wedding, and how did you recover?

Listen for a real story and a real fix. Someone who has one has been through it.

2. What's your backup plan if a camera, battery, or memory card fails?

Backup camera? Different battery types? Dual card slots? Insurance? You want specifics.

3. Can I see a full gallery, including a dark reception and a tight getting-ready room?

Whole galleries tell you way more than a highlight reel.

4. How do you handle timeline changes, and will you help me build a timeline that protects good light?

Flexible is the goal. Rigid changes the energy of the whole day.

5. What does your contract cover, including delivery dates, payment schedule, and how we'll communicate?

No contract is a red flag. Period.

6. What are your communication hours, and what happens when you can't get back to me right away?

Boundaries are good. Nobody can be on 24/7, so how do they handle letting you down?

7. Have you photographed couples like us, and do your forms and contract use our names instead of "bride" and "groom"?

You deserve a photographer who's excited to celebrate you, not just tolerate you.

8. What will I actually receive at the end, and how will I be able to open it ten years from now?

An album you can hold beats a USB you'll lose or a gallery password you'll forget.

PART 2, CONTINUED

The Photographer Scorecard

Fill this out right after each call, while it's fresh. Circle a score from 1 (nope) to 5 (yes!) for each photographer.

	Photographer 1	Photographer 2	Photographer 3
Name			
Their style matches my Pinterest threads	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Full galleries hold up in dark, bright, and tight spaces	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
I felt connected (we get each other)	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
I felt celebrated, exactly as we are	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Real answer about what goes wrong and how they recover	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Backup gear, dual card slots, and insurance	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Contract covers delivery, payment, and communication	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
I'll get something I can hold (an album), not just a USB or a gallery	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Flexible about the timeline	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Healthy communication boundaries	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
The price fits my budget	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Total (out of 55)			

The gut check

If I could only pick with my gut, I'd pick _____ because:

Your photographer is going to be with you all day. Trust the person you actually like.

PART 3

The St. Louis Cheat Sheet

What wedding photography costs

Everything costs more these days, so assume photography costs more than the number in your head. Here's what I'm seeing in St. Louis as of 2026:

Photographer experience	Typical price
Newer photographers	\$1,000 to \$3,000
About 2 to 4 years	\$2,500 to \$4,000
5+ years	\$4,000 to \$10,000

If you want someone with real experience, plan on \$4,000 to \$7,000 right off the bat. Experienced photographers have replaced equipment, paid for software, carried insurance, and done everything a legitimate business has to do. That's what you're paying for.

Red flags

- ☐ **No contract.** It usually means they're newer and haven't learned what a contract is for.
- ☐ **No boundaries on communication.** Nobody can be available 24/7, so what happens when they can't?
- ☐ **No real answer about backups.** Gear fails. You want someone who's ready for that.
- ☐ **Rigid about the timeline.** Things change on wedding days. Flexible photographers roll with it.
- ☐ **Their style doesn't match yours.** You'll be asking them to shoot outside their comfort zone.

What to look for in a full gallery

- ☐ How they handle a dark room and a bright one
- ☐ How they work in small spaces (getting-ready rooms count)
- ☐ Whether the couple looks connected and relaxed
- ☐ Whether the quality holds up from the first photo to the last

Ready to talk?

If our style feels like yours, I would love to hear about your wedding. Tell me about your day, your venue, and what you're picturing.

[Send an inquiry](#)

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