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Annette Jenkins Photography turns a wedding day into a legacy

Passion, artistry, exceptional quality, and extraordinary customer service are what couples will receive when they select Annette Jenkins Photography for their wedding.

"I consider it an honor to document and create lasting memories for my clients to treasure," explained Annette Jenkins, owner, who has been photographing weddings for 17 years and started Annette Jenkins Photography four years ago.

"We accept a limited number of weddings per year so that we can edit the photos, deliver the proofs, and design a custom slideshow for the couple all within a few weeks after the wedding date," continued Jenkins, who is based in Red Bank. "Our clients often tell me that when they show their album to friends who were not present at the wedding, they feel like they were there because the photographs so intimately capture their special day."

Consulting services matter

Jenkins spends a good deal of time with her clients before the wedding ceremony, beginning with an initial phone conversation to discuss the couples' needs.

"Choosing a photographer is very much about chemistry and trust," said Jenkins. "I want my bridal couples to know that part of my job is to help them relax and look their best. During our first telephone consultation, we discuss the clients' needs, the services and products we offer, and determine if we are a potentially good match."

Jenkins follows up with an hour-and-a-half studio consultation to get to know the couple better and show them her albums and wall portraits.

"A crucial service is the complimentary photo engagement session, which gives us an opportunity to bond, study our couples' facial features, teach them wedding day poses, and educate the couple about photography," she said.

One of the more popular photography options is a contemporary storybook album as opposed to the traditional matted album.

"Couples like the artistic layout of the photos," Jenkins said. "Coffee table books, which are similarly designed but more casual, are also popular."

As far as wall portraits, a canvas gallery wrap, which is a photographic image on a canvas painting, are trendy.

"We also surprise our couples by emailing them on their honeymoon with a custom designed slideshow, highlighting some of their wedding photographs," she said. "Another feature on my Web site is a session preview, where wedding guests can enter a password and view all of the photos from the wedding and purchase them directly on the site."

To assist couples in selecting just the right photographs, Jenkins has added a new service to help with this process.

"One of the reasons couples take so long to select their favorite wedding photos is because they are overwhelmed; there are so many good ones to choose from," she said. "We now select photos for their album that best tell their story, design the album, and print a draft for them. The couple takes this product home and can change a page design or replace photos in any way they wish. The result is that couples usually change less than 10 percent of the album, and they have their album a few months after their wedding."

Tips and pointers

Once the date is set, Jenkins suggested booking a photographer one to one-and-a-half years ahead of time for a wedding set in a more popular month and within year for a less popular month.

"However, couples who know that they want a specific photographer should book them immediately after booking their reception hall," she said.

For couples unsure about how to select a photographer, Jenkins suggests looking at the photographers' Web sites, have a telephone consultation, and meet the photographer in person.

"Take a good, hard look at the quality of the photos and albums," she advised. "This is often what accounts for the difference in price."

Additional questions she suggested the couple ponder include, "Do you want a studio that does several weddings a weekend or a studio that offers more personalized services? What's the time frame for receiving proofs and albums? Do they list testimonials on their Web site with the clients' full names?"

While a typical budget for a professional wedding photographer dedicated to his or her craft is typically from \$3,500 to \$6,000, Jenkins did not advise couples to choose their photographer primarily on price.

Jenkins can be reached at (732) 936-1416 or Annette@AnnetteJenkins.com. To check out her work visit www.AnnetteJenkins.com.