

The logo for 'Wedding Academy' features the text in a gold-colored cursive font. The text is centered within a gold-outlined diamond shape. Behind the diamond is a pink and white striped brushstroke graphic. The background of the entire page is a soft, pink and white watercolor wash.

Wedding Academy

The 6 rules to become a professional

Wedding Planner

Rule 1 Know your market

You must start your research about weddings in the United States and then, more specifically, in your State:

- The number of weddings celebrated
- Have there been any significant changes over the last 10 years?
 - What are the future trends?
 - The average age
 - The average budget
 - The average number of guests

You will also need to inquire about:

- Marriage Laws
- Religious differences
- The new trend: outdoor secular ceremonies.

And finally, define and understand the job of a Wedding Planner, its evolution and the future prospects of this business.

At this point, you should ask yourself if you have all the qualities required to do this job and define your goals in terms of salary and turnover.

Rule 2 Organizing weddings from A to Z

From the initial consultation to the day-of coordination, you will have to master all the aspects of this business.

All the steps to master in the organization of weddings are:

- The signing of a contract
 - The estimate
- Organizing meetings with vendors
- Understanding the needs of the bride and groom and defining their perfect wedding

The most important thing is the initial consultation. The first 5 minutes are decisive. The clients are able to detect if you are comfortable and confident.

Clients trust their instinct when choosing a wedding planner, it's often a matter of personality. It is up to you to adapt according to the personality of your clients.

It becomes complicated when the bride and groom have two very different personalities! And it happens much more often than you think!

Rule 3 Search and select the best vendors



Find and select the best vendors with whom you will build a trustworthy relationship and create a strong, effective and supportive team to satisfy all your clients, without exceptions and flawless.

This is essential if you want to become a renowned wedding planner and still be in business in 10 years or 15 years. The worst thing that can spoil the reputation of a wedding planner is an unsuccessful wedding caused by one of the vendors.

You have to be aware that it is you who will recommend such and such vendors. Mistakes happen and it's the wedding planner's job to solve the problems, and if it is not resolved satisfactorily, chances are that your reputation will suffer!

The choice of vendors is an Art!

Rule 4 Avoid pitfalls with regulation



Avoid pitfalls with regulations, poorly written contracts and the choice of bad insurances. There are certain rules in terms of business law that you must understand very well when running a business, often regarding the contract signed with your clients.

If you do not have the opportunity to take the courses at the Wedding Academy and receive the contract template, you will have to use the services of an attorney in order to ensure that you are perfectly protected and covered.

It is also necessary to protect yourself with insurances even if you can handle small matters. It is essential to make the right choice in terms of professional liability to ensure you against legal or accidental risks.

Rule 5 Communicate your message in a targeted and effective way

It is perhaps the most important rule ...

The first thing to do is to target your clients. Communication is effective when the kind of person you have targeted feel involved and interested by your offer. Therefore, defining your offer is also very important.

From then on, you can position yourself according to the market in terms of offer, price, communication and target. That is to say that for these 4 elements, you will have to line up with your competitors. You may also want to differentiate yourself from the competition because you feel that you can distinguish yourself and stand out.

Lastly, communicating in the long term will allow you to work on your brand image in order to reach a more upscale target.

Once you have set your communication goals, you will have to use the best ways to achieve them, and it may include:

- A very specific visual identity
- Participating in wedding fairs
 - Having a website
- Brochures and business cards
 - Establishing partnerships
 - Press and public relations

Rule 6 Know how to diversify

One of the secrets that made the success of my agency: diversify.

We diversify for two purposes:

- The first one is to increase the turnover of your agency
- The second one is to increase the number of clients

If you add other services to your company, such as decoration, wedding invitation design, event planning ... you will have two to three times more chance to reach a wider audience, and therefore, multiply your sources of income.

The first two years of my agency, I was doing the organization, the decoration and the design of invitations for each wedding. Offering several services allowed me to double my turnover compared to the organization alone. I had a few clients who ordered decorations and invitations only.

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