

The logo for Wedding Academy features the words "Wedding Academy" in a gold, cursive script. The text is centered within a gold-outlined diamond shape. Behind the diamond is a pink and white striped brushstroke graphic.

Wedding Academy

*The 7 Key Steps to Become a
Wedding Planner*

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Introduction



“ I get several calls a week from people who want to become a Wedding Planner and realize their business creation project. They have many questions about the way this business works, but thing always comes back and seems to be a problem for the majority of future Wedding Planners: Where to start ? Today, this problem affects a large majority of future wedding planners. That's why I wanted to share my experience. To overcome your fear regarding the start up of a business, to fill your lack of knowledge about the trade or to realize your dream in a short time: these are the objectives of my approach. Happy reading! ”

Emma

In this booklet, you will find a synthesis of the 7 key steps to be taken if you decide to embark on the adventure, and which will allow you to be aware of what awaits you.

Step 1 Personal reflection

You are dreaming of becoming a Wedding Planner but the first question to ask yourself is: Are you ready for this job? It requires a lot of personal qualities and investing a lot of time before you can make a living as a wedding planner.

I meet a lot of candidates with stars in their eyes who are not aware of the reality of our job. We do not just do wedding gown fittings and tastings with caterers, we are the ones making the connections between the newlyweds and the vendors and venues. It is your responsibility to find a solution when unexpected circumstances happen on a wedding ... If a vendor does not do its work correctly, you will be the one to blame ... You will have to face certain situations such as a nervous bride who had forgotten her bridal bouquet at home ... Therefore, you must be able to handle the stress.

Don't get me wrong, I love my job and I would not trade it for anything in the world. But I am also convinced that it is not for everyone.

It also takes a lot of patience and passion. It may take a year or two before you can live from your business. Ask yourself if your personal situation allows such a change in your life.

It is strongly recommended to do some research about the wedding planner job and to meet experienced professionals before embarking on the adventure.

Step 2 Do your market study

First of all, it is imperative to make a quick market study in your area in order to better understand the market and the participants: the bride and groom, the vendors, the venues, but also Wedding Planners in business in your area.

To understand the market better, you should ask yourself the following questions:

- 1 - What is my target? How old is my target? How do they get married? What is their average budget? What are their needs?
- 2 - What partnerships? Which vendors?
- 3 - Who are my competitors? What is their strategic positioning? How do you differentiate yourself? How to develop added value?

Once you have completed the 3 steps and you have received a comprehensive training, you will be able to develop your market study. The first study only allows you to have a quick overview of the market.

With a good training, you will learn how to carry out a business intelligently and understand the Wedding Market to be able to define a business strategy.

Step 3 Get training to become a wedding planner

A dream job, here is the idea that leads many people to embark on the adventure: sometimes without training, experience or the skills required. This job is still unregulated, unlike many other professions which require training in order to practice. Some people proclaim themselves Wedding Planner. Quickly, many have to close their business because of the lack of entrepreneurial knowledge, lack of clients or as a result of an accumulation of errors that should have been avoided.

Many wedding planners stop during the first year of their business! For this reason, it is strongly recommended to be trained by a professional before starting your activity. The world of wedding planning is a niche market, and a business can easily get bad a reputation.

You have to choose a training program that seems to be comprehensive and suits your needs, a training that allows you to learn about the job with an experienced wedding planner in practice, not just theory courses.

You will find different price range for wedding planner courses.

Step 4 Realize your business plan

Now that you know all the aspects of this trade, you will have to do what is called a Business Plan. You will see all the details in the training.

A good Business Plan should show if your business can be profitable in the long and medium term. It is a tool that convinces an investor, a banker or an organization participating and / or subsidizing.

A business plan includes:

- Presentation of the offer
- Market Presentation & Business Intelligence
- Long and medium term goals
- Presentation of the structure and operating mode
- Legal aspects
- Financing Requirements
- Financial Documents



Step 5 Define your communication strategy

A distinction is made between the marketing plan and the communication strategy.

First, in your marketing plan, you will define your positioning in terms of:

- Product
- Price
- Place
- Promotion

Once this is done, you will set communication goals. This reflection will lead you to the means to be set in order to reach them: website, business cards, brochures, flyers, wedding fairs, advertising in trade press, etc... Inexperienced entrepreneurs often think of the communication means and tools to implement before defining the communication strategy.

It is important to ask yourself the right questions: What are the communication objectives? What is the target? What is the message? What is the position of the company regarding the competitors? What is the company's image?

A communication plan includes:

- Define communication objectives
- Identify your targets
- Formulate your message
- Define appropriate means of communication

Step 6 Register your business



What status should I choose?

Each status has its benefits and drawbacks, you should find the one that will suit you and your business.

It will depend on the choices you will make:

- Would you like to work with associates or work alone?
- Do you have a start-up capital?
- What are the expected investments and expenses for the first two years?

To register the name of your business, you will need to file a Fictitious Name Registration form, or DBA (Doing Business As) and get a Business License from your city.

Step 7 Create your address book



Lastly, before starting your activity and meeting with clients, it is very important to create your address book, which will allow you, during the initial consultation, to show your knowledge about the world of wedding planning (the training will have brought you all the necessary knowledge). You will show that you know the market because you have found the best vendors of each kind.

First, you will identify vendors with whom wedding planners work most often, but also specific vendors, such as dove release or a magician for children

You will prioritize:

- The venue
- The caterer
- The florist / decorator
- The DJ & Photographer
- The invitations & wedding favors

From then on, you will begin to meet with the vendors one by one before selecting the best within different price range.

Conclusion



You probably feel the same way as I did when I started in the wedding planning business, very enthusiastic in the realization of my project!

The problem, as our profession is very recent, is that there is few or no reliable information that really help you work on your project.

Back then, when I started, I thought to myself that if only I had access to a full wedding planning training, it would have helped me creating my own business. Unfortunately, there was no such training, at least in France.

Today, if you want to succeed in your project and become a professional wedding planner, I invite you to register, right below. You will receive information about my new project, “Change Your Life And Become A Wedding Planner “.

Please let me know to which email address I have to send you the next files and videos on the subject.

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