



THE VENUE BUSINESS BOOT CAMP

Smart, usable advice for running your wedding venue.

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venuebusinessbootcamp.com



Fill-in-the-Blank Brand Superpower Statement Worksheet

1.

_____ **Adjective + site type** _____ weddings in _____ **geo-location** _____ for
_____ **style** _____ couples who want _____ **desired outcome** _____.

- *Boho-chic forest weddings in Southern Pines for modern couples who want something unexpected.*
- *Glamorous ballroom weddings in Philadelphia for fashion-forward couples who want to WOW their guests.*
- *Quirky art gallery weddings in Seattle for free-spirited couples who want a colorful and creative celebration!*

2.

A(n) _____ **adjective + site type** _____ in _____ **geo-location** _____ where
_____ **superpower** _____ meet(s) _____ **superpower** _____.

- *A luxury barn event venue in San Luis Obispo where farm-to-table cuisine meets breathtaking mountain views.*



- *An industrial-chic venue in the heart of Austin where indoor/outdoor spaces meet boutique on-site accommodations.*
- *A casual beachfront wedding venue in Miami where toes-in-the-sand ceremonies meet contemporary coastal cuisine.*

3.

A place for _____*adjective*_____ celebrations in _____*geo-location*_____ where you / your guests can _____*desired outcome*_____.

- *A place for intimate celebrations in Midtown Manhattan where you and your guests can party all weekend long.*
- *A place for all-inclusive celebrations in the heart of Baltimore where you can have a turn-key + stress-free wedding day.*
- *A place for outdoor celebrations in the San Fernando Valley where you can dine, dance, and say I Do underneath the stars.*

4.

A(n) _____*adjective + site type*_____ with _____*geo feature or superpower*_____ for _____*specific event types*_____ in _____*geo-location*_____.

- *A secluded private estate with mountain views for intimate wedding weekends in Grand Lake, Colorado.*
- *A whimsical treehouse venue with modern amenities for adventure weddings and elopements in Oregon City.*
- *A swanky country club with meticulous outdoor spaces for large weddings (of up to 500 guests!) in Palm Beach.*



Ideas Bank

A few words + phrases to help get the ideas flowing.

Use the blank fields to fill in your own!

Adjectives	Superpowers	Geographic
artsy	accommodations	adjacent to
avant-garde	adventure weddings	alongside the
award-winning	affordable	at the top of
beachy	all-inclusive	beachfront
boho	animals	centrally located
boutique	backyard feel	city center
charming	BYO	close proximity to
chic	customized	conveniently located
city	eco-friendly	downtown
classic	elopement	hidden within
coastal	farm to table	hillside
colorful	forest	ideally situated
contemporary	garden	in the heart of
destination	glamping	just outside
enchanted	golf	landmark
family-friendly	grove	mere minutes from
glam	hidden gem	midtown
green	in-house	mountaintop
historic	late night	neighboring
inclusive	nonprofit	nestled in
intimate	orchard	next door to
landmark	organic	on the banks of
lush	outdoor	overlooking
minimalist	packages	prime location
modern	pet friendly	right beside
open-air	photo ops	sits right at the edge of



picturesque	redwoods	sitting atop
private	rooftop	surrounded by
quiet	sequoia	uniquely placed
rustic	since [year]	uptown
small	small weddings	waterfront
topnotch	spa	with views of
ultimate	[specific] views	within sight of
unique	tentable	
upscale	terrace	
urban	wedding weekends	
vintage	welcoming	
warm	woods	
woody		

