



the VENUE BUSINESS BOOT CAMP

Expert-led strategies to elevate your venue business

FROM THE CEO OF HERE COMES THE GUIDE

VBBC BASICS MODULE 2

Crafting Your Venue's Tagline

We like to call it your Venue's Superpower Statement

Your brand superpower statement is the essence of your venue's unique appeal distilled into a single, memorable phrase. It's more than just a tagline—it's a powerful marketing tool that communicates your venue's key strengths and differentiators in seconds.

A strong superpower statement instantly helps couples envision their wedding at your venue and understand what makes you special. Use it consistently across your website, social media profiles, email signatures, brochures, business cards, and venue signage to reinforce your brand identity and create a cohesive marketing message.

The fill-in-the-blank templates below will help you create a superpower statement that highlights your venue's unique features and appeals directly to your ideal couples. Choose the format that best showcases your venue's distinctive qualities!

SUPERPOWER STATEMENT WORKSHEET

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

EXAMPLES:

- *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 1 meet(s) superpower 2 .

EXAMPLES:

- *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.*

SUPERPOWER STATEMENT WORKSHEET cont.

3. A place for celebrations in
 where you and/or your guests can .

EXAMPLES:

- 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) with for
 meet(s) .

EXAMPLES:

- 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

ADJECTIVES

artsy
award-winning
beachy
boho
boutique
charming
chic
city
classic
coastal
colorful
contemporary
destination
enchanted
family-friendly
glam
green
historic
inclusive
intimate
landmark
lush
minimalist
modern
open-air
picturesque
private
quiet
rustic
small
tranquil
unique
upscale
vintage
warm
woodsy

SUPERPOWERS

accommodations
adventure weddings
affordable
all-inclusive
animals
backyard feel
BYO
customized
eco-friendly
elopement
farm to table
forest
garden
glamping
golf
hidden gem
in-house
late night
LGBTQ+ friendly
nonprofit
organic
outdoor
packages
pet-friendly
photo ops
redwoods
rooftop
since [year]
small weddings
spa
[specific] views
tentable
terrace
wedding weekends
welcoming
woods

GEOGRAPHIC

adjacent to
alongside the
at the top of
beachfront
bordering the
centrally located
city center
close proximity to
conveniently located
downtown
hidden within
hillside
ideally situated
in the heart of
just outside
landmark
mere minutes from
midtown
mountaintop
neighboring
nestled in
next door to
on the banks of
overlooking
perched above
prime location
right beside
sits right at the edge of
sitting atop
surrounded by
tucked away in
uniquely placed
uptown
waterfront
with views of
within sight of