



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 adjective celebrations in geo-location
 where you and/or your guests can desired outcome.

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) Adjective + site type with geo-feature or superpower for
specific event types **meet(s)** geo-location.

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	SUPERPOWERS	GEOGRAPHIC
artsy	accommodations	adjacent to
award-winning	adventure weddings	alongside the
beachy	affordable	at the top of
boho	all-inclusive	beachfront
boutique	animals	bordering the
charming	backyard feel	centrally located
chic	BYO	city center
city	customized	close proximity to
classic	eco-friendly	conveniently located
coastal	elopement	downtown
colorful	farm to table	hidden within
contemporary	forest	hillside
destination	garden	ideally situated
enchanted	glamping	in the heart of
family-friendly	golf	just outside
glam	hidden gem	landmark
green	in-house	mere minutes from
historic	late night	midtown
inclusive	LGBTQ+ friendly	mountaintop
intimate	nonprofit	neighboring
landmark	organic	nestled in
lush	outdoor	next door to
minimalist	packages	on the banks of
modern	pet-friendly	overlooking
open-air	photo ops	perched above
picturesque	redwoods	prime location
private	rooftop	right beside
quiet	since [year]	sits right at the edge of
rustic	small weddings	sitting atop
small	spa	surrounded by
tranquil	[specific] views	tucked away in
unique	tentable	uniquely placed
upscale	terrace	uptown
vintage	wedding weekends	waterfront
warm	welcoming	with views of
woodsy	woods	within sight of