



# Marketing *the* MURDER BARN

Wedding Venue Education by The Venue Business Bootcamp

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## IDENTIFY YOUR VENUE'S UNIQUE CHALLENGES

### FRAMEWORK 1: The STORY Method™

*Transform your history into a compelling narrative*

Every property has a story, but not every venue knows how to tell it! The STORY Method™ is a strategic framework designed for wedding venues with historical elements to transform their past into a compelling narrative that attracts couples. Rather than hiding or downplaying your venue's story, this method helps you leverage that history as a unique selling point – what Here Comes The Guide calls a "superpower."

Whether your site was a former speakeasy, a historic estate, or yes, even a place with a more challenging past (like our Murder Barn!), your history isn't something to shy away from – it's your secret weapon in standing out in a sea of wedding venues.



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## **STUDY YOUR HISTORY**

- Document all historical elements
- Research primary sources
- Identify key story points

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## **TRANSFORM THE NARRATIVE**

- Find the romantic elements
- Identify unique features
- Create positive associations

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## **OWN YOUR UNIQUENESS**

- Embrace distinctive elements
- Highlight authentic details
- Develop signature features

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## **RESPECT THE PAST**

- Honor historical significance
- Maintain important elements
- Create thoughtful transitions

# Y

## **YIELD NEW OPPORTUNITIES**

- Develop themed experiences
- Create special packages
- Build unique traditions



## REAL WORLD APPLICATIONS

### HISTORIC BARN

- **STUDY** – Murder mystery history, 1920s architecture
- **TRANSFORM** – "Where timeless mystery meets modern romance"
- **OWN** – The Penrose Spiral as signature design element
- **RESPECT** – Original hay loft preserved as photo spot
- **YIELD** – "Gothic Romance" premium package

### UPSCALE ROOFTOP

- **STUDY** – Former industrial rooftop, city's first green roof
- **TRANSFORM** – "Where urban energy meets skyline serenity"
- **OWN** – Original water tower as cocktail bar
- **RESPECT** – Maintained industrial elements while adding luxury
- **YIELD** – "City Lights" signature experience

### HOTEL BALLROOM

- **STUDY** – First grand hotel in city, hosted historic figures
- **TRANSFORM** – "A legacy of luxury, a future of celebrations"
- **OWN** – Original crystal chandeliers as focal point
- **RESPECT** – Preserved ornate moldings while modernizing
- **YIELD** – "Legacy" wedding collection



# The STORY Method™ Worksheet

## STEP 1: STUDY YOUR HISTORY

*What's already there to work with?*

**List 3 key historical elements of your venue:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**What physical features tell your story?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**What stories do people already tell about your venue?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



## STEP 2: TRANSFORM THE NARRATIVE

*How can you reframe your history?*

**For each historical element, find the romantic angle:**

HISTORICAL ELEMENT	THE ROMANTIC ANGLE

## STEP 3: OWN YOUR UNIQUENESS

*What makes your history special?*

**List 3 elements you want to highlight:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



*How will you showcase each element?*

**ELEMENT 1**

**During Tours:** \_\_\_\_\_  
\_\_\_\_\_

**In Photos:** \_\_\_\_\_  
\_\_\_\_\_

**In Marketing:** \_\_\_\_\_  
\_\_\_\_\_

**ELEMENT 2**

**During Tours:** \_\_\_\_\_  
\_\_\_\_\_

**In Photos:** \_\_\_\_\_  
\_\_\_\_\_

**In Marketing:** \_\_\_\_\_  
\_\_\_\_\_

**ELEMENT 3**

**During Tours:** \_\_\_\_\_  
\_\_\_\_\_

**In Photos:** \_\_\_\_\_  
\_\_\_\_\_

**In Marketing:** \_\_\_\_\_  
\_\_\_\_\_



## STEP 4: RESPECT THE PAST

*What should stay, what can change?*

### Must Keep:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Can Update:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## STEP 5: YIELD NEW OPPORTUNITIES

*Turn your history into experiences*

### CREATE A SIGNATURE EXPERIENCE

**Name:** \_\_\_\_\_  
\_\_\_\_\_

**Key Feature:** \_\_\_\_\_  
\_\_\_\_\_

**Special Touch:** \_\_\_\_\_  
\_\_\_\_\_



**List 3 ways to incorporate your history into events:**

- 1. \_\_\_\_\_  
\_\_\_\_\_
- 2. \_\_\_\_\_  
\_\_\_\_\_
- 3. \_\_\_\_\_  
\_\_\_\_\_

## NEXT STEPS

### TO-DO FOR YOU

- Create history highlight sheet**
- Update site tour talking points**
- Plan photo opportunities**
- Train team on story**