
your ULTIMATE ROADMAP

Are you starting your own wedding planning biz?
OMG, so exciting and a little terrifying, right?
Welcome to our VIP library; this is your all-access
pass to our expert insights on how to start your
own wedding planning business, complete with
actionable steps.

WRITTEN BY A WEDDING PLANNER EXPERT
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exclusive

your VIP WEDDING PASS

DREAM BIG, DARLING

DEFINE YOUR VISION

Before you start throwing confetti, figure out your vibe! Are you all about those over-the-top, glam affairs, or do you adore intimate, whimsical moments? **What makes your style pop?** This is your industry finger-print. Do you wanna be a solo star, run a cute boutique, or go full-on empire? Get clear.

- Create a Mood Board: Spend an afternoon on Pinterest and create a board that embodies your ideal wedding style. What colors, textures, and vibes resonate?
- Write a Mission Statement: In one sentence, what's the core purpose of your business? What do you want to accomplish?
- List 3 Ideal Client Profiles: Describe your dream clients. What are their ages, interests, and budgets? Where do they hang out online?

PLAN IT OUT

DEVELOP A BUSINESS PLAN

A business plan isn't just boring paperwork, it's your roadmap to success! Scope out the competition, set prices that scream "you're worth it," create a brand that makes hearts flutter, and get your finances in order. Trust me, it's worth it!

- Competitor Analysis: Research 3-5 local wedding planners. What are their strengths and weaknesses? How can you differentiate yourself?
- Create a Pricing Spreadsheet: Research industry averages and create a pricing structure for your services. What are your packages?
- Draft a Marketing Calendar: Plan out your social media posts, blog content, and networking events for the next three months.





KNOW YOUR BFF

UNDERSTAND YOUR IDEAL CLIENT



Who are your dream clients? Are they looking for pure luxury, sweet romance, or modern chic?

Figure out what who they are, what they love, what motivates them and how you can make their lives easier. Personal connections are everything!

- Create a Client Avatar: Develop a detailed profile of your ideal client, including their lifestyle, values, and wedding dreams.
- Join Online Wedding Forums: Engage with brides-to-be in online communities to understand their needs and concerns.

ALL EYES ON YOU

BUILD A MEMORABLE BRAND



Your brand is your personality! Be very intentional with the colours and fonts you choose, they speak louder than you think. Look up the psychology and be sure it aligns with the energy you want to people to feel. Design a logo that screams "you." Your online presence should be as gorgeous as your designs. Consistency is your secret weapon.

- Design a Logo: Hire a graphic designer to create a logo that reflects your brand's aesthetic.
- Choose a Color Palette: Select 3-5 colors that represent your brand and use them consistently across all platforms.
- Create a Website: Use Wordpress or Showit to build a professional website showcasing your services and portfolio.



GET LEGIT, HONEY!

LEGALIZE YOUR BUSINESS

Let's get down to business. Choose your business structure, register your name, and get those licenses and insurance sorted. It's not the most fun, but it'll save you headaches later

- Consult with a Lawyer: Discuss your business structure options and choose the one that best suits your needs.
- Register Your Business: Register your business name with your state or local government.
- Obtain Insurance: Research and purchase liability insurance to protect your business.



BOSS NETWORK

NETWORK WITH INDUSTRY PROFESSIONALS

Join fancy industry groups, hit up those exclusive events, and make friends with amazing vendors. Your network is your squad, so treat them well!

- Join a Local Wedding Association: Attend meetings and events to connect with other vendors.
- Schedule Coffee Dates: Reach out to photographers, florists, and venue managers for one-on-one meetings.
- Attend a Styled Shoot: Participate in a styled shoot to build your portfolio and network with other creatives.



YOUR RUNWAY

DEVELOP A MARKETING STRATEGY

Your website and social media are your runway! Show off your style, tell your story, and let those happy client testimonials work their magic. Make them fall in love!

- Create a Social Media Content Calendar: Plan your social media posts for the next month, including photos, videos, and captions.
- Start a Blog: Write blog posts about wedding planning tips, trends, and your services.
- Collect Client Testimonials: Ask past clients to write reviews and testimonials for your website and social media.

KEEP LEARNING, GORGEOUS

CONTINUOUSLY EDUCATE YOURSELF

Stay ahead of the game! Take classes, follow the trendsetters, and embrace new tech. Keep your skills sharp and your creativity flowing.

- Enroll in an Online Wedding Planning Course: Take a course to learn new skills and stay up-to-date on industry trends.
- Follow Industry Influencers: Subscribe to blogs, podcasts, and social media accounts of leading wedding professionals.
- Attend a Wedding Conference: Invest in attending a reputable wedding conference to network and learn from experts.

GET YOUR ACT TOGETHER!

SET UP EFFICIENT BUSINESS OPERATIONS

Behind every perfect wedding is a super-organized planner! Use those fancy client management tools, get your finances in check, and create systems that work. You'll thank me later!

- Choose a CRM System: Research and select a CRM system to manage client information and communication. **(We LOVEE HONEYBOOK)**
- Set Up Accounting Software: Use QuickBooks to track your income and expenses.
- Create Standard Operating Procedures (SOPs): Document your workflows and processes to ensure consistency and efficiency.

IT'S SHOWTIME

LAUNCH YOUR BUSINESS

It's showtime! Throw a killer launch party, and keep tweaking things as you go. You've got this!

- Host a Launch Party: Invite friends, family, and industry professionals to celebrate your business launch.
- Create a Press Release: Write a press release announcing your business launch and send it to local media outlets.
- Offer a Launch Discount: Attract new clients by offering a special discount for a limited time.

This isn't just a guide, it's your ticket to creating a wedding planning business that's as unique and fabulous as you are. Go out there and make some magic happen! ✨

