



Marketing *the* MURDER BARN

Wedding Venue Education by The Venue Business Bootcamp

BROUGHT TO YOU BY HERE COMES THE GUIDE



THE VENUE STORY BLUEPRINT WORKBOOK

Craft your venue's unique narrative

This step-by-step process guides you through defining your venue's authentic core story, identifying your true value proposition, understanding your ideal audience, and crafting language that brings it all together. The result? Marketing that attracts your perfect couples while naturally filtering out those who aren't the right fit.

The most successful venues don't try to appeal to everyone—they tell a specific story that makes their ideal couples think, "This place gets us." Complete this worksheet with your team, then use your story to create consistency across all your marketing touchpoints.

Let's craft a narrative that turns browsing couples into booking couples.



The Venue Story Blueprint™ Worksheet

STEP 1: CORE STORY ELEMENTS

What defines your venue?

YOUR ORIGIN

Year established: _____

Key turning points: _____

Notable moments: _____

YOUR VALUES - PICK TOP 3

Tradition

Community

Innovation

Creativity

Luxury

Authenticity

Sustainability

Personalization

Inclusivity

Other: _____

YOUR VISION

Complete this sentence:

"We want couples to feel _____ when they celebrate here."



STEP 2: VALUE PROPOSITION

What makes you special?

List your three most unique features:

1. _____
2. _____
3. _____

What can couples ONLY get at your venue?

1. _____
2. _____
3. _____

STEP 3: TARGET AUDIENCE

Who's your ideal couple?

DESCRIBE YOUR PERFECT CLIENTS

Style preference: _____

Budget range: _____

Most important to them: _____



What do they value most?

1. _____
2. _____
3. _____

STEP 4: CREATE YOUR STORY

This is where we put it all together!

FILL IN THE BLANKS:

We are _____, where _____ meets
VENUE NAME KEY FEATURE

_____ . Since _____, we've been
UNIQUE BENEFIT YEAR / ORIGIN

creating _____ for couples who want
TYPE OF EXPERIENCE

_____ .
YOUR COUPLES' CORE DESIRE

Our venue offers _____, _____, and
FEATURE 1 FEATURE 2

_____ , transforming ordinary weddings into
FEATURE 3

extraordinary moments that guests will talk about for years

to come.



NEXT STEPS

TO-DO FOR YOU

- Share your story with team**
- Update your website content**
- Revise your marketing materials**
- Create your site tour script**
- Review in 90 days to see if this has added value**