



the VENUE BUSINESS BOOT CAMP

Expert-led strategies to elevate your venue business

FROM THE CEO OF HERE COMES THE GUIDE

VBBC BASICS MODULE 1

RFP Response Email Template

First impressions matter. When a couple reaches out about your venue, your response can make or break their interest. Not only the tone of the email, but also the timing. This template is designed to be an enthusiastic yet professional auto-response, providing just enough information to pique their curiosity without overwhelming them. And providing it to them ASAP.

While the sample is for a virtual tour (a necessity during COVID that remains a valuable option for destination couples), you can easily adapt it for in-person visits.

Remember to personalize each response with the couple's name and requested date, highlight your venue's top 3-4 "superpowers," and include pricing information that's clear but invites further conversation. The goal is to secure that site tour—virtual or in-person—where you can truly showcase what makes your venue special.

Swipe + customize away!

THE AUTO-RESPONSE EMAIL

Dear Sarah,

CONGRATULATIONS on your engagement! 💍 We're thrilled you're considering Hopscotch Estate for your wedding celebration.

GOOD NEWS: We're available on September 18, 2021!

Hopscotch Estate sits in the breathtaking mountains of Venueville, California, blending full-service planning with natural beauty. Here's why couples choose us:

- **Flexibility for any size celebration** – From intimate gatherings to grand affairs, with no sound restrictions for late-night dancing
- **Perfect for destination weddings** – Multiple event spaces throughout the weekend, with two luxury hotels minutes away
- **Ready for your wedding party** – Two on-site Getting-Ready Suites provide comfortable, photo-worthy preparation spaces

Our weekend rentals range from **\$5,500–6,500**, and our All-Inclusive Packages (food, beverage, décor) range from \$175–250 per person. [Here is our full pricing guide for your review.](#)

Would you and your fiancé be available for a virtual tour this week? I'd love to show you around and hear more about your vision!

Please text or call me at (555) 123-4567 with your availability, or simply reply to this email.

Congratulations again!



HAYLEY FORSBURG

Venue Coordinator

HOPSCOTCH ESTATE

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animal magnet (including Tiger Sharks, unfortunately)



THE SWIPE FILE

Dear [NAME],

CONGRATULATIONS on your engagement! 🎉 We're thrilled you're considering [VENUE_NAME] for your wedding celebration.

GOOD NEWS: We're available on [REQUESTED_DATE]!

[VENUE_NAME] sits in [BRIEF_LOCATION_DESCRIPTION], blending [VENUE_HIGHLIGHT_1] with [VENUE_HIGHLIGHT_2]. Here's why couples choose us:

- [SUPERPOWER_1] – [BRIEF_BENEFIT_EXPLANATION]
- [SUPERPOWER_2] – [BRIEF_BENEFIT_EXPLANATION]
- [SUPERPOWER_3] – [BRIEF_BENEFIT_EXPLANATION]

Our [PACKAGES_TYPE_1] range from [PRICE_RANGE], and our [PACKAGES_TYPE_2] range from [PRICE_RANGE]. [\[Here is our full pricing guide for your review. \(LINK_TO_PRICING\)\]](#)

Would you and your fiancé be available for a [TOUR_TYPE] tour this week? I'd love to show you around and hear more about your vision!

Please text or call me at [PHONE_NUMBER] with your availability, or simply reply to this email.

Congratulations again!

[YOUR_SIGNATURE]