



# Marketing *the* MURDER BARN

Wedding Venue Education by The Venue Business Bootcamp

BROUGHT TO YOU BY HERE COMES THE GUIDE



## CREATING PRICING PACKAGES FOR YOUR CUSTOMER AVATAR

# A 5-STEP GUIDE

*Transform your customer understanding into packages that your perfect customer couple can't resist.*

You've done the hard work of identifying your customer avatars—those perfect couples who light up when they see your venue. Now it's time to create pricing packages that speak directly to what they want, need, and dream about for their wedding day.

Here's the thing: most venues create packages based on what they think makes sense operationally. **But the most successful venues? They build packages around what their ideal couples actually desire.**

Remember: you're not just bundling services—you're crafting experiences that make your ideal couples say "Yes, this is exactly what we want!"



## STEP 1: MINE YOUR AVATAR'S DREAMS

*What does your ideal couple really want?*

### START BY LISTING:

**Their top 3 priorities for their wedding day:**

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

**Their biggest fears or concerns:** \_\_\_\_\_  
\_\_\_\_\_

**Their style preferences:** \_\_\_\_\_  
\_\_\_\_\_

**Their "must-haves" vs "nice-to-haves":** \_\_\_\_\_  
\_\_\_\_\_

**Their budget comfort zone:** \_\_\_\_\_  
\_\_\_\_\_

## ACTION

*Create a one-page summary of what matters most to your avatar.*



## STEP 2: MATCH YOUR SUPERPOWERS

*Connect your venue's strengths to your avatar's desires*

Avatar Wants	Your Venue Offers	Package Potential
Stunning photos	Golden hour lighting	“Sunset Session” add-on
Privacy for guests	Exclusive use	“Private Estate Experience”
Stress-free planning	Full coordination	“Peace of Mind” package

## ACTION

*List your top 5 venue features that directly address your avatar's needs.*

## STEP 3: BUILD YOUR PACKAGE TIERS

*Create clear choices that make sense*

**Structure your packages like this:**

- **Essential Package:** Core experience (80% of what most couples need)
- **Signature Package:** Most popular options (what you'd recommend to friends)
- **Premium Package:** Everything plus exclusive extras

**KEY RULE:** *Each package tier should add clear, valuable benefits that your avatar will appreciate.*



## STEP 4: NAME & FRAME

*Make your packages memorable and meaningful*

### Your package names should:

- Reflect your venue's character
- Speak to your avatar's desires
- Be easy to remember
- Create an emotional connection

### Examples:

- Instead of "Basic Package" → "The Classic Collection"
- Instead of "All-Inclusive" → "The Complete Dream"
- Instead of "Premium" → "The Royal Experience"

## STEP 5: TEST & REFINE

*Make sure your packages resonate*

### Quick validation checks:

- Show packages to past couples - would they have chosen them?
- Ask your venue team if they make sense
- Compare to what competitors offer
- Check if pricing aligns with avatar's budget
- Verify that each tier has clear added value

**PRO TIP:** *Create a simple tracking sheet to monitor which packages couples choose and why.*



## QUICK IMPLEMENTATION GUIDE

### *This Week:*

- Review your avatar document**
- List your venue's superpowers**
- Draft initial package tiers**

### *Next Week:*

- Name your packages**
- Set pricing strategy**
- Create package descriptions**

### *Next Month:*

- Test with real couples**
- Gather feedback**
- Make adjustments**

## REMEMBER

- Keep it simple**
- Make differences between tiers clear**
- Focus on value, not just features**
- Address your avatar's true desires**
- Make it easy to choose**