



# Marketing *the* MURDER BARN

Wedding Venue Education by The Venue Business Bootcamp

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## The STAR Framework WORKSHEET

### *A systematic approach to venue evaluation & optimization*

This workbook contains two essential frameworks for developing your venue's marketing strategy. Each framework is followed by its practical worksheet. Work through them sequentially to develop your brand story and track your success.

The STAR Framework is a positive, future-focused approach to evaluate and optimize your wedding venue. Unlike the traditional SWOT analysis that emphasizes weaknesses and threats, STAR focuses on your unique strengths and opportunities. This systematic approach helps you identify what makes your venue special, align with current trends, recognize growth opportunities, and address client requests.



# S

## **STRENGTHS & SUPERPOWERS**

Identify what makes your venue uniquely desirable to couples. These are the distinctive features, services, or experiences that drive bookings - from architectural elements to exceptional service approaches or compelling history.

# T

## **TIMING & TRENDS**

Analyze your peak seasons, popular dates, and how current wedding trends align with your venue. This helps optimize your marketing, pricing, and positioning in the competitive landscape.

# A

## **AREAS FOR GROWTH**

Focus on opportunities to enhance your venue's appeal, divided into quick wins (90-day improvements) and long-term investments. This positive approach emphasizes potential rather than problems.

# R

## **REQUESTS FROM CLIENTS**

Track what couples frequently ask for that you don't currently provide. These patterns reveal valuable insights about today's couples' priorities and highlight potential adjustments that could significantly impact your booking rate.

***Let's get started with the worksheet to identify your venue's STAR elements and create a roadmap for success!***



# The STAR Framework™ Worksheet

## S – STRENGTHS & SUPERPOWERS

*What makes your venue special?*

**List your top 3 standout features:**

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

**What do couples consistently praise?**

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

**Your "wow factor" moments during tours:**

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



## T – TIMING & TRENDS

*How does your venue align with market demands?*

**Your peak seasons are:**

**Spring (months):** \_\_\_\_\_

**Summer (months):** \_\_\_\_\_

**Fall (months):** \_\_\_\_\_

**Winter (months):** \_\_\_\_\_

**Current wedding trends that match your venue:**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## A – AREAS FOR GROWTH

*Where can you improve?*

**Quick Wins (can implement within 90 days):**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_



**Long-term Investments to Consider:**

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

**R – REQUESTS FROM CLIENTS**

*How to respond to what might be missing or needs changing?*

**Common Client Requests:**

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

**Can we address any of these things?**

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



# The STAR Framework™

## REAL WORLD EXAMPLES

### HISTORIC DOWNTOWN CHURCH

#### STRENGTHS & SUPERPOWERS

- 100-year-old Gothic architecture
- Original stained glass windows
- Walking distance to luxury hotels

#### TIMING & TRENDS

- Peak: Spring/Fall ceremonies
- Aligns with "traditional with a twist" trend
- Popular for holiday celebrations

#### AREAS FOR GROWTH

- Adding modern AV systems
- Creating getting-ready room spaces
- Developing rain contingency options

#### REQUESTS FROM CLIENTS

- uplighting to highlight the stained glass windows
- less décor restrictions within the church
- the flexibility for vendors to access the church early

### URBAN ROOFTOP LOUNGE

#### STRENGTHS & SUPERPOWERS

- 360-degree city views
- Indoor/outdoor versatility
- Built-in bar and lounge furniture

#### TIMING & TRENDS

- Peak: Summer sunset ceremonies
- Perfect for "cocktail style" receptions
- Ideal for micro-weddings trend

#### AREAS FOR GROWTH

- Weather protection options
- Sound system upgrades
- Expanded catering kitchen

#### REQUESTS FROM CLIENTS

- Later end times for evening events
- Dedicated getting-ready spaces
- More flexible vendor policies



## WATERFRONT RESTAURANT

### STRENGTHS & SUPERPOWERS

- Ocean view dining room
- Award-winning cuisine
- Private beach access

### AREAS FOR GROWTH

- Expanding outdoor capacity
- Creating photo opportunities
- Developing wedding packages

### TIMING & TRENDS

- Peak: Summer beach ceremonies
- Aligns with "elevated dining" trend
- Popular for small weddings

### REQUESTS FROM CLIENTS

- Exclusive use of entire facility
- More customizable menu options
- Extended access time for setup and photography

## HISTORIC BARN

### STRENGTHS & SUPERPOWERS

- Original wooden beams
- 20-acre pastoral setting
- Indoor/outdoor options

### AREAS FOR GROWTH

- All new landscaping around the Barn
- Horse and buggy for couple's exit
- Collab with local cake vendor

### TIMING & TRENDS

- Peak: Fall harvest season
- Perfect for rustic-luxe trend
- Popular for weekend-long events

### REQUESTS FROM CLIENTS

- Climate control systems
- Upgraded bathrooms
- Expanded parking



## NEXT STEPS

### TO-DO FOR YOU

- Share analysis with team**
- Prioritize improvements**
- Update pricing strategy**
- Develop marketing plan**
- Review in 90 days**