



# *the* VENUE BUSINESS BOOT CAMP

Expert-led strategies to elevate your venue business

FROM THE CEO OF HERE COMES THE GUIDE

VBBC BASICS MODULE 2

## Guide To Finding Your Venue's Superpowers

### Before we begin, what is a "Superpower"?

**The things that make your venue uniquely desirable, and drive couples to commit to you.** Think of your superpowers as your competitive edge! Superpowers can be something tangible (such as a physical feature of your venue) or intangible (the way you make your couples feel like family). Superpowers can be a practical advantage (the great value you offer for the price) or a noteworthy aesthetic (the glittering crystal chandeliers in the ballroom).

- **Pro Tip:** Ideally your superpowers will be a combination of practical, aesthetic, and visual elements!

### Does every venue have superpowers?

Yes. Otherwise, they would be out of business. But not everyone is using their superpowers to their full advantage! That's why we've come up with some strategies to help you identify, amplify, and deploy your venue's superpowers.

## STEP 1 – IDENTIFY

**Look at your venue's reviews and testimonials.** What are the common threads?  
What are couples most delighted by?

**On your venue's social media,** the most likes/comments/engagement is coming from posts of:

**What do you do better than your competitors?**

**What's been winning you the booking over them? (This is key!)**

## *Recognize any consistent themes?*

What physical features of the property get mentioned most? What about the planning process and the day-of stood out? Anything specific about your service? (i.e. answered all my questions promptly, worked with my budget, customized our vegan menu, made us feel like family, etc.)

**GO BACK TO THE PREVIOUS PAGE AND CIRCLE ANY WORDS, PHRASES, OR CONCEPTS THAT COME UP AGAIN & AGAIN. WRITE THEM HERE:**

## SITE TOURS = MARKET RESEARCH

**During the tour, what makes the couple's eyes light up?** This could include event spaces, views, features, décor items, discussing F&B, etc.

**What part of your tour piques a couple's interest and gets them asking questions?**

**What do they take photos of, or post on social media with their phones?**

**Which photos that you share do they ask you to text or email to them?**



*Next, pay attention to:*

What gets you excited to share with your prospects?

What aspects of the venue are you most proud of?

Anything in particular that consistently gets the close?

**DON'T THINK, JUST ANSWER:**

If you had to choose just 3 words to describe your venue, what would they be?

1.	2.	3.
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# YOUR TOP 10 LIST

Now make a list of the top 10 most popular features your venue has or offers.

This may include things like:

- family-style dinner service
  - build-your-own packages
  - rose garden ceremony site
  - late-night snacks
- dramatic mountain panorama
  - incredible photo ops
  - industrial-chic vibe
  - etc. etc. etc.

1.	2.
3.	4.
5.	6.
7.	8.
9.	10.

Which of these do you think have been driving most of your business?

CIRCLE THOSE WORDS.

See anything in this list that matches the patterns in your reviews?

CIRCLE THEM TWICE!



# PUTTING IT ALL TOGETHER

Re-read our description of "superpowers" on page 1. Trust your gut here.

## WHAT DESIRABLE ASPECTS OF YOUR VENUE ARE FLASHING IN NEON LIGHTS AS SUPERPOWERS?

Between what gets complimented consistently, what's getting the close, and what you feel you do really well...you should be able to settle on your top 3-5 superpowers with confidence!

### *My Venue's Top Superpowers are...*

1.	2.
3.	4.
5.	

**Pro Tip:** Are you part of a brand with multiple venues? You can sync up your superpowers and still stay on brand! Here's how:

- **Start by leveraging your brand's reputation**
  - i.e. family-friendly country clubs, 4-star luxury resorts, boutique hotels, etc.
- **Then go beyond the expected to identify what's special** about your particular location:
  - i.e. Rooftop bar for after parties, largest ballroom in the county, walking distance to the beach, free parking, wifi and breakfast, popular with celebrities, waterfall pond for romantic photos, offers garden wedding elopement packages, etc.

## STEP 2 – AMPLIFY

### Invest in your imagery

- **Invest in high-quality professional photography** that puts a focused spotlight on your venue's superpowers.
  - Once you have gorgeous images that highlight the best points about your property, you can use them everywhere.

### Invest in your imagery

- **Use the Fill-In-The-Blank worksheet in this module to craft a statement** that highlights your venue's superpowers in one fell swoop!
  - Be sure this statement is prominent on your website's home page or wedding page. You can also use it in your social media bios.

### What's in a name? A superpower, of course!

- **Don't miss a chance to employ superpower verbiage wherever possible.** This may include your individual venue features:
  - The lawn → Mountain View Meadow
  - The main hall → The Crystal Ballroom
- Or your packages:
  - Small Wedding Package → “Intimate Wedding Experience”
  - Standard Wedding Package → “All-Inclusive Wedding Collection”
- Or even in your venue name:
  - "The Wild Duck" → “Wild Duck Organic Farm & Vineyards”
  - "Pali Golf Course" → “Waterfall Pavilion at Pali Golf Course”



## STEP 3 – DEPLOY

### Shout out your superpowers

- **On your website:** Use your Brand Superpower Statement above the fold on your home page or main wedding page, and be sure to include keywords and headlines that speak to your superpowers.
- **On social media:** Use your Brand Superpower Statement in your social media bios, show them off in your posts, and include relevant hashtags in your captions.
- **Across your brand collateral:** Shout out your superpowers in both text and imagery across everything you put out into the world—from your venue info packet and printed materials to downloadable PDFs and brochures.

### Curate those images

- **Be strategic with the images you share.** You want to only use the best, highest-quality, *professional* shots across your marketing. Don't fall into bad habits by using subpar photos—even if it's "just" on social media.

### Personalize your pitch

- **Connect your venue's superpowers to the prospective couple. Mastering this one skill will win you more bookings.** Examples:
  - **If your superpower is your concierge service:** *"You said you'll have a lot of family coming in from out of town. They'll like all the fun attractions within walking distance—our concierge would be happy to prepare some suggestions, and include brochures in your gift bags."*
  - **If your superpower is your incredible views:** *"Since your first date was a picnic—what do you think about staging a picnic-style welcome reception out on the farmhouse lawn, with that up-close view of the sunset over the bay?"*
  - **If your superpower is your award-winning culinary team:** *"Our Chef would be delighted to recreate your grandmother's kugel recipe—she's a whiz at interpreting global culinary traditions!"*

**Pro Tip:** This is where listening to your couples and asking a lot of detailed questions while you build rapport can really pay off: You'll have more opportunities to personalize your venue superpowers just for them.

## ANNUAL TO-DO FOR YOU

### Review superpowers at least once per year

- **Things change!** Your packages / features / tastes / photos / website / promotions, as well as what's trending with weddings from one year to the next.
- **Go ahead and calendar an annual "Superpower Review"** for yourself. Ask yourself things like:
  - Do my photos look current, or are they looking outdated / low-res / grainy, etc.?
  - Are my venue superpowers still appealing to couples? Or has anything become passé?
  - Are my superpowers being shouted out loud and clear on my website / across my social media platforms / in my collateral?
  - Does my Brand Superpower Statement still accurately reflect my venue's greatest strengths, or does it need to be tweaked?
  - Where else can I tout my venue's superpowers? Am I missing any opportunities?
- **Does your venue have overlooked superpower potential that might be worth developing?**
  - For example: an intimate, outdoor clearing beneath the oak tree could be made into a sweet ceremony spot.
  - If your competitor is capturing bookings because of their all-inclusive catering packages, could you partner with your favorite caterer to offer a package option in addition to your BYO? "Flexible catering for the best of both worlds!"

In other words, there might be easy ways to capture more market share—and create a superpower.

### STILL HAPPY WITH YOUR SUPERPOWERS AND HOW THEY'RE DISPLAYED?

*Great! See you again next year!*