



the VENUE BUSINESS BOOT CAMP

Expert-led strategies to elevate your venue business

FROM THE CEO OF HERE COMES THE GUIDE

VBBC BASICS MODULE 4

Automated Response Email Template

When engaged couples reach out to your venue, they're excited and eager for information. Even if you can't respond personally right away, an automated response shows them they matter to you. This template is designed to be brief yet impactful—perfect for today's couples who prefer concise, scannable content.

And while it's automated, it doesn't have to feel impersonal! By highlighting your venue's unique "superpowers" and sharing a link to real wedding photos, you create an immediate connection.

Remember, most couples will view this on their phones, so we've intentionally kept it short and visually appealing with bullet points and strategic bold text. Customize the template on the last page with your venue's standout features, and be sure to update your gallery link regularly to showcase your latest events.

Swipe + customize away!

THE AUTO-RESPONSE EMAIL

Hi there!

Thanks for your inquiry about Hopscotch Estate! We're absolutely thrilled you're considering us for your special day 🎉

And while this email is an auto responder (I'm probably out giving a tour or coordinating an event), rest assured that you're my priority as soon as I'm back. In the meantime, **here are the top 3 reasons why couples love us:**

- **Italian villa vibes (no passport required)** – Stunning lake and mountain views for those dream wedding photos
- **Award-winning culinary team** – In-house catering with custom menus tailored to your taste
- **The party doesn't stop** – After-party in our indoor atrium until 1AM. We're also a short shuttle ride away from a bustling downtown, and are happy to set up rides for you and your guests.

Want to see more? [Check out our favorite real weddings here!](#)

Feel free to reply with any questions, or text me at the number below. Can't wait to connect!

Warmly,



HAYLEY FORSBURG

Venue Coordinator

HOPSCOTCH ESTATE

510/925-0275

hayley@herecomestheguide.com

animal magnet (including Tiger Sharks, unfortunately)



THE SWIPE FILE

Hi there!

Thanks for your inquiry about [VENUE_NAME]! We're absolutely thrilled you're considering us for your special day 🎉

And while this email is an auto responder (I'm probably out giving a tour or coordinating an event), rest assured that you're my priority as soon as I'm back. In the meantime, **here are the top 3 reasons why couples love us:**

- [STANDOUT_FEATURE_1] – [BRIEF_DESCRIPTION_OF_BENEFIT]
- [STANDOUT_FEATURE_2] – [BRIEF_DESCRIPTION_OF_BENEFIT]
- [STANDOUT_FEATURE_3] – [BRIEF_DESCRIPTION_OF_BENEFIT]

Want to see more? [Check out our favorite real weddings here! (LINK_TO_GALLERY)]

Feel free to reply with any questions, or text me at the number below. Can't wait to connect!

Warmly,

[YOUR_SIGNATURE]