

ENGAGEMENT SEASON POWER-HOUR

5 Tasks, 1 Hour, Booking Season Ready



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READY TO FILL YOUR YEAR?

Engagement season is upon us, babe! Right now, thousands of guys and gals have engagement rings stashed in pockets and dresser drawers waiting for a special moment to pop the question!

Out of the 10 most popular days to get engaged, 9 of them happen between December 1st and February 14th!

And after the yes, couples are on the hunt to find their team!

These 5 tasks can be done in 1 hour and will help convert inquiries into booked events! Let's go!



* * SHORTEN YOUR CONTACT FORM

You already know most people are checking out your website from their phone. You need to make it easy to get in touch with you on a mobile device! How?

Make your contact form quick & easy!

If you've got more than 5-7 fields in your contact form, it can seriously decrease the number of people who complete it!

Consider limiting your contact form to: Name, Email Address, Event Date, Budget, Venue, How they heard about you, and a message box.

Gather other information you might need before setting the consultation by creating a template response to all inquiries that you can send quickly after they reach out with our next tip!



* * MAKE QUICK RESPONSE TIMES A BREEZE

Once a potential client pushes submit on a contact form, the clock starts ticking.

You know the feeling, right? You're on a website, you ask for more info, you want it now!

So, the quicker you can respond to your leads, the better.

Of course, I'm not suggesting you stay glued to your phone waiting for inquiries to come in or drop everything at a moments notice to respond. Our next action item is to make it simple for you to respond with 24 hours!

Create an auto response or Initial Contact template!

An auto-response that lands in their inbox with a warm greeting, information about you & your services, and the next steps will scratch the itch and let you respond within normal business hours.

Does an auto-response feel too impersonal to you?
Create a template instead!

Use this as the base welcome email for every inquiry. It should include the same info - a greeting, information for the client, and next steps! Then simply add a few details from their contact form to customize it and make it seem less template-y. You can easily respond to an inquiry in 5 minutes or less!



TIME BLOCK YOUR CONSULTS

One of the most frustrating and time-wasting tasks during booking season is the back and forth of trying to set a time to meet! Take the guess work out of it before the inquiries even hit your inbox.

Create time blocks for consultations!

If you are able to, consider using a scheduling software like Calendly or Acuity! You can set times for your appointments and simply send inquiring couples a link to book their own consultation! Zero effort on your part!

If you're not ready to jump into a new software, no worries!

Sit down and take a few minutes to block time for appointments. Maybe you only take consultation on Tuesday and Thursday afternoons. Or maybe you want to enjoy your precious off-season weekends and only offer consultations one Saturday each month! Whatever it is, block these times in your calendar so you can easily let potential clients know when you are available to meet!





* * RAISE YOUR PRICES (SERIOUSLY)

Girl, I'm giving you permission right now. Before booking season begins, raise your prices! If you've been around the block a few times, charging what you're worth may come naturally. But I know from experience, it can be tough to set higher prices and minimums.

You are worth it! Raise 'em up!

Update the minimums and price ranges in your media kit or on your website. If you give out any branded materials at wedding shows or during consultations, make sure you are including updated pricing.

It can even be helpful to notate that this is your "2020 Pricing". This will give you wiggle room for any of those 2021 & beyond inquiries and let you adjust your rates as necessary.

If this is a struggle area for you, consider adding a yearly bump to your annual planning checklist! Even a tiny increase each year can add up, and if it's scheduled, you're less likely to chicken out!



* LOVE YOUR VENDORS

You've got everything on this list complete, and you're feeling great about engagement season! Now it's time to share an update and a little love with your favorite vendors and venues.

A quick love note to your fave vendors will keep you top of mind!

It doesn't have to be anything fancy! Even a simple email with your updated media kit and a few compliments to remind them how much you loved working with them will do the trick.

The point is to renew the connection. Vendor recommendations are one of the best (and cheapest) ways to get quality leads. And by reaching out to those you loved, you can start attracting the dream clients you want!

YOU'VE GOT THIS!

That's it, babe! You are ready to rock-and-roll and make 2020 your most incredible year yet!

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