



the VENUE BUSINESS BOOT CAMP

Expert-led strategies to elevate your venue business

FROM THE CEO OF HERE COMES THE GUIDE

VBBC BASICS MODULE 1

RFP Response Email Template

First impressions matter. When a couple reaches out about your venue, your response can make or break their interest. Not *only* the tone of the email, but also the timing. This template is designed to be an enthusiastic yet professional auto-response, providing just enough information to pique their curiosity without overwhelming them. And providing it to them ASAP.

While the sample is for a virtual tour (a necessity during COVID that remains a valuable option for destination couples), you can easily adapt it for in-person visits.

Remember to personalize each response with the couple's name and requested date, highlight your venue's top 3-4 "superpowers," and include pricing information that's clear but invites further conversation. The goal is to secure that site tour—virtual or in-person—where you can truly showcase what makes your venue special.

Swipe + customize away!

THE AUTO-RESPONSE EMAIL

Dear Sarah,

CONGRATULATIONS on your engagement! 🎉 We're thrilled you're considering Hopscotch Estate for your wedding celebration.

GOOD NEWS: We're available on September 18, 2021!

Hopscotch Estate sits in the breathtaking mountains of Venuetown, California, blending full-service planning with natural beauty. Here's why couples choose us:

- **Flexibility for any size celebration** – From intimate gatherings to grand affairs, with no sound restrictions for late-night dancing
- **Perfect for destination weddings** – Multiple event spaces throughout the weekend, with two luxury hotels minutes away
- **Ready for your wedding party** – Two on-site Getting-Ready Suites provide comfortable, photo-worthy preparation spaces

Our weekend rentals range from \$5,500–6,500, and our All-Inclusive Packages (food, beverage, décor) range from \$175–250 per person. [Here is our full pricing guide for your review.](#)

Would you and your fiancé be available for a virtual tour this week? I'd love to show you around and hear more about your vision!

Please text or call me at (555) 123-4567 with your availability, or simply reply to this email.

Congratulations again!



HAYLEY FORSBURG
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HOPSCOTCH ESTATE
510/925-0275
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animal magnet (including Tiger Sharks, unfortunately)



THE SWIPE FILE

Dear [NAME],

CONGRATULATIONS on your engagement! 🎉 We're thrilled you're considering [VENUE_NAME] for your wedding celebration.

GOOD NEWS: We're available on [REQUESTED_DATE]!

[VENUE_NAME] sits in [BRIEF_LOCATION_DESCRIPTION], blending [VENUE_HIGHLIGHT_1] with [VENUE_HIGHLIGHT_2]. Here's why couples choose us:

- [SUPERPOWER_1] – [BRIEF_BENEFIT_EXPLANATION]
- [SUPERPOWER_2] – [BRIEF_BENEFIT_EXPLANATION]
- [SUPERPOWER_3] – [BRIEF_BENEFIT_EXPLANATION]

Our [PACKAGES_TYPE_1] range from [PRICE_RANGE], and our [PACKAGES_TYPE_2] range from [PRICE_RANGE]. [\[Here is our full pricing guide for your review. \(LINK_TO_PRICING\)\]](#)

Would you and your fiancé be available for a [TOUR_TYPE] tour this week? I'd love to show you around and hear more about your vision!

Please text or call me at [PHONE_NUMBER] with your availability, or simply reply to this email.

Congratulations again!

[YOUR_SIGNATURE]