



Marketing *the* MURDER BARN

Wedding Venue Education by The Venue Business Bootcamp

BROUGHT TO YOU BY HERE COMES THE GUIDE

H

THE MAGIC 6: ESSENTIAL QUESTIONS FOR CUSTOMIZED SITE TOURS

The most successful site tours don't start with the venue—they start with the couple. Before you show them a single room, you need to understand what they're dreaming about, what they're worried about, and what would make them say "Yes, this is perfect!"

These six questions transform generic property walkthroughs into customized experiences where couples can actually see their wedding day unfolding at your venue.

When you know what matters most to each couple, you can customize every stop on your tour to show them exactly what they want to see.



I “What's the vibe or feeling you want your guests to experience at your wedding?”

Listen for: Words like "romantic," "elegant," "laid-back," "dramatic" - this helps you highlight relevant venue features

2 “When you imagine your perfect wedding day, what single moment stands out the most?”

Listen for: Specific scenarios like "our first dance," "gorgeous photo spots," "gathering all our loved ones" - this helps you paint the picture during your tour

3 “What's been your favorite part of any wedding you've attended? What left you thinking *I love that they did that?*”

Listen for: Experience-focused details like "fireworks send off," "the most delicious dinner," "a dance party that went on for hours" - this reveals what they value most

4 “Are there any must-haves for your wedding that you won't compromise on? Let's talk dealbreakers.”

Listen for: Deal-breakers like "outdoor ceremony," "wheelchair accessibility," "space for 200+" - this helps avoid wasting anyone's time



5 “Who are the VIPs at your wedding that we should keep in mind while planning?”

Listen for: "Grandparents," "young children," "wedding party size" - this helps you address comfort and logistics

6 “What's your biggest worry about choosing a venue?”

Listen for: Concerns like "rain backup," "parking," "noise restrictions" - this lets you address fears proactively

PRO TIPS

- Ask these questions conversationally, not like an interview
- Take notes (mental or quick written ones) about their answers
- Reference their responses throughout the tour to show you're really listening and to begin to give them the vision of their wedding at your venue.
- Use their answers to highlight relevant venue features and possibilities

REMEMBER

The goal isn't just to gather information – it's to get to know the couple enough to be able to use the site tour to show them that their event would be amazing at your venue.