



the VENUE BUSINESS BOOT CAMP

Expert-led strategies to elevate your venue business

FROM THE CEO OF HERE COMES THE GUIDE

VBBC BASICS MODULE 8

Venue Info Package Audit Checklist

When done right, a Venue Info Package document is a really powerful tool. It serves as your venue's ambassador when you're not there to speak for yourself, communicating your unique value proposition, pricing structure, and key details that couples need to make informed decisions. This crucial marketing piece can be the difference between securing a site tour and losing a potential booking to a competitor. How would you rate yours?

In the podcast episode for this module, we go over 6 mistakes we see venues making with their Venue Info Package - as well as what to do to fix them. From overwhelming text and underwhelming images to unclear pricing and excessive rules, these common pitfalls can significantly impact your booking rates.

This comprehensive checklist will help ensure you're not falling into any of those traps and instead leveraging your package as the effective sales tool it's meant to be.

First, print out your current package document. Then, go through this checklist item by item to see if there are any changes you need to make to set your Venue Info Package up to be an impactful marketing asset.

MISTAKE #1: TOO MUCH TEXT

LET'S GET SAVAGE!

As much as we'd love for couples to soak up every word of your Venue Info Packet, the reality is that most won't—especially if they're immediately overwhelmed by too much text. So let's edit.

- ❑ **Are you clearly answering the question of why the couple should choose you?**
- ❑ **Are your superpowers front and center?**
- ❑ **Does any of the verbiage sound dated?** Will it appeal to Gen Z?
- ❑ **Are you using cliché language?** (e.g. "Perfect", "Dream", "Most Memorable," "Wedding of a Lifetime", etc.) Cut it – and be more authentic and fun!
- ❑ **Are you using industry jargon?** Stop! Put yourselves in your couples' shoes. They aren't necessarily going to know what these terms mean. Use conversational language they'll understand.
- ❑ **Where can you cut out any fluffy filler text?**

Pro Tip: Be sure to format any blocks of text so that even skimmers will get the gist of the most important points. Make titles big and eye-catching, bold important phrases, bullet point out any lists, and break up blocks of text with images to keep a couple's visual interest.

MISTAKE #2: TOO FEW IMAGES

PUMP UP THE PRETTY

This is one place where you don't want to fall back on “less is more”. You want your document to be heavy on the visuals! Couples will connect with the images before they read the text.

- Are any photos blurry or poor quality?** Take them out ASAP!
- Do any of your photos look dated?** Ideally, you want photos from weddings that took place in the last 2 years.
- Do you clearly highlight your main event spaces with gorgeous photos of each space?**
- Are you visually showing off your superpowers?**
- Are you including a mix of event spaces in action, cool details from around your property, and romantic real-wedding moments?** Gold star if you are! It's great for a couple to see each space on its own, but even better if they can see actual weddings full of guests having fun.
- Do you have a photo of your venue that you've used on social media recently that got a ton of likes?** Add it!

Pro Tip: We've said it before and we'll say it again... Invest in professional photography. PLEASE! Do this before you spend any more of your marketing budget on advertising. Yeah, we went there. #realtalk

MISTAKE #3: PRICING NOT LAID OUT CLEARLY

KEEP IT SIMPLE & STRAIGHTFORWARD

If a couple can't easily determine if your costs work within their budget, you will lose that sale! Help them do the math by laying out easy-breezy packages and pricing.

- ❑ **Are there any places where you can simplify and streamline?** Your Info Package doesn't need to read like your contract, but it does need to give couples a sense of ballpark pricing.
- ❑ **Does your pricing format adhere to industry standards?** This makes it easier for couples to compare “apples to apples” with other venues they are considering.
- ❑ **Are your bar costs clear and easy to calculate by guest count or package?** So many couples struggle with getting a handle on how much the bar will really cost them.
- ❑ **If including alcohol within your catering or package pricing, are you making it *very clear* that bar service is included?** This can substantially raise your per person rate, and make you seem more expensive than your competitor who isn't including alcohol.
- ❑ **If you have an all-inclusive package, are you detailing everything that's included?** You need to shout out the value in that dollar amount!

Pro Tip: Have a trusted wedding planner review your pricing to see if anything stands out to them. They have a good handle on where couples get most confused with venue pricing.

MISTAKE #4: TOO MANY RULES

STAY POSITIVE HERE!

Don't make your venue feel so prohibitive that it scares the couple away! Keep any rules, regulations, or restrictions short, sweet, and positive.

- ❑ **Are the most important policies covered?** Anything that's a potential deal breaker for a couple needs to be communicated upfront.
- ❑ **Are you using a lot of "negative" language here?** (e.g. cannot, unable to, do not, prohibited, restricted, etc.) Try reframing things in a more constructive way. If you want a positive response to your venue's rules and regulations, use uplifting language!
- ❑ **Are you spelling out every single rule and policy under the sun? DON'T DO THIS!** Anything that's not a deal breaker needs to be left for later.

Pro Tip: Once you get the couple on site and they fall in love with your venue, then you can go over the rest of the nuts-and-bolts details.

MISTAKE #5: OUTDATED DESIGN OR LAYOUT

PRESENTATION IS EVERYTHING

Much like a wedding invitation, your Venue Info Package sets a couples' expectations of what their wedding could be like at your venue. If you aren't showing current style and design right off the bat, this could be a place where you lose that site tour - and the booking.

- ❑ **Are there any places that feel visually cluttered?** White space is your best friend! It gives your package “visual breathing room” and helps the couple absorb info more easily.
- ❑ **Are you using too many fonts, outdated fonts, or fonts that are hard to read?** Just say no to Comic Sans and stick with 1-4 legible fonts, max. If you're using script fonts, never use all caps and never space out the letters.
- ❑ **When was the last time you gave your package a makeover?** If it's been longer than 12 months then it's time to get to work! Calendar yourself to review it annually.
- ❑ **Are the styles and colors current with what's on trend for weddings?**
- ❑ **Is your package PDF mobile-friendly?** With more than 60% of couples out there wedding planning from mobile devices, a double-check on this point is always a good idea.

Pro Tip: Have any doubts about the look of your package? Hire a graphic designer to help you with it. You'll make this money back in spades!

MISTAKE #6: NO CALL TO ACTION

ILLUMINATE THE PATH TO BOOKING

Don't make the couple guess how to book your venue! After presenting this incredible sales pitch about your venue, you want to lead couples to contact you for a site tour. Are you calling couples to this action effectively?

- ❑ **Are you telling the couple exactly how to connect with you to check date availability and to schedule a site visit?** Spell out the next steps for them!
- ❑ **Are you finding a way to make this invite special?** What can they look forward to on the site tour: A champagne toast? Coffee and a sweet treat? Get charming! Woo them!
- ❑ **Is it easy to find contact / booking information in your package?**
- ❑ **Are you including a link to your package again when you do your follow-up?** This makes it easier for the couple to keep track of your information and keeps your venue top of mind.

Pro Tip: We suggest putting your contact information in the footer of your Venue Info Package. You can also include a call to action there! Just something simple like “Ready to schedule a site visit? Call us at 555/555-5555 or email us at info@thebestweddingvenue.com”.