



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

Pre-Tour Questionnaire

This questionnaire is your secret weapon for creating an instant connection with couples during virtual site tours!

Don't send this to couples ahead of time—instead, use these questions as a conversation guide during the first 10-15 minutes of your virtual tour call. This collaborative approach feels much more personal and helps you build rapport before the actual tour begins.

We've included both practical logistical questions (guest count, budget, etc.) AND relationship-building questions that help couples feel seen and understood. When you ask things like "How did you two meet?" or "What wedding traditions are you most excited about?", you're not just gathering information—you're creating an emotional connection that sets you apart from other venues.

Pro Tip: Keep this handy during your calls and jot down quick notes as couples share their stories. These personal details will help you customize your tour and follow-up communications in ways that truly resonate.

Part I – Logistics

NAME

NAME

EMAIL

EMAIL

PHONE

PHONE

HOW DID YOU HEAR ABOUT US?

DESIRED DATES

1ST CHOICE

2ND CHOICE

FLEXIBLE INFLEXIBLE

TARGET TIME OF YEAR:

PLANNING TIMELINE

How soon are you looking to book?

DESIRED EVENTS

- CEREMONY RECEPTION REHEARSAL DINNER
 MULTI-DAY ONE-DAY OTHER

APPROX GUEST COUNT

- CHILDREN ADULTS ONLY PETS?

Part I – Logistics

APPROX BUDGET

\$

TOTAL BUDGET

VENUE ONLY

Pro Tip: Be very specific about asking for the full budget. A lot of couples may have a number like \$30,000 in mind, for example, and think that \$1,000 is enough for a venue fee. Or they don't realize that an \$8,000 venue fee would be a stretch for them. Consider asking: "What percentage of your overall budget have you allocated for your venue?" This helps frame realistic expectations right from the start. YOU are the professional and can help steer them accordingly to either spend more, or to look toward off-peak dates or days of the week.

DECISION MAKERS

Will anyone else be involved in the venue decision? If yes, who?

VENDORS

Have you already booked any vendors? If yes, which ones?

LODGING (IF APPLICABLE)

Approximately how many rooms/out-of-town guests?

SPECIAL CONSIDERATIONS

Accessibility needs? Cultural or religious requirements? Jot them down here.

Part 2 – Relationship Building

HOW DID YOU TWO MEET?

WHAT'S YOUR PROPOSAL STORY?

WHAT ARE YOUR TOP PRIORITIES FOR THE WEDDING DAY?

Note: Listen for the Four "F"s: Fun, Food, Floral/Design, "Fotography"

DO YOU HAVE A VISION IN MIND FOR YOUR WEDDING DAY?

Note: If they're unsure, ask style prompts: "Formal or relaxed?" "Classic, boho, or modern?"

WHAT FOOD & DRINK EXPERIENCES ARE YOU HOPING FOR?

Note: Discuss service style, bar options, special dishes, cultural elements, stations, etc.

Part 2 – Relationship Building

ANY FUN OR UNIQUE ELEMENTS YOU'RE PLANNING TO INCLUDE?

IS THERE A SPECIFIC TRADITION YOU MUST INCLUDE?

WHAT ASPECTS OF OUR VENUE ARE YOU MOST EXCITED TO SEE TODAY?

HAVE YOU VISITED OTHER VENUES? WHAT DID YOU LOVE ABOUT THEM?

Note: Use this information to highlight similar or better features at your venue.

DO YOU HAVE ANY SPECIFIC QUESTIONS BEFORE WE BEGIN OUR TOUR?

Note: Remember to reference their personal details during the tour!