



Marketing *the* MURDER BARN

Wedding Venue Education by The Venue Business Bootcamp

BROUGHT TO YOU BY HERE COMES THE GUIDE



COUPLE AVATAR DISCOVERY WORKSHEET

Know your dream couples & market straight to them

The Couple Avatar Discovery Worksheet guides you through analyzing your most successful past weddings, identifying patterns in what couples love about your venue, and discovering the types of celebrations that truly shine in your space.

This practical tool helps you move beyond generic marketing by creating detailed profiles of your ideal couples – from their style preferences and priorities to their planning timeline and budget comfort zone. By understanding who you serve best, you can craft targeted marketing that resonates deeply with couples who will truly appreciate your venue's unique offerings and superpowers.



Couple Avatar Discovery Worksheet

PART 1: YOUR BEST WEDDINGS

Think about 2–3 weddings that felt perfect for your venue

WEDDING 1

What made it special? _____

Key design elements they chose: _____

What was the overall style/vibe? _____

Why did you love working with them? _____

WEDDING 2

What made it special? _____

Key design elements they chose: _____

What was the overall style/vibe? _____

Why did you love working with them? _____



WEDDING 3

What made it special? _____

Key design elements they chose: _____

What was the overall style/vibe? _____

Why did you love working with them? _____

What patterns do you see?

Common budget range: _____

Typical guest count: _____

Style preferences: _____

Personality traits: _____



PART 2: WHAT THE DATA TELLS YOU

Your most popular content

Top performing social media posts:

1. _____
2. _____
3. _____

Most asked questions during inquiries:

1. _____
2. _____
3. _____

Most requested features/elements (garden ceremony, getting-ready space, etc.):

1. _____
2. _____
3. _____



PART 3: YOUR VENUE'S SWEET SPOT

WHAT WORKS BEST AT YOUR VENUE:

Ideal guest count: _____

Best season(s): _____

Most successful event style: _____

Element that gets the most buzz: _____

YOUR TEAM'S STRENGTHS

What do you do better than anyone? _____



PART 4: IDENTIFYING YOUR AVATARS

*Based on everything above, what types of couples
might be perfect for you?*

POTENTIAL GROUP 1

Quick description: _____

What they value: _____

Why they'd love your venue: _____

Their likely budget: _____

POTENTIAL GROUP 2

Quick description: _____

What they value: _____

Why they'd love your venue: _____

Their likely budget: _____



POTENTIAL GROUP 3

Quick description: _____

What they value: _____

Why they'd love your venue: _____

Their likely budget: _____

NEXT STEPS

TO-DO FOR YOU

- Choose your top 2 avatar groups**
- Use the detailed Customer Avatar Creation Worksheet for each**
- Share with your team**
- Start planning packages for each group**