



lesson twelve:
FINDING
BRIDES



BRANDING:

Mentioned in the last lesson, having a brand is very important. Being consistent with your branding is a vital way to gain brand awareness which leads to new clients. Branding is one of the most important aspects of any business, large or small. It truly tells them what they can expect from your services. Your brand is more than just your name or logo, it is the visual element used to represent your company. If a Veil Member you will have access to our graphics.

SOCIAL MEDIA:

Social Media is a must these days if you want to be in business. You should try and utilize all the platforms. Make sure you stay consistent with your message. You will want a Facebook Business Page, Instagram Business Page and a Pinterest Page. If a Veil Member, your Veil web page will link to these pages.

ADVERTISING & MARKETING:

Advertising has changed over the last few years as more and more businesses are advertising online or digitally. Whether it is Facebook, Instagram or Google Ad Words - make sure you are smart about where you are spending your money. You want to get the most bang for your buck. Do not reinvent the wheel. Find something that works and roll with it.

BRIDAL SHOWS:

These are a no-brainer. If you are contemplating doing a bridal show, expo, fair, etc, the answer is YES. Do it! They can be a little expensive, but they usually end up paying off in the end! Always do your research before you book a spot in one of these shows. Make sure the company putting it on is a reputable company in your area.

Obviously the key with these shows is to meet BRIDES! But something many wedding vendors miss out on is the opportunity to network with the other business owners and wedding vendors! Introduce yourself to the other vendors. Tell them about your services. You can even offer referral fees or discounts to their brides to entice them to pass along your name to a bride. It is a great idea to know the best DJs or Photographers in town to work with. They talk to a lot of brides and your name could come up in their bridal meetings.

COMMUNITY GROUPS:

Joining community groups, the chamber of commerce or other business networking groups can really help you meet people. The more you are out having conversations with people about your business, the more your name will come up when someone is looking for a wedding coordinator. Be on the lookout for other wedding vendors, past or future brides, etc. Referrals are a great way to get new clients.

TESTIMONIALS:

Testimonials are the KEY to successes and bringing in new brides for your business. Here is a guide with questions to send to your bride about a week after their wedding day (or after they get home from their honeymoon). If you had a great relationship with the family, especially the Mother of the Bride, during the coordination process send her the questionnaire, too!

Hey Allison!

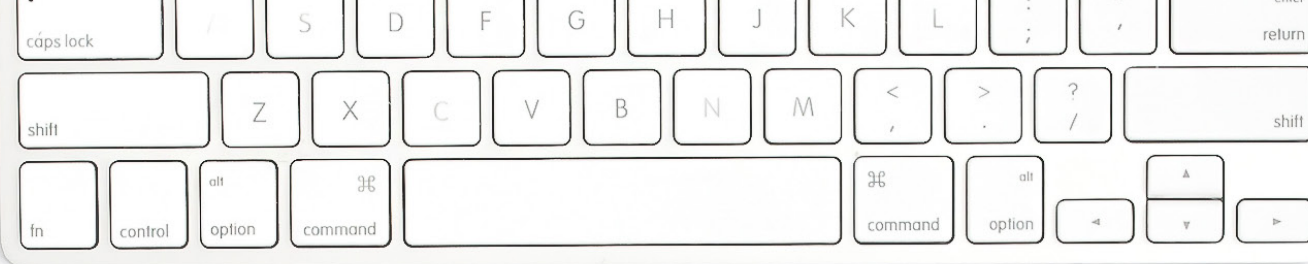
If you don't mind, I am doing some updates with my business page and I was wondering if you could answer some of these questions for me from the Bride's (or Mother of the Bride's) point of view. I had such a good time working with you on your wedding day!! :) Thanks!!!

- 1. What did I help you with once you hired me?*
- 2. What would you tell other brides if they were thinking about hiring me?*
- 3. Do you mind if I feature your testimonial on my website?*
- 4. Any other thoughts or comments you want to share about my business?*
- 5. If you are interested, I would love to share a photo or two from wedding day with your testimonial? If your photographer got any with me in it, I would LOVE to use them!*

Once the Bride e-mails you back - take her answers and form a paragraph quoting her. Take a few strong words out of the text and use it for the title. (Example: Hiring Lindsay was worth every penny, So Worth it, Veil Events is the best etc.)

Try to do this for every single bride. Organizing a collection of these will really help you book more weddings in the future. Everyone wants to hear feedback from others who have experienced working with you!





To do list:

- Make a business Facebook page.
- Make an business Instagram page.
- Make a business Pintrest page.
- Create a list of branding materials you'll need. Business cards, thank you cards, letterheads, e-mail signature, facebook cover photo, website banners, flyers and brochures. Give this list your designer or print and design yourself. If a Veil Member you will receive most of these items.
- Look up Bridal Shows in your area, and get them booked.
- Get a marketing plan and budget together.
- Create a Testimonial E-mail and save in your Drafts to send out after wedding day.



