



Lesson Two:
**COORDINATION
VS.
PLANNING**





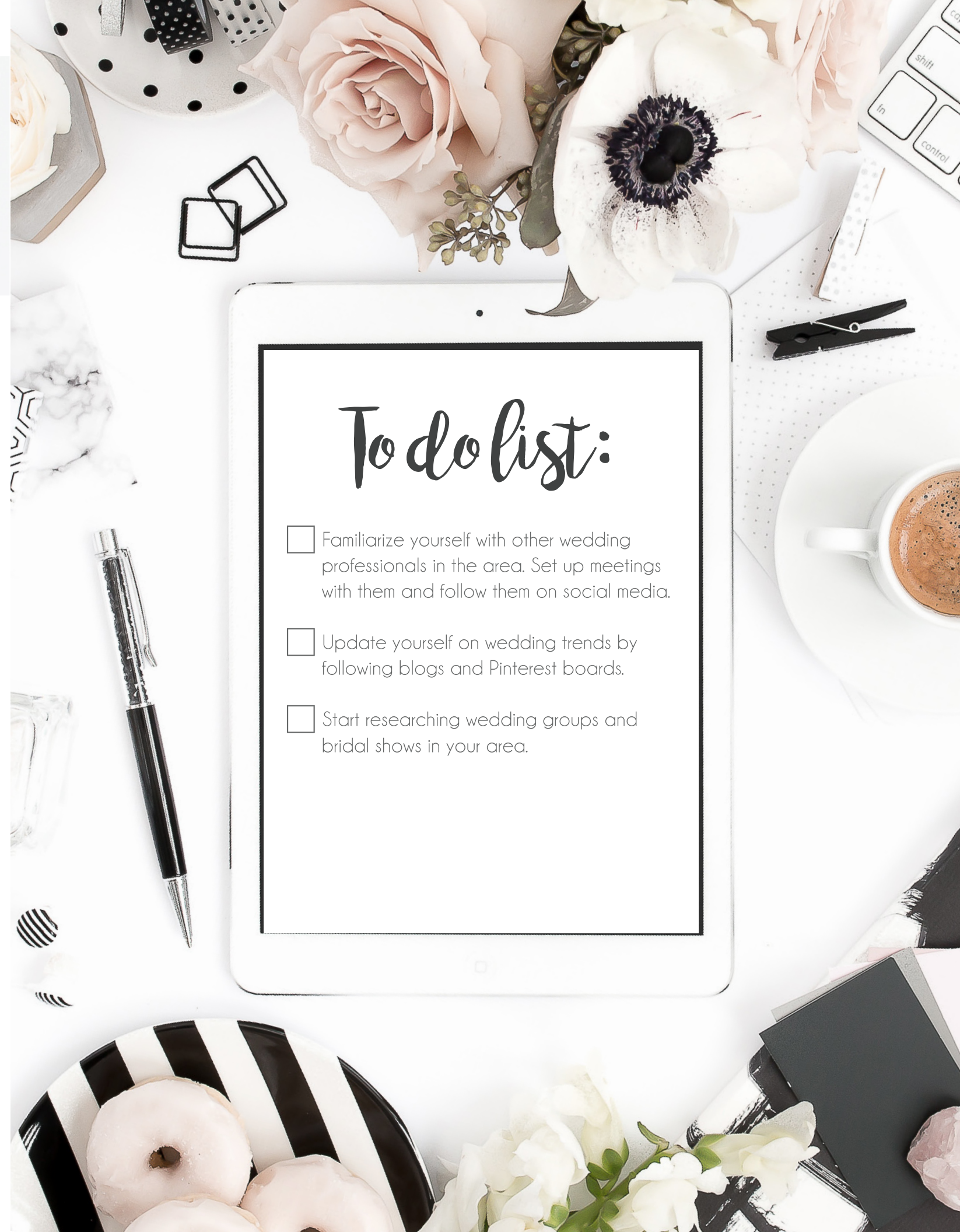
There are so many roles you can have in the wedding world. There is a need for many different professionals on the wedding day. One well-known wedding professional that you have probably heard of is a wedding planner - someone who comes in and does it all, start to finish!

The majority of brides either enjoy planning or are able to easily plan their own wedding and do not necessarily need a full-service wedding planner. This is especially true in small towns where there may be only 10 photographers or 10 venues to choose from and the planning is not as difficult. If you are in a larger city - there are numerous websites, facebook pages, reviews and different ways to meet and reach vendors.

If you want to do full-service wedding planning, go for it! There are brides out there who would rather pay one big check and have someone do all of the planning for them. But, the truth is, most brides do not need all of that help or they cannot afford a full-service planner.

This course will still be absolutely beneficial for those of you wanting to go the full-service planner direction. Your only additional wedding duties would be the process of finding the vendors, locking down the contracts, paying the deposits, managing the budget, answering questions and calls from the bride (at any time of the day), planning the rehearsal dinner and possibly planning the honeymoon. Depending on your bride, there may be more responsibilities than these with full-service planning.

We are going to narrow it down to Day of Coordination, Month of Coordination or 3 months out Consulting. A bride with a more reasonable budget still needs someone there to make her wedding day go smoothly and to consult with during the life of her engagement.



To do list:

- Familiarize yourself with other wedding professionals in the area. Set up meetings with them and follow them on social media.
- Update yourself on wedding trends by following blogs and Pinterest boards.
- Start researching wedding groups and bridal shows in your area.

