

lesson five:
**THE PREP
WORK**



12 - 6 MONTHS BEFORE:

The First Free Consultation:

BEFORE MEETING:

- Make sure you have the Bride's wedding date open. **OBVIOUSLY IMPORTANT!**
- Set up a meeting date and time that works well for the both of you. *(Example reach out)*
"Hey Ashley, I'm looking forward to meeting with you to chat about your wedding day! Are you free August 8th at 5:30pm or August 9th at 6pm. If those dates don't work for you send me two dates that do! Looking forward to meeting. Please fill out this form before we meet!" Send link to Getting Started Form. *(Located in appendix.)*
- Make sure she fills out the Getting Started Form. This will save you time during your meeting and allow you to focus on more important topics.
- Set a place to meet. A local coffee shop, your home office, or virtual platforms such as Facetime, Zoom or Skype if the Bride does not live close to you.
- Before the first meeting, you should always read over the Getting Started Form so the Bride's information
- Make sure to dress professionally. First impressions are everything - and you want a good first impression to build rapport and trust with the Bride.

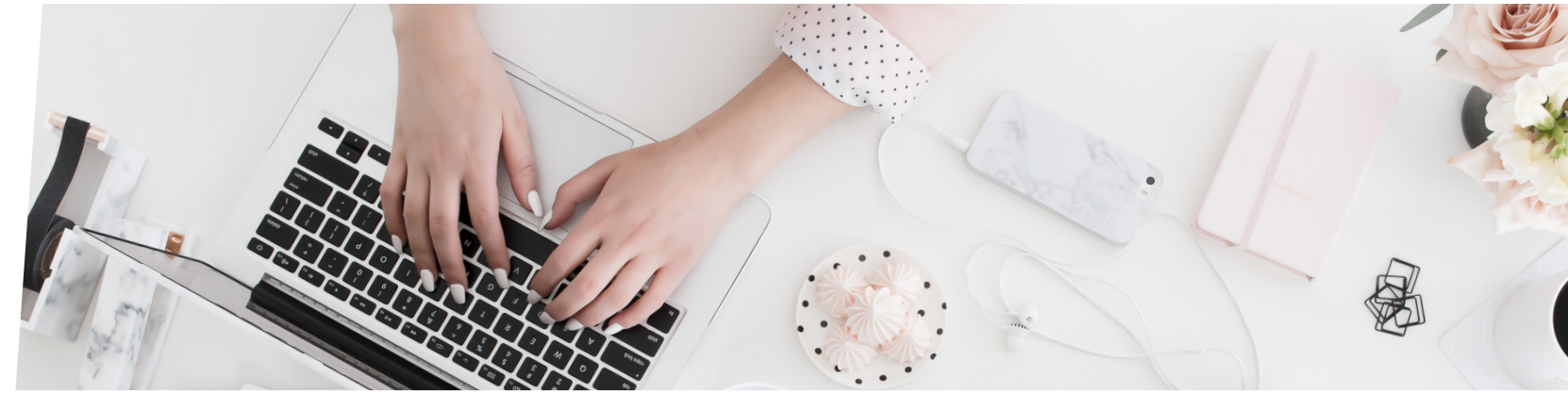
DURING THE MEETING:

You want to paint a picture of the Bride's wedding day. This meeting is also about the relationship you build with her and making sure the two of you are a good fit for working together. Here are some topics to go over during this first meeting:

- Tell me about your wedding day.
- How is the planning process going?
- What other vendors are you looking for?
- What is your theme and wedding colors?
- What is the one thing stressing you out the most right now?
- Explain your services and show them an example of a wedding day itinerary. *(Located in appendix.)*
- Ask if this is a service they feel like they would need.
- How do you want your wedding day to flow?
- Will you have a first look or will you see each other for the first time at the ceremony?
- What time can you get into your venue and what time do you have to be out?
- Leave them with your contract, pricing info, contact info and explain to them that once you receive their deposit and the signed contract you will save their date. *(Contract located in appendix.)*

AFTER MEETING:

After this meeting, follow up with an e-mail saying how great it was to meet them and how you cannot wait for their big day! Attach your contract and any other information they have asked for. At this time it is not necessary to give them much more information until you have received their contract and deposit. Once you have received these items, you can move forward to the next step.



3-4 MONTHS BEFORE:

Once you have received the signed contract and deposit, you will send them two forms. The Contact Form and the Day of Form. *(Located in appendix.)* When you receive these completed forms from the Bride - you can start a rough copy of their itinerary. You will definitely want to have this before you set up the next meeting. *(See the appendix for an example of how to create the itinerary.)* Remember all weddings are different and it will not be exactly like the example. However, the enclosed itinerary is a good starting point.

Your second meeting together is where you will really start talking about and breaking down the flow of the day. The Bride still might not have all her details at this point, so make sure to write a separate list of items that still need to be completed and information that you still need.

1 MONTH BEFORE:

After your second meeting, I recommend working on the Bride's itinerary asap. Everything is fresh in your head and you will be able to finish it easier. At this meeting, one month before wedding day, you should have a good itinerary typed up. The Bride will still be getting you last minute details, so you should be prepared to make updates to the itinerary as needed.

1-2 WEEKS BEFORE:

During this meeting you should always go to the Bride's home or wherever the "Wedding Room" is to view their wedding decor. Facetime or zoom can work too if the Bride is not local. You want to make sure you know every single item the Bride will be bringing to the wedding. This is where you can go over anything she is forgetting. Educate her on ideas for how to pack up the decor to make it easy to set up on the wedding day.

The wedding itinerary should be finalized at this point. There may be some smaller changes or notes you will need to add after viewing all her decor. A few days leading up to wedding day, make sure you start packing your emergency kit, get your car washed inside and out and figure out your wedding day outfit.

1 DAY BEFORE:

You should arrive to the rehearsal and help direct the bridal party for the precessional. This is also the time to go over the wedding itinerary with the family and bridal party.

WEDDING DAY:

You will arrive at the appropriate time to start directing the wedding day.

To do list:

- Create your Getting Started Form.
- Create your Contact Form.
- Create your Day of Form.
- Ways to create a form:
 - Wordpress Forms
 - Wufoo Forms
 - Google Forms

Find these example forms in the appendix section as well as in this lesson.

