



WEDDING PLANNING 101

LEARN HOW TO ATTRACT MORE CLIENTS

I am wedding professional with over 5 years of experience. We are now teaching other professionals how to book more brides with ease from overlooked to overbook to create more freedom! When I discovered that so many wedding planners were getting STUCK when it came to how to make money and get clients in their business, I made it my mission to take you from "What Do I Do" to "I Get It Now!"

BOOK MORE
CLIENTS WITH
CULTURE CHIC PR

IS YOUR WEBSITE
UP BUT THE
CLIENTS ARE NOT
COMING?

LEARN WHAT WE
DID TO ATTRACT
OVER 50 CLIENTS
EACH YEAR

HOW MANY
WEDDINGS DO YOU
HAVE BOOKED?

THE SECRET TO
TURNING
INQUIRIES INTO

BOOK US TODAY!
INFO@CULTUREWEDDING.CA

WEDDING PLANNING 101

Without a plan based on proven online sales principles and sequences, for attracting perfect-match brides to your website and gradually moving them through the sales process, then no pretty website, or theme...no matter how fancy...can make your bride book!

This is the real reason why wedding planners keep launching website after website and still struggle to get any kind of traction. Every new website they build is only addressing the symptom, not the cause. You can launch a million websites...free or expensive...and they will all produce the same poor results if you don't know how to build them on the proper foundation.

One of the biggest problems people have when it comes to their website is not knowing what, if anything they need to improve.

WHAT ARE YOU STUGGLING WITH RIGHT NOW?

- Are you fed up with brides inquiring but rarely booking?
- **Have you downloaded every free report that promises to help you "book more brides"** - but still no booking?
- Do you feel like you're doing **EVERYTHING** you "should" be doing to put your business out there, but you don't have the clients or the income to show for it
- Here's the thing - **the number #1 mistake that most early-stage entrepreneurs make** when building their business is putting too much time and effort into things that simply don't matter (Stuff like...a pretty logo, a fancy website, and insta-perfect photos)
- But without an **effective marketing strategy** in place - at the end of the day, you're still left scrabbling for clients because you haven't figured out how to properly convert all your hard earned work into new paying clients.

With the hundreds of Do-It-Yourself website builders out there promising to give you a cheap, easy website in no time to the thousands of Done-For-You templates luring you in with fancy widgets and pretty graphics, everything points to the assumption that if you merely HAVE a website, brides will line up to hire you.

But in all reality, it doesn't matter whether you build your entire website for \$10 using a DIY wizard or spend thousands to have a professional do it for you. If you don't first have the right strategy to begin with, both will fail.

See before you can attract, engage and pre-close brides on your website on a consistent basis, you must first have a plan for turning those prospects into paying clients. **The plan precedes the website...always!**

BASIC PACKAGE COACHING:

Perfect for the aspiring wedding planner who is ready to start their wedding planning business but has no idea where to start. Needs a little guidance with the first steps towards starting the business

- One monthly meeting to catch up with what you have done
- First hour consultation free after booking
- Unlimited communication via email
- Access to monthly 1 hour call
- Secret details on where to advertise your business
- How to conduct an initial consultation meeting
- How to price your service
- How to email a potential client
- Follow up process with a client
- How to build your portfolio
- How to make brides love you
- Places to market your business
- Assisting you with improving your website and social media to attract brides
- How to book brides using my 4 powerful social media tools and strategies – Facebook, Blog, Instagram and Pinterest
- 6 month minimum commitment required

Minimum fee - **\$70 a month (Payment plans available)**



“I AM FAB” PACKAGE COACHING:

Perfect for the aspiring wedding planner who is fabulously focused and ready to have assistance taking their wedding business from start-up to launch.

- One monthly meeting to catch up with what you have done
- First hour consultation free after booking
- Unlimited communication via email
- Access to monthly 1 hour call
- Secret details on where to advertise your business
- How to build your portfolio
- How to conduct an initial consultation meeting
- How to price your service
- How to email a potential client
- Follow up process with a client
- Places to market your business
- How to make brides love you
- Assisting you with improving your website and social media to attract brides
- How to book brides using my 4 powerful social media tools and strategies – Facebook, Blog, Instagram and Pinterest
- Access to vendors that will help build and promote you
- Promotion on our Blog and social media Platforms
- Work 2 Free weddings with us on the day to gain knowledge
- 6 month minimum commitment required

Minimum fee - **\$80 a month (Payment plans available)**



“LET’S ROCK” PACKAGE COACHING:

Perfect for the aspiring wedding planner who is a truly motivated maven and ready to receive expert guidance from start-up and launch through wedding client acquisition OR for the planner who has already launched a wedding business and would benefit from the ongoing support of an experienced professional to serve as a mentor

- One monthly meeting to catch up with what you have done
- First hour consultation free after booking
- Unlimited communication via email
- Access to monthly 1 hour call
- Secret details on where to advertise your business
- How to build your portfolio
- How to conduct an initial consultation meeting
- Attending one complimentary consultation
- How to price your service
- How to email a potential client
- Follow up process with a client
- Assisting you with improving your website and social media to attract brides
- How to book brides using my 4 powerful social media tools and strategies – Facebook, Blog, Instagram and Pinterest
- Referral from us for dates that we are already booked
- Access to vendors that will help build and promote you
- Promotion on our Blog and social media Platforms
- Work 3 Free weddings with us on the day to gain knowledge
- Access to our tools (contracts, 12 month client plan, budget for brides, wedding planning process)
- 6 month minimum commitment required

Minimum fee - \$100 a month (Payment plans available)



DOWNLOAD OUR FREE 50 PLACES TO MARKET YOUR BUSINESS FORM

SOCIAL MEDIA MANAGEMENT SERVICES:

Culture Chic PR launched a Social Media Management division, where we run accounts for both wedding and corporate businesses, posting quality content on a daily basis. We take a unique approach in creating a specific strategy for each social media platform and for each client. At Culture Chic PR we strive to have a complete understanding of your business and an accurate reflection of your voice to create the most authentic presentation of your brand. Culture PR will be your eyes and ears in the social media world, passing along opportunities we see, tracking your growth and making note of new relationships formed through these platforms.

While not being on social media can hurt your business, not having a consistent presence can hurt your business just as much, if not more. What is the point of getting featured on Wedding Magazines and blogs if no one knows about it? And what is the benefit of being a part of a photo shoot if no one knows what you contributed? Trust us when we say that social media surrounding press or shoots has become just as important as the press or shoot itself. No longer is it all about the end product, it's now about sharing the entire process.

We keep our client's content fresh and up to date, never missing an opportunity.

\$100.00 plus HST a month – Minimum 3 MONTHS

- Managing 3 Social Media Platforms based suited for your business
- Posting relevant information 4 times a day depending on type of business
- Keeping it social with comments, sharing and likes
- Chic Social Calendar to be provided to client
- Recommendation on paid ads if necessary
- Re organizing of social platforms to match brand and SEO

NO TIME TO BLOG – WE CAN SUPPLY WRITTEN ARTICLES TO YOU FOR \$25 PER ARTICLE

REFER AN UP COMING WEDDING PLANNER OF COLOR AND RECEIVE 10% OF OUR FEES!

REFERRAL CODE: COACHING101Divine(Insert your name)

613-883-5745

info@culturewedding.ca

www.culturwedding.ca

THANK YOU!

LETS ROCK YOUR WEDDING BUSINESS TODAY

FOLLOW US SOCIAL MEDIA TODAY:

INSTAGRAM : CULTURE CHIC PR FIRM

PINTEREST: [HTTPS://WWW.PINTEREST.COM/CULTURECHICPR/](https://www.pinterest.com/culturechicpr/)

LIKE US ON FACEBOOK: [HTTPS://WWW.FACEBOOK.COM/AFRICANWEDDINGSOTTAWA/](https://www.facebook.com/afrikanweddingsottawa/)

AND FOLLOW OUR BLOG: [HTTP://WWW.CULTUREWEDDING.CA/](http://www.culturewedding.ca/)