

The book was found

# Modern Marketing For The Event And Wedding Planner - Simple Steps To Success For Marketing Your Wedding And Event Planning Business



## Synopsis

Successful event and wedding planners know that the secret to growing their business and achieving their goals lies in how well they market and sell their services. Modern Marketing for the Event and Wedding Planner provides the marketing and sales fundamentals that thriving planners follow to set themselves apart and land more clients. Written by marketing expert Jeff Kear - a 20-year veteran in the marketing, branding and advertising industry and owner of MyWeddingWorkbookPro.com, the online software for the wedding professional - this essential how-to guide breaks down the formula for marketing a service-based business into a series of easy-to-understand steps. Whether you're a budding entrepreneur starting a business at home or an established planner with multiple staff and locations, the process outlined in this book will serve you well for years to come. There are unique challenges when it comes to branding, marketing and selling a service like event and wedding planning. In no-nonsense, clear language, with lots of examples and stories, this engaging book walks you through what to do and what to avoid in building a rock-solid marketing and sales program for your event and wedding planning business, including:- Identifying who your ideal customer is and what they really want.- The reasons behind how your customers make buying decisions (and how to influence them).- How you can build a lasting brand for your company (and why it's so important).- Crafting and honing your marketing and sales messages (including your elevator speech and Web site copy).- Exploiting a niche in your local wedding and event planning market (and how it can distinguish you from the crowd).- Avoiding the minor slip-ups and grave errors that can actually push prospects away.- Pricing and packaging your services so prospects know exactly what they're getting.- Overcoming the stigma of being a small business.- Which marketing tactics to try first (and which ones to avoid at all costs).- Indispensable tips and tricks for marketing on the Web (including guidance on building a Web site and blogging, plus where to market on the Internet for free).- How to make the most of networking (and why it's better to give than to receive).- The do's and don'ts of proposals.- Avoiding the many landmines of sales pitches (and coming out the other side with the clients you want and your sanity intact).- And much, much more. If you are looking for a comprehensive-but-straightforward guide on event planner marketing, Modern Marketing for the Event and Wedding Planner is your road map to a successful marketing and sales strategy. About the Author Jeff Kear has more than 20 years of experience in the marketing and advertising industry and has worked with both Fortune 500 companies as well as hundreds of small, locally owned service-based business. In addition, in 2009 he launched MyWeddingWorkbook.com and MyWeddingWorkbookPro.com, online software services for engaged couples and wedding professionals, respectively. In the process of building

these popular online wedding planning resources, he has consulted with hundreds of event and wedding planners, becoming intimately familiar with how they run their businesses and their challenges in growing their customer bases."I wanted to write a marketing book that I wish someone had given to me before I started a service-based business," says Kear. "So I included all the big topics as well as little tips and pieces of advice that, although on their own might seem small, add up to make all the difference when you're trying to build a successful wedding and event planning business."

## **Book Information**

File Size: 347 KB

Print Length: 137 pages

Publisher: My Wedding Workbook LLC (April 22, 2011)

Publication Date: April 22, 2011

Sold by:Â Digital Services LLC

Language: English

ASIN: B004XQVDLC

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #901,840 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #103

inÂ Books > Crafts, Hobbies & Home > Weddings > Planners #216 inÂ Kindle Store > Kindle

eBooks > Crafts, Hobbies & Home > Weddings #3982 inÂ Kindle Store > Kindle eBooks >

Business & Money > Marketing & Sales > Marketing

## **Customer Reviews**

As a wedding planner, I've got a pretty good idea of how to plan events and keep clients happy. But when it comes to marketing my business, I'm always looking for new ideas and ways to find more clients, and this book gave me more ideas than I ever expected. In fact, this book singlehandedly made me rethink how I market my business and gave me the tools and the confidence to go out and conquer the world (or at least the Columbus, OH, wedding market).One thing I've found frustrating about lots of how-to books on sales and marketing is that everything is in the abstract, but this book is different in that it provides lots of real-world examples and advice that I can put to work right

away. I also breaks everything down into simple, 1-page chapters (more than 100 of them) so everything is bite-sized and easy to implement. There are sections on more practical marketing issues for event planners (like how to market on the Web, creating social media pages, advertising, etc.), but there's also areas that cover what brides are thinking when they decide on a wedding planner, how you can carve out a space in your local market, creating a brand for your business, coming up with a name for your company and lots more. The book also goes beyond marketing and walks the reader through how to approach the entire sales process, from pitching clients to coming up with proposals, and also offers tips on networking and getting referrals. There's quite a few sections devoted to Internet marketing, and you don't have to be a techno-geek to understand them or apply the ideas discussed. Another nice thing is that you don't have to read the book from cover to cover, because you can use it more like a reference guide and just look up the information you need.

[Download to continue reading...](#)

Modern Marketing for the Event and Wedding Planner - Simple steps to success for marketing your wedding and event planning business  
Wedding Planning : Every Bride's Essential Wedding Guide: Plan The Perfect Wedding And Avoid Potential Mistakes (Wedding Planning Guide, Wedding Planner, Wedding Tips, Wedding Celebration)  
Make Your Wedding Budget Go Further: Learn Wedding Planner Secrets To High Quality, Cheap Weddings Through Effective Wedding Planning (wedding favors, ... wedding magazines, wedding bouquets,)  
Wedding Planning: How To Plan Your Dream Wedding - The Ultimate Guide To Planning An Affordable, Beautiful Wedding On A Budget (Wedding, Wedding Ideas Decorations, Wedding Budget)  
Wedding Planning: Affordable and Practical Wedding Guide for Planning The Best Wedding Celebration - Creative Wedding Ideas - Wedding Decorations - Wedding ... Accessories (Weddings by Sam Siv Book 1)  
Wedding Planning on a Budget: The Ultimate Wedding Planner and Wedding Organizer to Help Plan Your Dream Wedding on a Budget: Weddings by Sam Siv, Book 24  
Wedding Planning Guide: A Practical, on a Budget Guide to a Sweet and Affordable Wedding Celebration: Wedding ideas, Wedding tips, Step by Step Wedding Planning  
Wedding Planning - 25 Essentials: The Ultimate Guide for Selecting Dresses, Cakes and Decorations on a Budget (Wedding Planning, Wedding Registry, Wedding ... Rings, Wedding Reception, Getting Married)  
Instagram: Master Instagram Marketing - Instagram Advertising, Small Business & Branding (Social Media, Social Media Marketing, Instagram, Branding, Small Business, Facebook, Instagram Marketing)  
Ask the Wedding Planner: What Everyone is Asking about Weddings, Wedding Planning and Wedding Etiquette  
THE \$2000 FAIRYTALE WEDDING: Planning your dream wedding on a shoestring budget (Wedding Planning

Guides Book 1) BUSINESS:Business Marketing, Innovative Process How To Startup, Grow And Build Your New Business As Beginner, Step By Step Online Guide How To Effective ... Grow And Build Business As Beginner) The DIY Wedding: How to Bootstrap Your Way to the Perfect Wedding (Wedding Dress, Wedding Planning, Invitations, Centrepieces, Favours) Wedding Planning: Affordable and Practical Wedding Guide for Planning the Best Wedding Celebration Wedding Decoration Ideas - Wedding Planning On A Budget, Cheap Wedding Decorating Ideas DIY Outdoor or Indoor Wedding Book Instagram: Master Instagram Marketing - How to Build A Brand, Get Followers And Use Instagram For Business! (Social Media Marketing, Instagram Marketing, Instagram Tips) Easy Wedding Planning Plus: The Most Comprehensive and Easy to Use Wedding Planner Colin Cowie's Wedding Planner & Keepsake Organizer: The Essential Guide To Planning The Ultimate Wedding Colin Cowie's Wedding Planner & Keepsake Organizer: The Exclusive Edition: The Essential Guide To Planning The Ultimate Wedding Field Hockey: Steps to Success - 2nd Edition (Steps to Success Sports Series)

[Dmca](#)