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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."

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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.

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