



## **ASPIRING PLANNER MENTOR PROGRAM - COURSE OUTLINE**

**Module One:** *Day In the Life* - What does a Wedding Planner do day-in and day-out? We'll explore the true behind the scenes and I'll give you an overview of what it's like in my world. I'll help prepare you for the reality of being a Wedding Planner and the critical skills required on a day-to-day basis.

- **Week 1 – Exploring Your Strengths and Opportunities for Development** – You'll spend some time working on a worksheet to identify the critical skills required for being a Planner. You'll identify your strengths and will also target areas of development to start working on towards one of these critical skills. I'll provide you with one of our job descriptions for an Associate Wedding Planner so you can see an example of what's required. We'll also discuss the differences between Planner vs. Designer.
- **Week 2 – Take a Look at the Day in the Life of a Wedding Planner** – I'll share with you what an average day and week in the office looks like at Sweet Pea Events. You'll see an example of my calendar/appointments so you can understand what the workflow looks like from a Wedding Planner's perspective.
- **Week 3 – Supplies a Wedding Planner Uses** – I'll share our Emergency Kit Inventory List with you, as well as some critical supplies you'll need to consider purchasing as a Wedding Planner. I'll show you images of our kit, as well as sharing stories about how we've used these supplies on the day of a wedding to help save the day! You will start to be able to collect these items now, so that eventually you can have a full, ready-to-use kit!

**Module 2:** *Breaking Into the Industry* - I'll give you guidance and tips on how to start navigating through the Wedding Planning industry, and provide you with key networking tips and tricks.

- **Week 4: Networking 101** – The word networking can be scary and overwhelming. I'll share some easy tips for how to effectively network in the wedding planning industry – including the "do's and don'ts. This will prepare you for attending networking events so that you can start getting your name out there and making connections! You'll work on

an activity that will give you step-by-step actions to prepare you for your first networking event.

- **Week 5: Creating a Lead List for Networking** - You'll work on creating a list of people who will be your initial lead list of those you'll want to network with. I'll share a template with you that will help you create your list, and give you strategies on how to prioritize these meetings.
- **Week 6: How to Write an Introductory Email or Phone Call While Networking** – There are successful ways to contact people while you're networking. I'll give you some do's and don'ts about email/phone networking that will be so helpful as you first get started. I'll provide you with a template email that you can use to contact your leads. You can also use this template as a guide while you make phone calls.
- **Week 7: Educational Resources** – I'll provide you with a list of websites/companies you can start reviewing to learn more about the industry. You'll learn where to find helpful tools and templates to help get you started.
- **Week 8: Nurturing Your Network** – You'll create a strategy for making sure the key contacts you'll start to make are lasting relationships. This is how I've build every business I've started. Relationships are KEY. I'll share with you tips and tricks for how to nurture your network and start creating your tribe/team who will support you and your business success!

**Module 3:** - *Business Basics* - As much fun as being a Wedding Planner is, there is also a huge responsibility that comes along with owning your own business. I'll walk you through the initial steps of what you need to consider before you open up shop. From business licenses to setting up business bank accounts, I'll help you navigate those sometimes murky waters and make it easier to understand.

- **Week 9: Naming Your Business** – I'll help you understand the importance of your business name, starting to think about what you could potentially call your business. Before you set up a bank account, or invoice your first client, you're going to need your business name! We'll discuss trademarking (SO important!!) and making sure your business name is a reflection of you and what you want your brand to be. I'll provide you with a brainstorming activity where I will help you to create your business name!
- **Week 10: Getting Your Ducks in a Row** – You'll be provided with a checklist of things you'll need to consider having set up before you officially launch your business. Things such as: business cards, headshots, business bank account, website, business licenses,

accounting software, liability insurance, etc. As much fun as it is to be a Wedding Planner, the business aspect is CRITICAL to being an entrepreneur and we'll discuss the important components you need to consider before you launch your business.

- **Week 11: Initial Budget** – You'll learn what to expect an average Wedding Planning business requires financially to get off the ground. I'll provide you with an exercise that you will use to plan for launching your business. From experience, I can tell you realistically what to expect for the things we discuss in Week 10 – business cards, headshots, website, liability insurance, etc.
- **Week 12: Wrap-Up/Goal Setting** – You'll review the last 12 weeks and create goals for you to focus on for the next 90 days. You'll create SMART goals – Specific, Measurable, Attainable, Realistic and Timely. I'll provide you with a goal setting template that you'll use to continuing pursuing your dream of becoming a Wedding Planner!