



MENTOR PROGRAM COURSE OUTLINE – TRICKS OF THE TRADE

Module 1: *PRICING AND SELLING* – What do Wedding Planners charge, and what are different methods you can consider for pricing your services? I'll also help you understand how to best conduct a consultation with a client, and how to best sell your Planning services. We'll walk through typical questions that potential clients ask in a consultation that you should be prepared for, as well as the questions you should be asking potential clients.

- **Week 1 – How and What Do Planners Typically Charge?** – We'll help you understand the different package options or services that Planners offer, as well as the price points for those different packages and service offerings. We'll also discuss the different ways to charge including the pros/cons – hourly, flat rate, percentage based, etc. You will walk away having a solid understanding of what you could and should be charging based on your target market, experience, and region you live in.
- **Week 2 – Selling Yourself at a Consultation** – I'll share with you what a typical consultation looks and feels like as a Wedding Planner. The consultation process is key to selling, so I will give you tips and tricks as to how to conduct a successful consultation. This will include tips for how to best sell your Planning services.
- **Week 3 – Consultation Questions** – I'll share with you typical questions that most clients ask in a consult, so that you can be prepared to respond well. Having answers to these questions prepared ahead of time will help increase your confidence level! We'll also review the questions that you should be asking of the potential clients – this is just as important to help you to determine if they're a good match for you and your brand. We'll share with you some of our "red flags" that we look out for to identify a potential mismatch.

Module 2: *Dealing with Difficult Situations* – How do you handle a client who wants to cancel their wedding and you've planned almost the entire event and you're only a month out? How do you deal with a Momzilla? What happens if a client hires you to manage their budget and they're overspending? We'll talk through some of the most difficult scenarios you may have to face as a Wedding Planner, and how you can handle these situations professionally and with grace.

- **Week 4: Dealing With Cancellations or Date Changes** – If you haven't dealt with this yet, you will likely run across a client in the future who will either 1) want to cancel their contract with you because they are calling off the wedding or 2) they want to change their date and you're already booked. How do you handle these scenarios? We'll discuss in depth as to how to address these issues.
- **Week 5: How to Deal With Difficult Clients** – There are certain times where a client (or another family member who is involved in the planning process) is difficult to work with. You've heard the terms before (and have likely worked with one at some point) – Momzilla, Bridezilla, Groomzilla. This might mean they send you 10 emails a day and are always asking for the status of things when you've told them you'll let them know when you have an answer. This might mean you have a client who is in major disagreements with her mom and they both are calling you about it. This might mean you have a client who is degrading in emails to you. There are many different ways clients can be difficult, and I'll review some of the frequent scenarios that I've dealt with (and I know many other Planners who have as well).
- **Week 6: How to Manage a Budget With Client Overspending** – If you have a client who has hired you to manage their budget (ie – create a budget and track spending), how do you deal with a situation where they are constantly overspending? I'll share specific tactics you will want to use in order to cover yourself so that you can prove in the end that you tried your best to help them stay within budget. This is a sensitive topic as it deals with \$\$ so it's important to know how to deal with this.
- **Week 7: Miscellaneous Things to Avoid** – I've been Planning now for 14 years, and have learned what to say NO to, so that I avoid getting myself in a difficult situation with a client. Example: If a client asks you to pick up their wedding gown from alterations, you should tell them no (politely, and explain why). Can you imagine if by accident you were driving the gown to the ceremony and got in a bad car wreck? You don't want that liability. I'll provide you with a list of services that I would recommend including in your contract as service you won't provide.

Module 3: The Wedding Weekend – I'll walk you through step-by-step how we run a rehearsal, and give you tips for how we prepare for our wedding weekends. I'll also help you to understand some of the typical fires you may need to put out on a wedding day, and tips and tricks for being the very best Planner you can be. We'll also discuss topics like gratuity etiquette, tips for partnering with your colleagues to make it the very best experience, and how you can shine as a Planner throughout the event.

- **Week 8: How to Prepare for a Wedding Weekend** – The week leading up to the wedding is super important for many reasons. Of course, to tie up all loose ends and make sure you have buttoned up as many details as possible – but also, to create an experience for

your clients and colleagues. I'll share with you some tips and tricks that we use to prep before a wedding day!

- **Week 9: How to Run a Rehearsal** – The rehearsal is so important because it sets the stage and tone for the rest of the wedding weekend. Your confidence, ability to remain calm and stress-free, and showing the bridal party and family you'll be there for them – this is critical. You'll learn some tips for how to run a successful rehearsal to get the party started on the right note.
- **Week 10: Some Typical “Fire Fighting” You May Need to Do** – We'll review some of the most common mishaps on a wedding day and how you could potentially fight these fires. Things like: the cake is starting to lean/melt, a boutonniere is missing/broken, the Best Man left the rings at the hotel. ☺ You get the drift...we'll discuss the major mishaps that we've experienced and how you can consider resolving them if these situations also happen to you too!
- **Week 11: Gratuity Etiquette/Partnering with Colleagues** – As a Planner, our job is to ensure that we take care of the team of colleagues who the client has hired for their event. We'll discuss gratuity – who typically should receive it, what amounts are appropriate, how you should distribute the gratuity, etc. We'll also review some critical steps that you can incorporate into how you manage colleagues that will set you apart from the rest!
- **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 together – Specific, Measurable, Attainable, Realistic and Timely. I'll provide you with a goal setting template that you'll use to continuing working on all that we learned the last 12 weeks!