



The Wedding Professional's Expert Lead Generation Guide to Gaining New Clients and Growing a Successful Online Business.

Brought to you by The Wedding Vendor Creative Co.



Learn how to turn prospective clients into new business with this training guide that easily walks through closing leads, customer service, crafting the perfect email response, and keeping clients for life, instead of just their wedding day.

Hello! I am Jennifer!

Founder of The Wedding Vendor Creative Co.



Hi, I'm Jennifer, Founder of The Wedding Vendor Creative Co. In 2019, I planned my own wedding from the ground up, and as I began the process, I realized a lot of my wedding vendors struggled with knowing how to market their own business effectively, while trying to run everything else smoothly, respond to emails, meet with clients, perform their services, etc. In seeing this first hand, I felt I could use my ten years of marketing and communications experience to help out small business owners who would rather focus their creative energy on their passion, instead of marketing. I repeatedly found myself giving free marketing and branding advice to everyone I met, while also complimenting them on their website, social media, etc. if it was exciting! I developed this company to help business owners feel confident in their online and digital strategies, and allow them to focus more on the things they love the most.



1

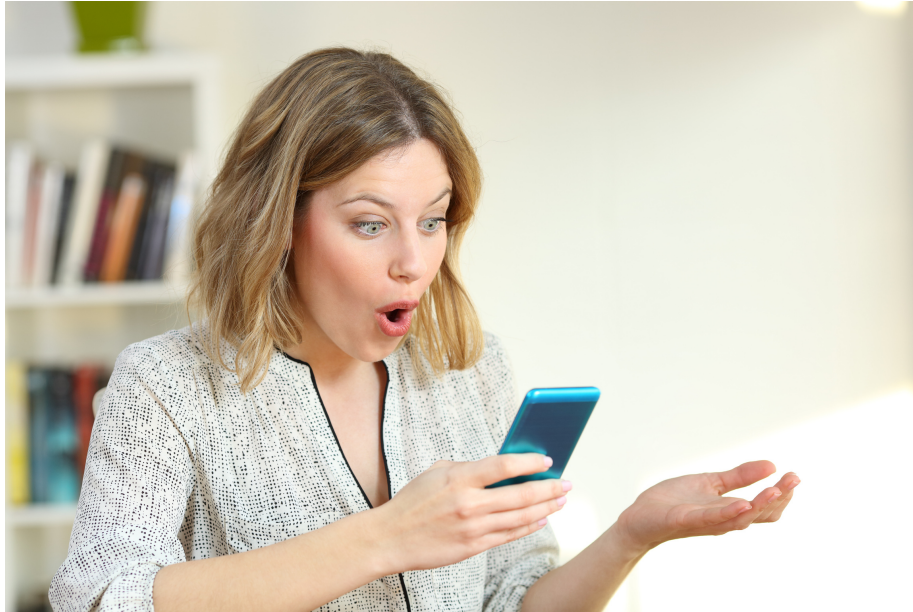
Before we dive into this training, I need you to ask yourself this question. *Do you know who your ideal client is, and what they want?*



It's important to now where your audience hangs out. Write down some new social media accounts and groups to start following online so that you can target new clients. What are the top social media accounts you can follow right now to find newly engaged couples and brides? How can this help your business goals? Write this down in the space below.

2

Knowing your personal values can help provide an authenticity that allows you to decide what type of clients are not a match for your services. Yes, you can choose who is. It's ultimately a business relationship.



Do you currently accept any client that comes your way? What if they are difficult from the start? How do you navigate these difficult conversations to stay true to who you are and set clear expectations with your clients so that they are not asking you for services outside of your normal standards? Don't get me wrong, sometime this is OK, but normally this is something you want to avoid if possible so that you are not overextending yourself. It's important for you to set the tone of the conversation and be authentic in what type of wedding professional you are, what your packages consist of, and how you conduct yourself the day of the wedding.

Let's practice some basics of customer service and begin by crafting an introductory email template to new clients who either:

- A. Fill out an online contact form.
- B. Direct message you on social media,
or
- C. Send you an email inquiry from a referring site or friend who recommended you.

This email template has a few major goals such as: stating who you are, what services you provide, and how you can help make their wedding day the best day of their lives. This gives you a chance to showcase your skills and experience. Think of this as a chance to "sell yourself" and don't be afraid to build this initial foundation of trust based on their inquiry.

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Here is an example of an introductory email template you can send to the potential client after you receive an online inquiry. Be sure to add your own tone of voice and your email signature.

Dear **(Client Name)**,

Congratulations on your BIG day! This is an exciting time in your life, and I am honored that you are considering me to be your photographer. I have been a wedding photographer for about ten years now, and one of the things I love the most is that I get to be part of a couple's most memorable moments from the initial engagement shoot, to their wedding day. It's rewarding to have an impact on that couple's lives when they receive their sneak peeks and get excited, or view the final photos with adoration and joy. There are a few options for packages that can be found on my website here: **(Insert link to your investment page or insert pricing document)**. I also have some fantastic reviews and client testimonials you can check out on my website: **(Insert a written testimonial or link to ones that you have on your website)**. I look forward to setting up a consultation with you to discuss your vision for your wedding and developing the perfect shot list of what you are looking for on the big day. Thank you for your consideration. Please reply with a date and time that works best to set up our initial meeting. I look forward to speaking with you soon.

Thanks,

Andrea

I create joy and laughter through photography on a daily basis

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Top 10 Email tips to Remember



1. Congratulate them on their big day!
2. Say something positive about getting the chance to be a part of their wedding day.
3. Explain your experience with weddings and what makes you unique.
4. Share links to former client reviews and testimonials.
5. Offer a consultation with the client, and share what you will do during the consultation.
6. Add a snazzy email signature line with a quote or a one-liner that describes your skills.
7. Follow up in 1-2 days with another email if they do not respond.
8. Always have proposal templates ready to present to the client within 24 hours of receiving a quote request from your contact form. These can be created in advanced for a speedy reply.
9. Try a video response with a platform like Vidyard. This will help the client get to know your personality and will help you stand out.
10. Include your social handles and website link underneath your signature.

5

A monthly business e-newsletter can be a great way to maintain client relationships, share stories, build a greater connection with your clients, and maintain that relationship well after their wedding day. This is a great way to promote your business and build rapport.



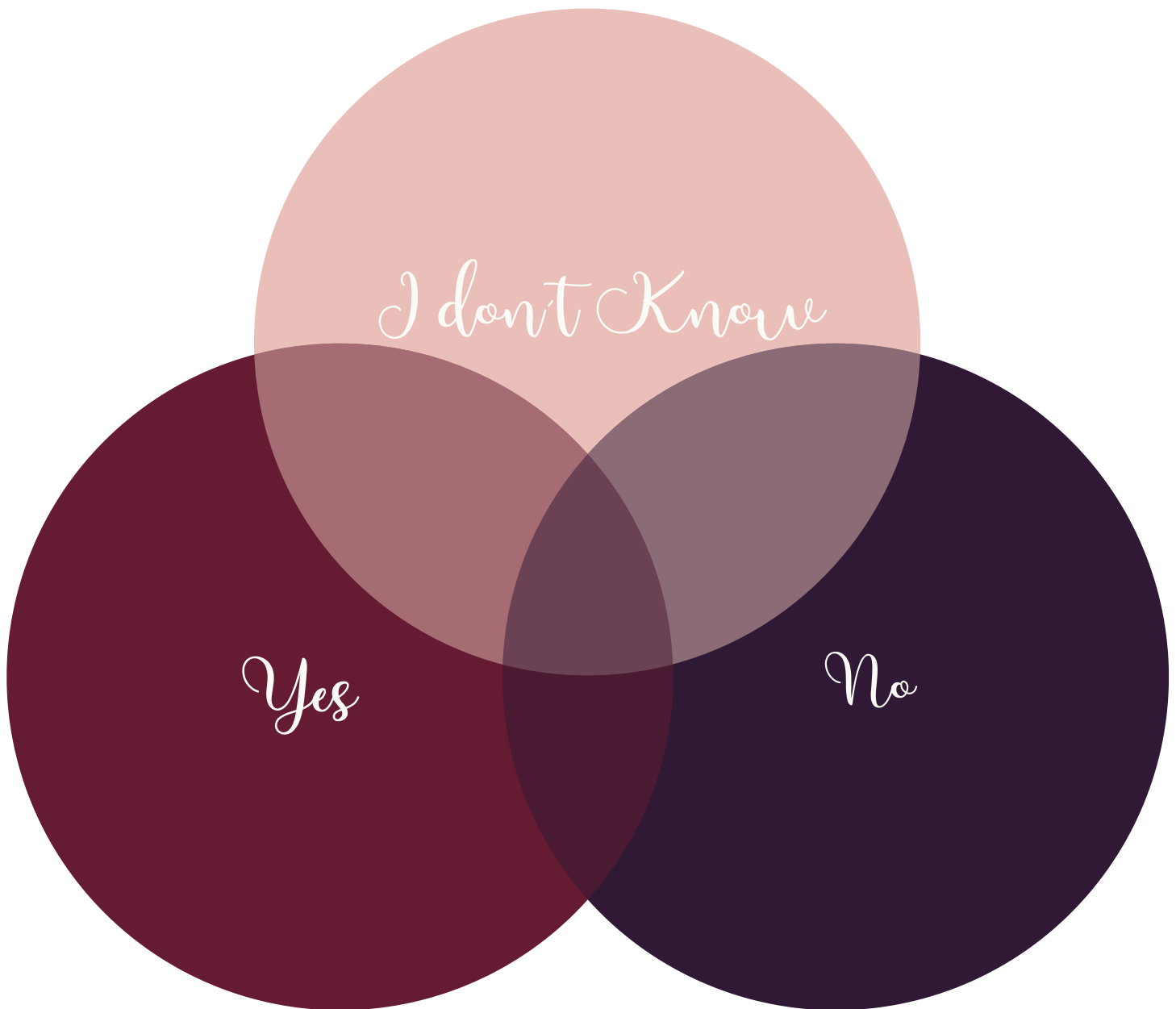
Top 5 E-Newsletter tips to Remember

1. Your e-newsletter should have an on-brand header, a photo, and some easy text. No need to make it look perfect, unless you want to take creative reign and enjoy design.
2. There should be a spot on your website where users can sign up for your newsletter and enter their email. This normally can be a pop-up or on a static page within your website or blog.
3. Start your first newsletter by telling client stories and express why you love what you do. It's okay to humanize the newsletter and make it fun! You can even add a video of speaking, vs. text. Who knows, it could lead into an awesome YouTube channel one day!
4. Always have a call-to-action within your newsletter. So ask the reader to DO something. Schedule a call with you, download a free guide, leave a review, ask an open-ended question to try and get them to reply back.
5. Share promotions, giveaways, trade show, referral opportunities, etc. within your newsletter. Tell your audience what great value you have to offer. This is always a great place to upsell packages and upcoming events/promotions you have running.

6

The golden rule of excellent customer service is to **THINK LIKE YOU'RE the customer. What exactly does that mean? Put yourself in their shoes, and think about what it would be like to be the bride or groom, instead of the wedding professional.**

Ask yourself this question, "Do you treat every client with respect and understanding during each interaction?"



7

Conflict Resolution & Negative Client Interactions



Think of your above response to the question. What specific recent client interaction comes to mind? In the space below, write down how you can make that negative interaction more positive if you chose "no" or "I don't know".

8

The referral system & the power of networking.

Here are some important networking strategies you can use for your business right now, to generate more leads. As part of your marketing strategy, it's important to test new strategies to see what works for your specific audience. The point is to garner more engagement, referrals, and partnerships. Choose one new strategy from the below list to add to your marketing plan.

Create an incentive-based referral system.

Offer a discount on future services if a client refers 3 new clients in one month. Partner with local vendors in your area and get on their preferred vendor list.

Generate monthly contests for your followers to invite someone to your social media channels. For example, Like, comment, or share this post to win a \$500 giveaway.

Be visible in the industry in the high-profile trending areas such as, clubhouse, podcasts, instagram reels, tiktok, facebook entrepreneur groups, and channels that your target audience is active on. Not everything may be for you, but start by selecting one off the list that you are not currently doing. Partner with like-minded entrepreneurs and offer a product or training.

Attend local tradeshow, and wedding professional zoom networking events in your area. Position yourself as THE local wedding pro in your industry, and network as much as possible on your personal and business social media. Be present, and have a unique story to tell as to WHY you do what you do. Have previous clients leave a review and share those within your story. Make it personal.

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What are realistic client goals? First, overcoming rejection. For every handful of no's, there will be one yes. Don't be afraid to send a direct message to a potential client. For this exercise, let's set your own new client monthly goals, and write them down.

Create an excel document with your target client numbers to hit through the end of this year. Add an initial column for the **month**, another for the "**net new**" client number expectation, and another column for the "**actual clients**" you booked through December. I challenge you to also reach out to **5** new clients per week in a DM.

Setting New Client Monthly Goals

Month 1

5 new clients

Month 2

10 new clients

Month 3

15 new clients

Month 4

20 new clients

10

Map out your marketing plan.



Use this basic template to map out some key items within your business now. I suggest using google docs, or power point for this plan. If you're interested in developing an extensive strategy, I am booking 1:1 clients for this. Visit www.theweddingvendorcreativeco.com for more info, or email me at jennifer@theweddingvendorcreativeco.com.

Business Name-

Target demographics-

Monthly overall budget-

Current Social Media Networking channels-

Paid Ads (budget)-

SEO, Search, Display (leave blank if you don't have this)-

Email campaigns per month-

Organic networking (list fb groups, podcasts, etc.)-

Expected # of clients per month-

Monthly goals and sales projections -

*Congratulations! You are now one step closer
to generating more leads for your business!*



Thank you for trusting me to provide strategic guidance for your business. My passion is to help those in the wedding industry feel confident in their marketing goals and develop a strategic plan for their business. This lead generation guide was put together with my incredible clients in mind and some of the common struggles with understanding the concepts of marketing and lead generation for their business. While social media is a great way to gain new business, there are other digital forms of marketing you can utilize to double your reach and brand awareness. I hope you use this as a guide for your business, and if you are interested in learning more about developing the perfect strategy for your business, I'd love to help. Please follow me at [@weddingvendorcreativeco](#) on Instagram, and join our free Facebook group @ [The Wedding Vendor Digital Strategy Networking Group](#).

For any additional questions or help with these exercises, please email me directly at jennifer@theweddingvendorcreativeco.com

