

// How can you WOW your brides experience with you and your business? Grab a big sheet of paper or a roll of kraft paper. Get the markers out! Get messy. Create a timeline and start writing. The top of your timeline is NOW The bottom is your WOW! What can you do to WOW your customers?

Compare your NOW to what will WOW. What changes do you need to make? Create a plan and MAKE THEM!

// SOCIAL MEDIA

- // **FACEBOOK**
 - // Is your account up to date?
 - // What information do you have on it?
- // **INSTAGRAM**
 - // Is your account up to date?
 - // What information do you have on it?
- // **PINTEREST**
 - // The 3rd biggest search engine in the world.
 - // How do you use Pinterest?
 - // What information do you have on it?
 - // Is it organised and up to date?
- // **FACEBOOK ADS**
 - // Do you have a clear Call To Action?
 - // What is the process after they engage with the Ad?

COMMUNICATION

- // **REFERRALS - OTHER VENDORS**
 - // How do you respond?
- // **REFERRALS - FAMILY FRIENDS**
 - // How do you respond?
- // **WEBSITE**
 - // Is all your information up to date?
 - // Does it have a clear Call To Action?
- // **CONTACT FORM**
 - // Does it capture all the right information?
- // **AUTO RESPONDER**
 - // In your voice, do you tell them the next steps?
- // **HOW QUICKLY DO YOU REPLY?**
- // **EMAIL**
 - // Do you have an email with your URL
- // **AUTO RESPONDER**
 - // In your voice, do you tell them the next steps?
 - // And a timeframe for your personal reply
- // **REPLY**
 - // How quickly do you reply?

ADVERTISING / PR

- // **DIRECTORIES**
 - // Are they up to date?
- // **BRIDAL EXPO**
 - // Do you have a "Game Plan"?
 - // What will you offer in exchange for their contact details?
- // **HOW CAN YOU WOW THE ATTENDEES?**

// CONSULTATIONS

- // **BOOKING CONSULTS**
 - // What is the process?
 - // Could you use a Time Management tool so the client can book online a time that suits?
- // **CONSULTATION**
 - // Where is this held?
 - // What is the atmosphere like?
 - // Do you have a clear process to follow to gather all the suitable information?
- // **FOLLOW UP EMAIL**
 - // Send a quick email to thank them for their time and reiterate when you will get back to them.

THE QUOTING PROCESS

- // **QUOTE**
 - // How long does it take for you to complete and send?
 - // How much detail is involved?
 - // How is it presented?
 - // Does it answer all their questions and possible objections?
 - // Do you have instructions on how to book with you?

// POST QUOTE COMMUNICATION

- // **FOLLOW UP RESPONSE**
 - // How long do you wait to follow up?
 - // What do you say?
- // **CONFIRMATION**
 - // What do they receive when the booking is confirmed with payment?
- // **TIME BETWEEN CONFIRMATION AND WEDDING**
 - // Do you have any further contact?
 - // Do you have short and sweet monthly newsletters you could send out?

PLANNING

- // **2 MONTHS OUT**
 - // Do you need to start contacting them to reconfirm details?
- // **1 MONTH OUT**
 - // Time to reconfirm details.
 - // How do you do this?
 - // And receive final payment
- // **2 WEEKS OUT**
 - // Do you need to touch base?
 - // How is this handled?
- // **1 WEEK OUT**
 - // Do you need to touch base?
 - // How is this handled?
- // **DAY BEFORE**
 - // Do you need to touch base?
 - // How is this handled?
- // **DAY OF THE WEDDING**
 - // How are you, the product or service packaged and/or presented?

// POST WEDDING

- // **NEXT DAY**
 - // Do you need to touch base?
 - // Could you send a thank you email?
- // **DELIVERY OF THE PRODUCT**
 - // At a later date: How is this handled?