



10

—  
10 THINGS  
YOU NEED  
FOR YOUR  
WEDDING  
PLANNING  
CAREER  
—





## 10 THINGS YOU NEED FOR YOUR WEDDING PLANNING CAREER

If you are taking the time to read this book, then you are inspired by the wedding industry. It certainly is a beautiful experience to be involved in the most important day of a couple's life and relationship. It's both a milestone and a huge responsibility.

As a career, wedding planners do have a pretty glamorous life. It's not all roses of course, but what job is? Lucky for you, this a great time to start a small business as a wedding planner! The Bureau of Labor Statistics expects employment for event planners to grow at a rate of 7% by 2028, much faster than the average growth rate of all occupations.

A wedding planning business may be right for you if you are organized, driven, and creative. Plus, you'll need to have great interpersonal skills to deal with frazzled and some business know-how to manage your finances.

Most experienced planners would have killed for a list of "must haves" at the beginning of their wedding career. Now, there is nothing more valuable than the school of hard knocks when it comes to learning - but you were smart enough to take a course at QC to build your industry knowledge. Otherwise, you'll learn a lot of necessities the hard way.

Some of this information will come at a high cost if you're unprepared. Let us spare you some pain with a list of the top 10 necessities you will want to consider as a new wedding planner.

**[Learn more about starting a career in event and wedding planning with QC's career page!](#)**







## BEFORE WE BEGIN...

Let's discuss startup costs. Starting a wedding planning business isn't hugely expensive. As an independent consultant, you don't need an office space other than your kitchen table. However, you will have up-front costs.

You should consider hiring an attorney for basic legal work, such as protecting your personal assets from liability and drawing up basic contracts for your clients before you take on their wedding. You'll also need to put some money into marketing and office stationary. Consider using a business credit card that offers rewards to help lower your cost basis.





## BUSINESS INSURANCE

Event planner insurance to be exact. And yes, that is a thing!

If you're in this career long enough, there is a chance you may be sued or at least be threatened. There are so many emotions during the wedding planning process, and some of them will not be rational. General business insurance is great, but consider getting insurance through a company that specializes in events and event vendors.

In your career, you will be asked to provide additional liability coverage for a venue you are working at. That policy usually needs to be a 1-2 million dollar certificate of additional insurance for the property. Using an event insurance company allows you to process that request quickly, providing you with the proper and official forms you need to work on site.





## BUSINESS PLAN

For many people, this is your first entrepreneurial venture. That means you only have yourself to be accountable to. As your own boss, you'll need to set your own goals to keep your business on track. Having a business plan can help you do so!

There are a lot of websites and templates out there to help you create a complete business plan. Our best recommendation to you is to start small and expand.

First, start with your mission statement. This is your opportunity to define your company's goals, ethics, culture, and norms for decision-making. Next, determine from that statement who your client demographic is. For example, you may want to cater to the rustic bride with DIY elements, or maybe you want to work with luxury and destination wedding clients.

Create a monthly goal schedule that you can focus on each month. Use the vision of your brand as well as your target client base to set your goals. Consider goals such as meeting with local vendors within a certain time frame (ex. meet with 15 local florist shops within a month).

Also remember to set personal goals for yourself, such as vowing to take professional courses to brush up on business skills!



# 3

## MARKETING PLAN

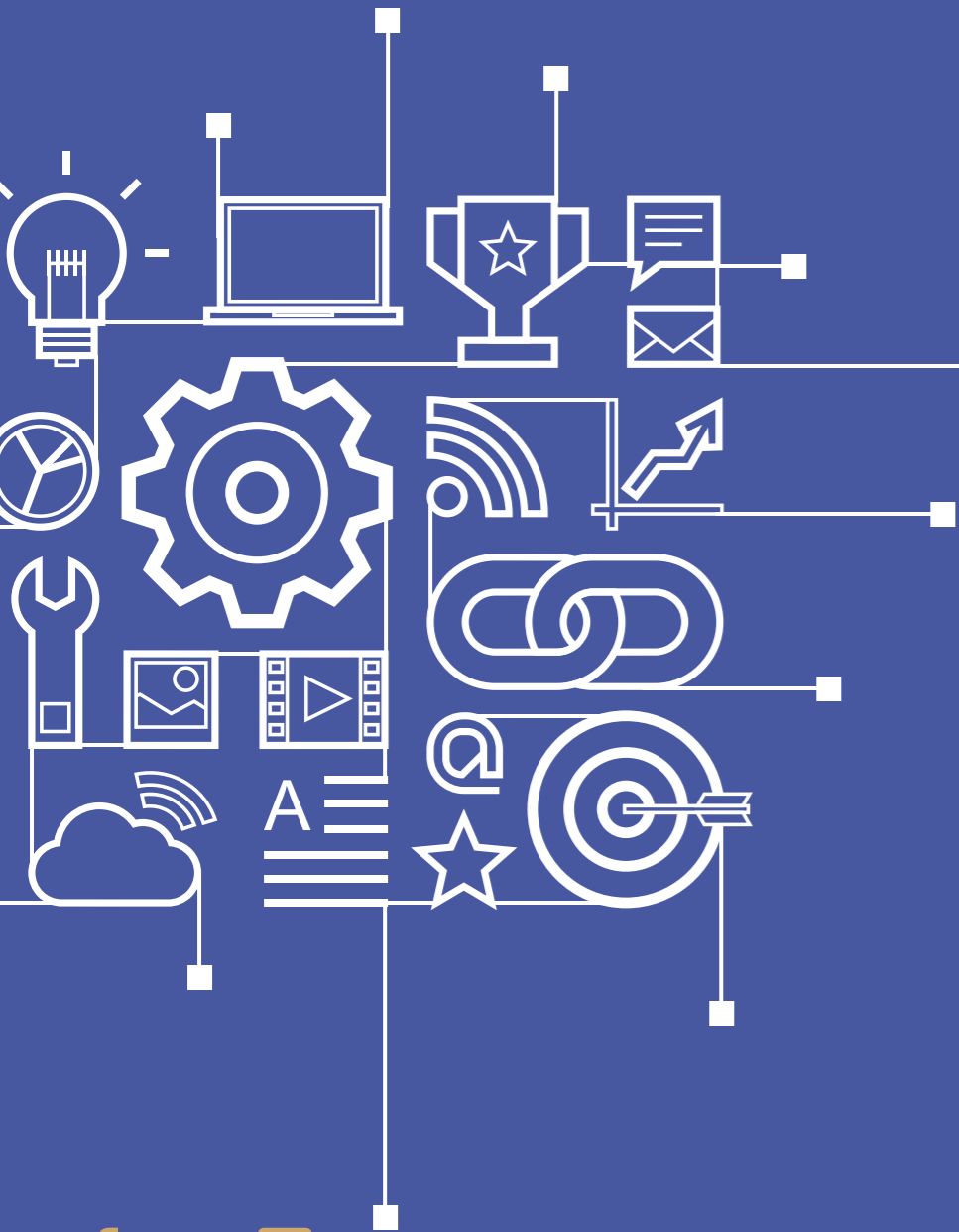
Once you've created a general business plan, the next step is to determine your marketing strategies. Most small business owners spend at least 25% of their time marketing their company. Fortunately, this critical task doesn't have to be expensive or time consuming.

In addition **setting up a website** with your portfolio, create a **Facebook business page** to share the latest wedding trends and statistics, as well as photos from the weddings you've helped plan. You could also **create inspiration boards** through Pinterest.

Even more popular now is Instagram, specifically **Instagram stories**. There are many tricks to staying in the feeds on these popular sites, and those tricks change as social websites evolve. Be sure to include a social media "refresher" course in order to stay current on new algorithms and best practices.

And, of course, there are more traditional marketing avenues, including **paid advertising** in print media.

You'll also need to network. Sign up for local **wedding conventions**, where all sorts of vendors will meet hundreds or thousands of engaged couples. This is your chance to grow your brand awareness and build up your vendor and client lists.





## CERTIFICATIONS

As a student of QC Event School, you are already on your way to earning the right credentials you need work in the wedding industry. QC's courses are designed to give you a foundation of event planning knowledge, which is necessary if you want to be successful.

As a small business owner, you'll need to wear many hats. You'll not only be a wedding planner, but also an accountant, a marketing director, and a customer service specialist. Because of this, consider taking classes that will increase your general business aptitude. There are usually associations for small businesses that also hold classes, and local venues that book speakers for the public.

QC's **Accelerate Your Business** course will teach you the foundations of business management, as well as the different aspects that contribute to running your own business!

[View more professional certification courses offered at QC Event School](#)







## COACH OR MENTOR

Everyone needs a guide or advisor to help keep your goals in sight and remain accountable. There are many options for event planners, such as professional coaches who will assist you.

Be sure to determine what type of guidance you need and what delivery system works best for you. For some, a monthly check-in and goal setting conversation is enough. For others, balancing work-life and business may be where you need more checks and balances. There are many event professionals out there who offer one-on-one mentoring programs to assist up-and-coming event planners.







## SYSTEMS

So what do we mean by systems? In this context, systems are any repetitive processes in your business that can theoretically take place without your direct action. A system is a method of action that can be done the same way repeatedly, and as efficiently as possible.

An example is an automatic email response system that nurtures the relationship between you and your couple. This is an easy way to show that you will respond quickly to their concerns. A more complex system will be your booking process, payment process, and your creation of a wedding timeline. Before you know it, you'll be saving five hours a week or more.

The benefits? Lower stress, less frustration and more available time. Your customers will notice the difference, which leads us to the next must have for wedding planners...





## SOFTWARE

Whether it's wedding-specific or not, you should have an arsenal of software programs available for you and your clients to utilize. For accounting, you could use the standard QuickBooks, but there are many other options. Long gone are the days of the 6-inch binder with magazine clippings falling out!

There are wedding industry specific programs that will automate your agreements and your follow-up with clients. These programs support your planning business with a powerful suite of tools that makes it easy to streamline your processes and keep your business moving forward.

There are even free advanced programs geared towards venue mapping, caterer management, vendor management, guest lists, and other core features you would expect from a wedding planning software. In this day and age, your clients will expect you to be tech savvy. Having a few programs at your fingertips can help you win the clients you desire!





## PROFESSIONAL PORTFOLIO

We live in a day and age where your iPhone can substitute you having a personal camera - but it will never suffice as images for a portfolio!

If you can't show professional pictures of your work, are you really a professional planner? The people that hire you want to have confidence in your expertise. An expert would have a stunning gallery of their work to demonstrate both their skills and credibility. This is one area to work on before launching your first business website.

Also remember, your portfolio should include reviews, planning forms, and tools you will use to plan your client's wedding.

While this is certainly a topic all on its own, here are a few ideas of what to include to show your experience in the industry:

- A photoshoot of a mock wedding, including the reception table, decorations, and the cake. This is a chance to show off your familiarity with the latest wedding trends and your attention to detail. Use this as an opportunity to work with local vendors.
- Written testimonials and pictures from friends' and relatives' weddings to which you have contributed.
- A list of your planning certifications or professional memberships.
- Samples of wedding timelines you have created.





## EMERGENCY KIT

Showing your clients that you have thought of every detail for their wedding day is just one reason that they will continue to trust you with their celebration. It's a great way to gain future clients, as well! Saving bridesmaids from disaster with your kit can lead to them hiring you later when they get engaged!

Your kit will grow, rest assured. A professional tip: keep the rarely used in your car, and the often used in your bag - easily accessible. Of course, the "used every time" items should be gifted to your clients on their wedding day. This way no one needs to ask for a bobby pin in the middle of the band rehearsal, or while you're assessing a vendor delivery.

Here are the top items you should consider as staples for your kit:

- Band-Aids
- Stain wipes
- Safety pins
- Lint roller
- Hem tape
- Blister pads
- Lollipops for kids
- Mints
- Scissors
- Bobby pins
- Feminine supplies
- Lighter
- Protein bars
- Eyelash glue





## GET ORDAINED

It's super easy to get ordained, and can mean the difference between having a wedding ceremony or simply holding an expensive party with very disappointed VIP guests!

In just minutes you can be ordained online, but be sure to check in with your local laws to make sure there are no steps which would disqualify your ceremony as a legal union.

Be sure you also understand the license protocol in your area. A marriage license will have an expiration date if not completed in a restricted amount of time. Some places will charge the officiant with a misdemeanor offense for not mailing in the license to the proper government department in a timely manner.

You'll soon also have a list of learned lessons in your own career. You will look back 10 years later and laugh at some of the ridiculous things you have had to deal with in your journey as a wedding and event planner.

There will be bumps and bruises, but just think of all the happy tears you are responsible for - what a gift!

*Take a look at the payment plans offered by QC Event School – start your event planning career today with flexible online courses!*

[View payment plans](#)

**QC EVENT SCHOOL**



READY TO TAKE THE NEXT STEPS?



**VIEW** AVAILABLE ONLINE PROGRAMS

Read course outlines and download course previews



**ENROLL** ONLINE!

If you're ready, fill out the online enrollment form to get started!



**DOWNLOAD** A COURSE DECISION GUIDE

Choose the right course for you based on your career goals



**VIEW** TUITION FEES AND PAYMENT PLANS

Use the tuition calculator and choose an installment plan that will fit your budget





QC  
EVENT  
SCHOOL

CONTACT US!

INFO@QCEVENTSCHOOL.COM

US & CANADA: 1-800-267-1829

UNITED KINGDOM: 0800 066 4734

AUSTRALIA: 1 800 358 931

INTERNATIONAL: +1 613 749 8248

JOIN THE QC COMMUNITY!



STUDENT SHOWCASE

WWW.QCEVENTPLANNING.COM