

## **Five things you MUST have to compete in the wedding industry today:**

**1. A good product or service with a fee/price that is competitive for what you offer.** Finding the right price vs. value ratio can prove challenging for some vendors. When you're still selling your packages while few/some consumers complain about the price, you are probably priced correctly. Watch your competition! If you're not staying competitive with pricing and the services you offer, you may get left behind. If you're quality is not up to snuff, consider taking classes or educate yourself to help improve your quality of work.

**2. A GREAT web site.** Homemade web sites are simply not cutting it anymore. Brides are looking for professionally produced web sites with professional images and the latest technologies. Your web site must be attractive and easy to navigate to set the image for your company. With 85% of brides researching vendors online, most brides know who they want to book before they ever pick up the phone or contact you because of your web site! All roads lead to your site. If it's not up to par, you may be losing potential clients that took the time to visit you!

**3. A good personality and a positive attitude!** If you answer your phone with a pleasant greeting and actually are interested in the person on the other end of the phone, you have a better chance of setting an appointment. When you're conversing with a potential client, do you say yes more than you say no? If you do, you have a better chance of making the appointment. If you don't offer something the bride is looking for, do you say no or do you look to work with her to accommodate her needs? Do you look to blame others when business is down or do you look inward to determine what YOU can do to improve business? A can-do attitude and a great personality can help you see more business!

**4. Have good customer service.** With outstanding customer service and a great personality, you will increase your referral base. Not only will past brides refer you, but so will other vendors. No wedding professional should live on referrals alone because they often do dry up over time, but referrals can propel your company's bottom line when you continue to offer outstanding service to your clients AND to other wedding professionals!

**5. Have a complete advertising campaign.** If you have a great product, service, web site, personality and customer service, now you simply have to let people know you exist! In order to get traffic, you should be seen everywhere brides are shopping. Now, we know you don't have an unlimited budget, but do your research! Position yourself in at least one print option, in multiple online listings, at bridal shows, networking events and more! Create professional ads and marketing materials. Promote yourself at events, sponsor events, and showcase your products and services so that people take note of you. You can't do business in silence! The more you do, the more money you'll make!