



THE SECRET FORMULA FOR BOOKING MORE BRIDES AND GETTING PAID WHAT YOU'RE WORTH

Workbook



UNIQUE SELLING POSITION

Do I (or could I) fill a special or unique position in the industry?

If yes, what specifically do I (or could I) offer?

What specific needs, wants & problems does my specialty address?

How could I specifically meet those needs & solve those problems?

UNIQUE SELLING PROPOSITION

Do I currently offer any type of guarantee?

If no, what fear(s) are keeping me from doing so?

How can I overcome these fears and become so confident that I would be willing to guarantee my work? What exact steps would I need to take?

UNIQUE SELLING POINTS HAIR & MAKEUP - QUALITY

What exact steps would I need to take to be confident enough in my hair and makeup skills that I would be willing to offer a guarantee (even if you don't plan to)?

What about my team? What steps would I need to take to make sure that my team was up to my standards for hair & makeup?

UNIQUE SELLING POINTS

HAIR & MAKEUP - STYLE & CONSISTENCY

What style of hair and makeup is my company known for or is our “specialty”? Does my website, social media and marketing materials clearly show this style?

If not, what steps would I need to take to make sure that my website, social media and marketing materials are 100% consistent and in line with my brand of hair and makeup?

UNIQUE SELLING POINTS BRAND-WEBSITE

Does my website represent and appeal to my ideal bride?

If no, what things can I do to make sure that it does?

Does my website accurately reflect our style of hair and makeup?

If no, what things can I do to make sure that it does?

Are there any broken links or outdated information?

If yes, what areas need to be fixed & updated?

UNIQUE SELLING POINTS BRAND-SOCIAL MEDIA

Does my social media represent and appeal to my ideal bride?
If no, what things can I do to make sure that it does?

Does it accurately reflect our style of hair and makeup?
If no, what things can I do to make sure that it does?

Is there any outdated information?
If yes, what areas need to be fixed & updated?

UNIQUE SELLING POINTS BRAND-MARKETING MESSAGE

Who is my ideal bride?

How can I clearly and effectively communicate to her that I am the best choice to meet her specific needs & wants and solve her specific problems?

Does my website, social media and marketing materials speak directly to and represent my ideal bride? If no, what changes need to be made?

UNIQUE SELLING POINTS CONVENIENCE

Is my website clean, concise and easy to navigate? If no, what changes need to be made?

Is all the pertinent information a bride would need to know available and easy to find?
If no, what changes need to be made?

Do I offer online booking options to secure a wedding date and/or to book a trial?
If no, what steps would I need to take to offer this service?

UNIQUE SELLING POINTS CUSTOMER SERVICE

Am I answering my emails, phone calls and DMs in a timely manner? If no, what changes need to be made so that I can commit to doing this?

Do I have a system for following up with brides? If no, OR if it is not working effectively, what steps need to be taken to create an effective system and what ways can I automate this system?

Do I have a system for clearly communicating to brides our policies and procedures and what they can expect if they work with us? If no, what steps need to be taken?

Do I have policies and procedures in place to ensure that myself and my staff are maintaining a consistent level of professionalism? If no, what steps need to be taken?

UNIQUE SELLING POINTS EXPERTISE

Make a list of all of the ways that you can demonstrate your expertise to potential clients. Ideas may include blogging, free downloads, videos and/or tutorials.

UNIQUE SELLING POINTS EXTRAS

What "little" things do you (or could you) do in your business that would make a bride's experience an easier or more enjoyable one. This could include the way you present your services, the specific products you use, additional services you offer (or could offer) and any perks or freebies that you provide. Are there any values or causes that are important to you?

How do you (or could you) let brides know about these things?

UNIQUE SELLING POINTS SOCIAL PROOF

Do you have any accomplishments, accolades or affiliations? If yes, do you have them displayed on your website? If no, what steps could you take to obtain these things?

Do you have a system for obtaining testimonials from past clients? If no, what steps can you take to create one?

Do you have a system for starting and nurturing relationships with other wedding professionals? If no, what steps can you take to create one?

TO-DO LIST

Go through your sheets and start to create a "to-do" list of things you need to work on.

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