

Simplify Your Summer

The 'Market, don't Park It'

Preparation Checklist

- Hire an intern
- Create an online { easy to share} brochure. { Check out issuu.com}
- Create an FAQ fact sheet.
- Create automated email & voicemail messages.
- Approve & Finalise all print and online media ads for Fall/ Winter.
- Ensure stock/ order business cards/ brochures and flyers.
- Write & Mail predated checks for any and all upcoming marketing.
- Write & send out blog posts/ articles.
- Schedule tweets & Facebook updates .
- Schedule Newsletters and other circulars.

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Wedding Day Checklist

- Pack business cards/ brochures and flyers.
- Schedule consult meetings.
- Print & bring call back/ follow up list.
- Chat with Wedding Photographer and get him to take photos of me/ work for future marketing efforts.
- Leave business cards & brochure with venue coordinator and get on supplier list.
- Exchange cards and details with all Wedding Professionals onsite { write date/location and significant conversation on their business card.} - Remember to follow up with them in a few days/ week.
- Take pictures of the wedding/ my work/ me/ the couple and share on twitter/ Facebook/ Pinterest/ Instagram .
- Call into local relevant businesses in the area and exchange details.
- Follow up on outstanding emails/ calls/ social media during 'down time' on the wedding day.
- Take new client consults if and when appropriate.