

Simplify your Summer: 'Market, don't Park It' Use an intern to boost your business!

Even the most organised Wedding Professional can still find it a challenge to get everything done during the busy wedding season and live a life... particularly when everyone else is off enjoying themselves in the sun. Is this you? Have you considered 'hiring' an intern?

Interns are something I have continually used in my business from the start. They are eager to learn, take on a whole host of tasks and are {most importantly} free labour! Making them the perfect addition to your business when you are too busy to market and chase leads.

Ideally, you want to take on an intern 6-4 weeks before you become really busy. This will give you adequate time to train them up and for them to learn the basics of your business and what is expected of them. Interns can be sourced through advertisements, job/ local intern programs, colleges and job centres.

Depending on the specific tasks you are hoping they will perform/ do, interns do not necessarily have to be based in your shop/ office or place of business, nor do they have to work full time. As you would with any position in a business decide on the specifics you need and want and advertise them accordingly. As interns { for the most part} work for free you will need to identify the opportunities/ learning outcomes for the successful candidate. The better your offered outcomes/ opportunities ; the better calibre of applicants you will receive.

{ In my video} We've already looked at how automating aspects of your business can be a great time saver, not only can your intern help create these automated responses and systems but with a little training and instruction they can actually take them several steps along thus freeing you up even more.

Simple tasks like:

- Following up on voicemails to get a better idea as to what the prospective client needs, they can possibly send out your {automated} brochure or indeed create a call list for you to use during some down time.
- While at weddings, they can canvas the local area with brochures and business cards calling into suitable local businesses to introduce your business and exchange details.
- They can update your database of contacts and connect with people via social media whom you have met at each wedding.

- They can chase wedding photographers for images/pictures of you or indeed the wedding that you can use { with their and the couple's permission} in your marketing material.
- They can take pictures of you and your work at the wedding, uploading and sharing through your social media outlets.
- Schedule and Confirm appointments with new and existing clients.

And the beauty of taking on an intern to help you grow your business while you are at your busiest means you already have a primed and knowledgeable assistant to hire {part or full time} if all their extra help and work has resulted in a considerable increase to your business!

Today's article was brought to you by: Bláithín O' Reilly Murphy of BrideEnomics.com, the much sought after International Wedding Planner & Wedding Business Consultant based in Ireland.