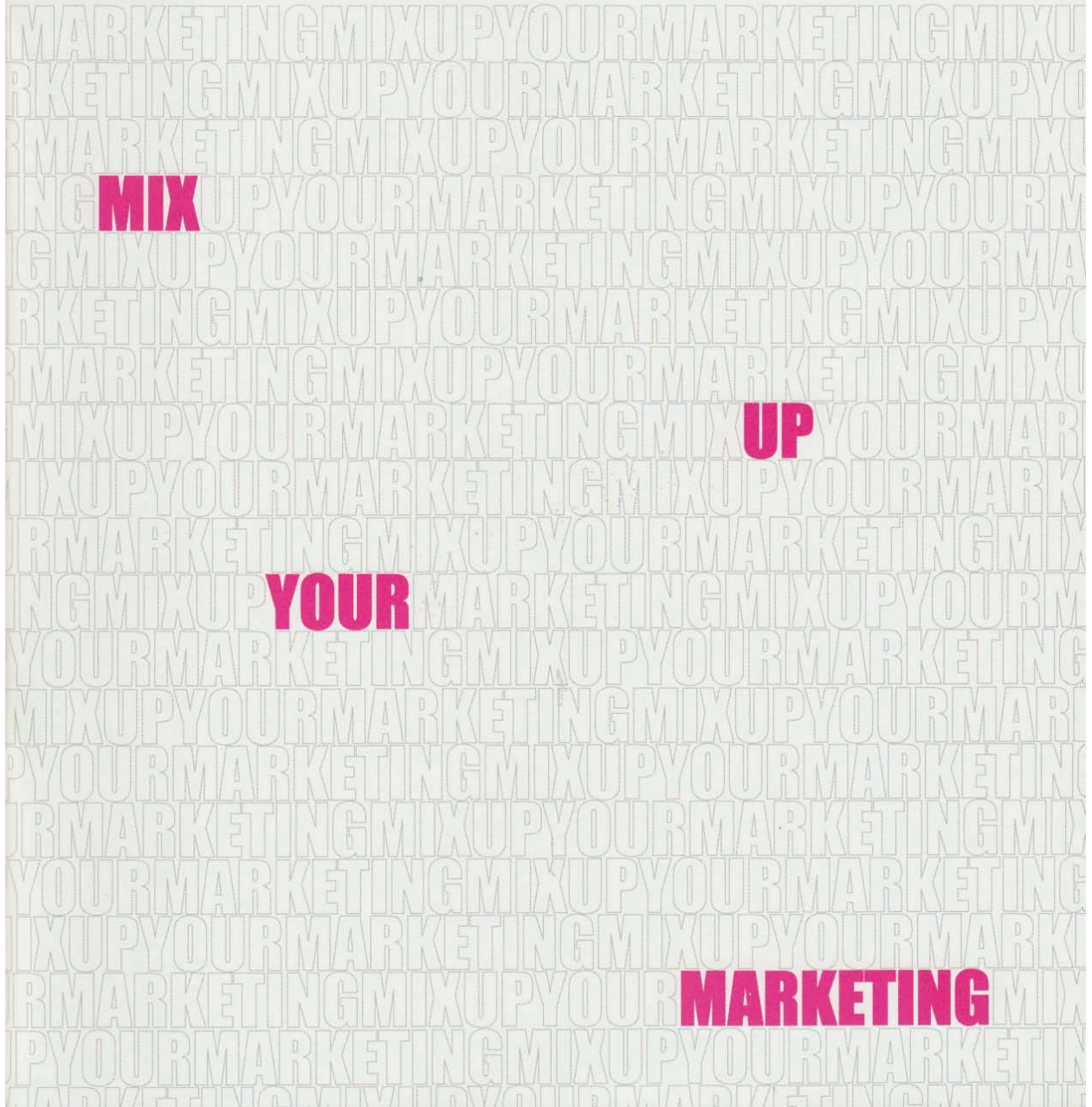


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Simplicity = Sales for your Bridal Biz

By Natalie Bradley, www.BrideAttraction.com

Simplicity and sales...They really go hand in hand more than you may know.

In fact, by NOT keeping it simple, most wedding professionals talk brides right *out* of buying. Without even realizing it! For the most part, vendors make their message, marketing, and even services way too complicated to understand, which confuses brides. And that keeps them from closing the sale.

This is so very important for you to know in your business. Much of my time with one-on-one coaching clients and in group classes, is spent simplifying businesses because they are simply too much for brides to handle. And then, once we simplify, the sales come in! So let's talk about what this looks like in terms of practicality for you...

You May Now K.I.S.S. The Bride

Whenever you work on your marketing materials for bridal shows, brochures, letters, website updates, service packages, products, workshops and really *anything* in your bridal business...always always remember to K.I.S.S. That's right, we're going to put a big KISS in all of our marketing and business management from now on. (Appropriate for the wedding industry, don't you think?) When I say to K.I.S.S., I'm saying that I want you to "keep it super simple" in everything that you do in your marketing and business management.

Don't confuse brides with complicated messages about what you do and how you do it. Brides won't stay with you long enough to even make an effort to understand what you're saying. When it comes to your message, I want you to streamline it, make it focused, be niched in all you do. And use this simple message across the board in your marketing strategies.

To get started and make sure you're laser-focused in your message to brides, there's just a little bit of homework you first need to do. First and foremost, I want you to write down what problems brides have when they come to you in your initial consultation. (Brides are literally *giving* you the marketing message. The key is for you to listen to them and what they're telling you - on the surface AND below it!)

Go back through your notes and look at what they've been telling you for months -- possibly years. When I first start working with my wedding vendor clients, many honestly cannot tell me what problems that they solve for brides. And I reply: Bingo! That's why they're not selling! So I tell them to get clear on one question: what's keeping your bride up at night, worried and full of anxiety about her wedding? Next, ask yourself how *you* fit into that?

Next, look at your bride's problems and issues and how you are actually solving them with what you do. Brides will drop money on you in a heartbeat if they know that you are saving them stress, time, energy and even money in the long-run. But your job is to make *sure* that you're getting this "I can save you!" message across to them clearly. (Most wedding pros are not!)

Competition: It's Not What You Think

Now that you've gotten crystal clear in these areas, write down how you're different from "the rest". To do this, you need to ask who is your competition? Sometimes this is obvious, like other planners, photographers, caterers or florists. But sometimes your competition is more than "who" meets the eye.

Who else could be potentially competing with you? Brides may see other services that are *similar* to yours, or masquerade as *kind-of* the same thing, and end up buying from them instead (even if you are better equipped to help them). You need to know this and be able to explain how you are different and how your services are not the same at all!

What else sets you apart from them? What makes you *you*? I once read that it's better to be a first-rate version of yourself than a second-rate version of someone else and my business has really blossomed since I read that. The more you can put *you* into your business, the less competition you will have. And it's so much more bride-attractive when you highlight *your* strengths, *your* assets, results and benefits as opposed to putting down the others out there. So take that high road!

Take that *you* road!

Now put your message into a few sentences that are truly compelling and oh-so clear to understand. Practice transitioning from simply saying, "I'm a wedding planner" into an explanation that easily and effortlessly describes what you do and what brides get from it. So are you ready to K.I.S.S.? Let's do it!

Here's an example of my *Super Simple* Marketing Message that you can model for your own compelling marketing message for brides. "I work with brides who struggle with being stressed out and overwhelmed in their wedding planning, and have no idea where to begin. They want to create their luxury, dream wedding and to start their lives together centered with love. What separates my service from other wedding planners is that I know the secrets and the system to creating a fantasy wedding day that is customized, personalized, and centered on who you are, and not whom you think you should be. *And*, because of this, my brides are able to relax, let loose and enjoy their wedding planning experience and their wedding day, while they focus only on the love that brought them to this moment in time."

Like I said before, that's a lot more compelling than, "I'm a wedding planner."

While this message is detailed, it's still *very, very simple*. It's right to the point, it hits home for the brides to whom this message is meant for, and nothing more. The key to making this work for you is taking this simple message, and using it in everything you do.

Incorporate this into your pull marketing questions, your business card, your web copy, all marketing and advertising, your packages, services description, your presentations to brides one-on-one and when speaking to them in groups, and more. I could go on all day, can't you tell?

Do you see how powerful this is in marketing to brides effectively? Who do you think a bride would buy from -

“ Brides will drop money on you in a heartbeat if they know that you are saving them stress, time, energy and even money in the long-run. ”

someone who is simple, to-the-point yet compelling in how they will transform a bride's wedding day experience and give her the solutions she's been looking for ... or just a wedding planner?

Your Bride Attraction Assignment:

Don't overcomplicate your approach. It's amazing to me how I can tell someone to K.I.S.S. and they still come back to me with a marketing mess. Again, one focused, multiple use phrase is the key to getting this simple, strong message across to brides to sell more effectively.

Use the same key words from your simplistic marketing message that we just worked on and put them into all areas of your marketing. A few examples of some marketing buzz words that have made brides go wild over my services include both problem words and solution words. Like: *stressed out, overwhelmed, luxury, dream wedding, fantasy wedding, customized, personalized, relaxed, and enjoying*. These buzzwords (and a few more) are all over my marketing materials because I know that "my brides" are looking for this, and so I sell them what they want!

Don't reinvent the wheel, so to speak, trying to create new catch phrases to get brides' attention. Getting overly creative with your words doesn't get you sales. Getting clear and getting right to the heart of the matter is what makes brides buy now. So, if you know what their problems are, what they want to know from you, and what they need, speak to that and only that. Leave the rest to someone else.

Now you know better. And knowing things like this is what makes marketing fun and so KISSable!

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