

INTRODUCTION



HOMWORK

The Queen of Weddings

A Wedding State University Course

DAY OF
COORDINATION

Course Prep

The very first thing we will do is identify how you want to approach your new career. Take a little time to do some soul searching and answer the following questions. Keep in mind that this is a time of exploring ideas. You can change directions later in our process as we dive in deeper.

The Questions

Here we will be focusing on the type of time commitment are you willing to invest on your new career.



1. What type of time investment can you commit to during the week for consultations and preparation?
2. What type of investment can you commit to during the weekends for consultations and preparation?
3. What times during the day are you available to meet with your potential customers?
4. As far as taking events, how many days during the weekend do you want to work? (Friday, Saturday, and Sunday?)
5. Some cultural events have wedding events on all days of the week. Can you take weekday events?

ANSWERS: EXAMPLE

1. I am willing to invest more time to get started for now but would like to limit it later to 2-3 days per week. Still need to keep my full-time job until I can replace it with this job.
2. Will do 1 Saturday per month. No Sundays (Family day)
3. Anytime between 9am -3:30pm and Wednesday evenings from 4:30-7:30 pm
4. I don't mind doing weddings on Fridays and Saturdays. I don't want to do them on Sunday.
5. It depends, I may take 1 or two to see if I like them.



Course Prep

As you begin to explore your options, you will realize this type of career is very flexible and offers the ability to work when and how much you want. At this time you should begin to consider what you would like to do as it relates to your time commitment. You may want to consider whether you need to keep a current job and how to work this new career into your schedule. As well as how to work around any school or family schedules that cannot be altered.

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ANSWERS:

Course Prep

As you think about how much time you want to invest in your new career, think about some personal life goals that may need special consideration when looking ahead, especially when planning dates and times you will take business. Remember that you can make changes to this later in our process.

The Questions

Weddings are often planned months or years in advance. One big advantage this gives it the ability to plan out our schedules way in advance. Now you have the ability to avoid working on special occasions, plan ahead to avoid burn out or work harder to earn more money at specific times of the year.

1. How many hours do you want to work on each day?
2. Do you have a maximum amount of weddings you will take during a month?
3. Are there certain days or seasons you do not want to take weddings?
4. Do you have specific holidays or occasions that you want to block out?
5. Are there certain conditions under which you will not take weddings?



ANSWERS SAMPLE:

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1. Right now I can invest an extra 3 hours per day above my current job.
 2. I will do up to 6 weddings each month (including Fridays and Saturday weddings)
 3. I don't want to take weddings in July - family vacation. March 6th - my anniversary - April 10th my birthday & December 15th - my husband's birthday.
 4. No Christmas or Halloween - my favorite holidays.
 5. I can't take a wedding over a 1-day drive. I have to be at work on Monday morning. I think it is too much for now.
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Course Prep

During this course, we will cover different types of services that you can add to provide your clients with more assistance and to provide yourself with additional income.

Some Day of Coordinators offer supervision service only, some add set-up, and others will provide sophisticated retail services. Take a few moments to think about the idea of adding additional services. Remember this is not a commitment you are making now. We are just exploring your future vision.

The Questions

Imagine what skills or special hobbies you have that could easily be adapted into new services to increase sales.



ANSWERS: EXAMPLE

1. Are you comfortable offering additional services?

Yes!

2. What services do you imagine offering?

3. Will you need additional assistance?

Maybe-not sure yet.

4. What services will you want additional assistance with?

Not Sure.



1. Party Favors
2. Invitations (design, addressing & mailing)
3. Vendor Recommendations
4. Wedding Programs & thanks you's
5. Silk centerpieces
6. Specialty table set up
7. Guest table set up (linens and centerpieces only)

1. Party Favors (1 person per 100 guests)
2. Wedding Programs & thanks you (1 person per 50 guests to hand out/place)
3. Specialty table set up (1 person)
4. Guest table set up (1 person per 5 tables)

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