



Ways to Strengthen Your Bridal Business

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Focus on Increasing Your Visibility - Now is a great time to come up with a plan and strategy to market your business on social media and gain more visibility. If you've been inconsistent with posting to social, or dread to post because you don't know what to say, start pre-planning your posts. You can use tools like www.planoly.com to help you curate posts in advance! You can plan out a month's worth of photos & captions...for free!

Get Clear on Your Messaging —Use this time to gain clarity and get good at your messaging so that you can reach more brides! If you struggle in this area, perfect time to enroll in a copy writing course to sharpen your writing & communication skills.

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3 Update Your Website & Contracts- If you don't have a website, it's time to create one! You can easily register for a domain name through www.domainpricedright.com and use www.Bluehost.com for web hosting (just to name a few options). If you already have one, give your site a fresh makeover & update your portfolio. It's also great time to revise your contract and make sure it is ready to go. Undoubtedly, you'll be much busier later this year as all the weddings are pushed back. So, cease this opportunity to get this tedious task out of the way. I use www.fiverr.com to create my fillable contract for a really affordable price.

4 Create a System and Process – Use this time to turn your business into a well-oiled machine. Do you have a system in place to help you stay organized and efficient? If not, I highly recommend doing this to prepare for all the brides wanting to work with you. For example, create email templates for your inquiries or create a process that helps keep track of your invoices & follow ups. Whatever it is, make sure you take the time to do it now, so that you can be more efficient in busier months.

5 Create Value-based Content - Down time is a great time for content creation. Create content that helps bring value to your clients. This can be anything from an informative post to a **How-To video**! What better way to position yourself as the expert, go-to-person in your industry.

6 Connect & Engage with Ideal Clients - During this time of [#socialdistancing](#), people crave connection. So, engage and connect more with your ideal clients on social platforms. And feel free to take it to the DM! Let them know behind each post is a makeup artist who really cares about them.

7 Connect with Other Vendors- Since everyone in the wedding industry is having a slow season, why not use this time now to connect with your local vendors? There's huge opportunity in this for future referrals.

8 Follow Up- Use this time to follow up & reach out to former brides and ask them to write that review for you. Chances are, they are probably home right now too!

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