

Disaster!

How choosing the right Wedding Vendors will prevent Wedding Day Drama.

Presentation by Krista Chapman of Jacob Marketing Inc, 2011

Do you have Wedding Day Fears?

- A Recent Pink Lady Poll...
 - Family Fights
 - Bad Weather Woes
 - Wedding Vendor Mishaps
 - Nothing! I can't wait for my wedding day!

*More than 40% of the Respondents said
Wedding Vendor Mishaps*

**How do
you find
the right
match for
you?**





What to Look for...

- Professional
 - License and Insurance
 - Experienced
 - Confident
- Positive Reviews from Past Brides
 - Wedding Wire
 - Most recent client testimonials
- Do you like their work, style, design, food?
- Do they fit your budget?



What to Watch Out for...

- A “Gift” from a Friend
- Conflict of Personalities
- Bad Business Ethics
 - No Contract
 - Unresponsive
 - Lack of Transparency
 - Nervous, Shifty, Dodgy Responses
 - Desperate

If it feels too Good to be True... than it probably is!



Let's Recap

Professional, confident and experienced.

You like their product and personality

They fit your budget.

Follow your gut.

Questions?

Please visit www.thepinkbook.com for daily blog posts, wedding planning tools or resources as well as a copy of this presentation.