

A bride and groom in wedding attire, with the bride holding a bouquet of flowers.

CREATING A WEDDING BRAND THAT CONVERTS

AGA BUSINESS
SOLUTIONS

WHAT IS A BRAND?

It's **EVERYTHING** that makes up your business.
Your brand is all about **trustworthiness**.

Your brand is about answering the ultimate question...
Why should someone choose you above everyone else?

My framework contains thirteen elements that will help answer this question.
Yes. Thirteen!

The more clearly and confidently you can define and articulate these elements...
the easier it will be to create a **successful brand that consistently converts**.

THE HARSH REALITY

The World Has Changed

Attention spans are at an all time low.

Trust is at an all time low.

It's the era of overpromise and underdeliver.

People are frustrated and jaded.

This is actually a golden opportunity for you!

Most wedding pros don't know or understand this information.

And most of those who do aren't implementing it.

TOUGH LOVE TIME

This sh*t is not easy!

I'm not going to give you the 13 elements...
and then everything is smooth sailing.

It takes time and hard work to figure this out.

How bad do you want it?

WHY PEOPLE PRICE SHOP

This goes hand in hand with what I'm teaching.

The Paradox of Choice

Too many choices create overwhelm. Overwhelm reduces confidence. When confidence drops, people stop choosing on value and start choosing on price.

This is especially true when consumers are faced with...

THE SEA OF SAMENESS

Everyone looks and sounds the same.

Creating a successful brand means defining and articulating the thirteen elements so that you stand out as the clear & obvious choice.



THE SEA OF SAMENESS

Imagine you go to buy a car and the ONLY option is a blue Nissan.

The color is the same. The options are the same. EVERYTHING is the same.

OF COURSE... you are going to buy based on price.

That is how couples are viewing you IF you aren't able to confidently answer the question...

Why should they choose you above everyone else?



IMAGINE IF YOU ARE THE **ONLY** BLACK MERCEDES

You automatically stand out as a brand who is unique.

Not everyone is going to want a black Mercedes.

But for those who do (or don't want a Nissan) you are the obvious choice.

And, price becomes less of a factor or not a factor at all.

EVERYONE IS UNIQUE

With different...

NEEDS

WANTS

VALUES

PERSONALITY & STYLE

EXPECTATIONS

PAIN POINTS



THE GOAL IS TO GIVE PEOPLE OPTIONS

That are in line with their...

Needs | Wants | Values | Personality & Style | Expectations | Pain Points

Most people are not doing the work so there are still going to be a lot of Nissans.

This becomes your golden opportunity to stand out to your ideal client.

PEOPLE

Who are your people? ie: Ideal Client
Hint: It's not **anyone** getting married.

Needs = What are their must haves or non-negotiables?

Wants = What are they hoping to find but is not required?

Values = What do they care about? What is important to them?

Personality and Style = Who are they as people? Demographics?

Expectations = What do they expect of you and the process?

Personal Pain Points = What problems are they facing in planning?

Industry Pain Points = What problems are they facing within the industry?

POSITION

What Unique Position do you hold in your field?

What is your niche or specialty?

What makes you unique?

Style and Aesthetic

Who You Serve

Specific Unique Location

Price Point

This is the hardest and scariest element but also **THE** most effective.

A strong position immediately takes you out of **The Sea of Sameness.**

The most powerful way to instantly instill trust.

PROCESS

SYSTEMS | EFFICIENCY | CONVENIENCE | CUSTOMER SERVICE

How easy is it for people to work with you?

Do they have to chase you or jump through hoops?

Is your process easy, convenient, and client-centered?

Do you get back to people quickly?

Are your policies and procedures clear?

Do you have automated systems?

Online booking? Online contracts & payments?

THE AMAZON EFFECT

PRESENTATION

This is where things gets tricky.

Once you confidently define the thirteen brand elements you need to be able to...

Clearly, quickly and effectively communicate them.

How you present these elements is your
MARKETING MESSAGE

Client-Centric vs Brand-Centric

Specific vs Generic

Emotional vs Logical

EXAMPLES

Generic & brand-centric:

We create events that celebrate love and connection in a way that feels meaningful and true to you.

Specific:

We specialize in navigating multiple cultures, traditions, and family expectations to create weddings that honor them all without compromise.

Specific & client-centric:

Navigating multiple cultures, traditions, and family expectations can feel overwhelming. Your wedding deserves to honor them all without compromise.

EXAMPLES

Generic and brand centric:

We believe your day should reflect your personal style and traditions which is why our service is designed with you in mind.

Specific:

Honoring culture isn't a trend to us. It's personal. That's why our approach is rooted in care, intention, and deep respect for every tradition involved.

Specific & client-centric:

Honoring your culture isn't a trend. It's personal. Your wedding should reflect that with care, intention, and deep respect.

PACKAGING

The Aesthetic of Your Business

Logos, Colors, Website, Social Media

People have very low attention spans.

They make snap judgements because they can.

The wedding industry has become oversaturated.

Couples have more choices than ever.

First impressions matter... a lot!

It's not just about looking pretty.

It's about looking professional, trustworthy and like you give a sh*t.

TOUGH LOVE TIME

Your Website and Social Media

The first touch-point for most people.

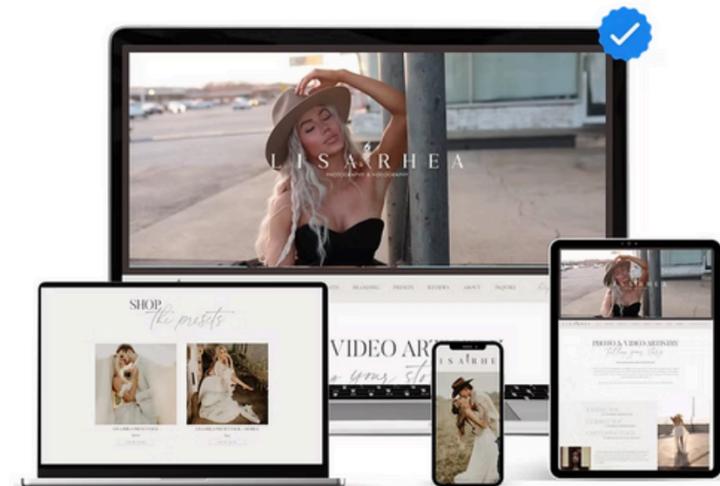
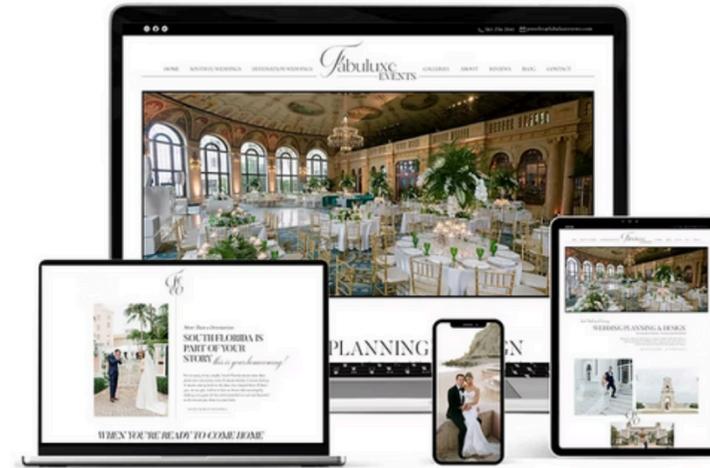
You cannot half-ass these!

I understand these things are an investment.

Find the Money

Figure it Out

CUSTOM WEBSITE DESIGN & TEMPLATES

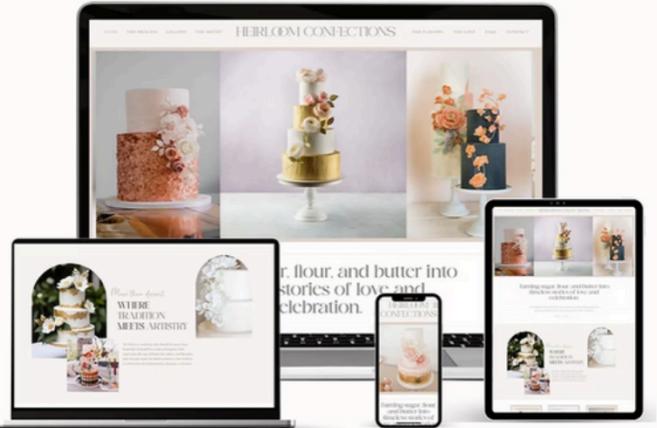


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WEBSITE TEMPLATES



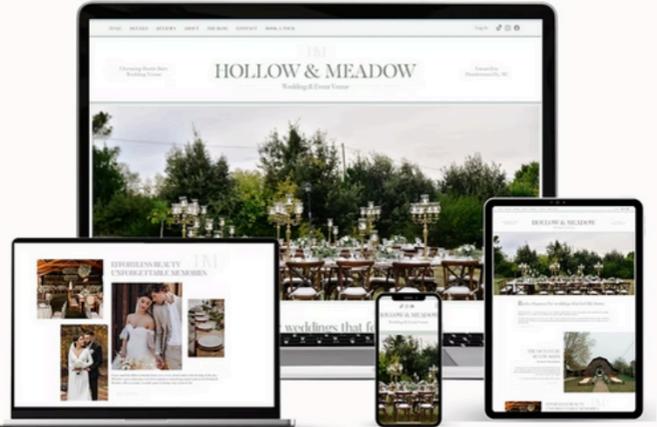
MUSE IN BLOOM
Wedding Floral Designer



HEIRLOOM CONFECTIONS
Wedding Cakes & Treats



MYAH GLAM CO.
Bridal Stylist



HOLLOW & MEADOW
Wedding Venue

[**CLICK HERE TO SHOP TEMPLATES**](#)

SOCIAL MEDIA

BASIC PACKAGE

Intentional, consistent posting to support brand awareness and visibility.

\$249 per month

- Twelve Single Image Posts Per Month
- Posted Three Times Per Week
- One Revision Per Month

PLATFORMS INCLUDED

Instagram, Facebook, Pinterest, Google Business Profile, Threads, LinkedIn

WHO THIS IS IDEAL FOR

Perfect for wedding professionals who struggle to stay consistent, want to remain top of mind with potential couples and fellow vendors, and prefer not to manage social media themselves. This is an ideal starting package for growing brands or those working within a smaller marketing budget.

[Book Your Free Consult](#)

[Get Started Now](#)



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PROOF

Proof is all About the Receipts

Training

Years in Business

Publications

Public Appearances

Reviews

Past Clients

Famous Clients

Referrals

Associates

Associations

Social Media

Useful and Valuable Information

Never Lead with Proof

These things help establish credibility but at the end of the day people care about what is in it for them.

PROMISE

Promise is all about **Burden of Risk**

In every transaction there is a burden of risk.

Time | Money | Disappointment | Frustration

How do you take this burden off of your clients?

GUARANTEE

Free Consultations

24 Hour Emergency Text Line

Clear Streamlined and Outlined Process

Free Preview

Unlimited Revisions

It HAS to be tangible to be effective!

PERSONALITY

Presentation is what you say.
Personality is how you say it.

AUTHENTICITY
CONNECTION
BRAND VOICE

Don't be afraid to speak directly to your people.

EXAMPLES

Clear, specific, client-centric messaging:

Honoring your culture isn't a trend. It's personal. Your wedding should reflect that with care, intention, and deep respect.

Nurturing, connection-driven messaging:

Honoring your culture isn't a trend. It's deeply personal. The traditions, people, and moments that shaped you have brought you to where you are today. Your wedding should feel like home, rooted in love and belonging.

Bold, unapologetic messaging:

Honoring your culture isn't a trend. It's deeply personal. Your wedding doesn't need to make sense to anyone else. The only thing that matters is that it feels right to you. End of story.

PERSPECTIVE

Presentation is what you say.

Personality is how you say it.

Perspective is what you care to speak about.

What do you care about?

What are your views and values?

Can be a large or small part of your brand.

It can also be your brand position.

PERSPECTIVE

Inclusivity
Sustainability

Personal Views or Opinions on Something

Cultural Respect and Representation

Authenticity and Transparency

Weddings should feel intentional, not performative.

True luxury isn't about how much you spend.

The couple's opinion is all that matters... period.

PRODUCTS & SERVICES

What products and services do you offer?
Are your products and services top notch?
How do they compare to others in your field?

Be Brutally Honest with Yourself

Where could you improve?
What would it take to get you to the top?

This element is also about always improving and keeping up with the trends in both business and the wedding industry.

PRICE

Common Source of Confusion and Stress

What is your competition charging?

How do you compare? When should you compare?

Is it in line with your brand?

Where are you in your business journey?

How bad do you need the money?

When should you raise (or lower) your pricing?

Price is about supply and demand.

You don't get to decide what you are worth... the market does.

The better able you are to define and articulate your thirteen brand elements...

The more you can charge. Period.

PERKS

Little extras that go above and beyond.
Can be expected or unexpected.

Touch up kit from a stylist.

Personalized playlist from a DJ.

Posing guide from a photographer.

Personal bridal assistant from a planner.

Champagne and snacks at a bridal boutique.

“All About the Bride” Sweatshirt

We offer a training session and video after a website is complete.

All about making people feel special and show that you care.

Perks are an essential part of a luxury brand.

PERCEPTION

Your brand is NOT what you think it is.
It's what others perceive it to be.

You can often be the worst judge of your
brand's perception.

Look for outside perspective.
But... be very selective.

THESE ARE ALL IMPORTANT

PEOPLE

POSITION

PROCESS

PRESENTATION

PACKAGING

PROOF

PROMISE

PERSPECTIVE

PERSONALITY

PRODUCTS AND SERVICES

PRICE

PERKS

PERCEPTION

I GET IT

This sh*t is hard.

It takes looking inward.

Asking the right questions.

Overcoming mindset obstacles.

It's hard to be brave when you're broke.

BUSINESS CONSULTING



STOP GUESSING AND START CREATING A CLEAR STRATEGIC PLAN

The Business Success Blueprint is a deep-dive strategy session designed to look at your business as a whole, not just one problem at a time. We dig into what's working, what's not, and where things are getting unnecessarily complicated by looking at your systems, brand, and marketing, and how it all fits together day to day. The goal isn't theory or surface-level advice. It's clarity, direction, and a plan you can realistically follow so you can make better decisions and move forward without guesswork.

ASSESSMENT OF YOUR CURRENT BUSINESS
ASSESSMENT OF YOUR WEBSITE & SOCIAL MEDIA
90-MINUTE IN-DEPTH STRATEGY SESSION
ACTIONABLE STEP-BY-STEP STRATEGY PLAN
THIRTY DAYS OF TEXT AND EMAIL SUPPORT

\$399 INVESTMENT

[CLICK HERE FOR MORE INFORMATION](#)

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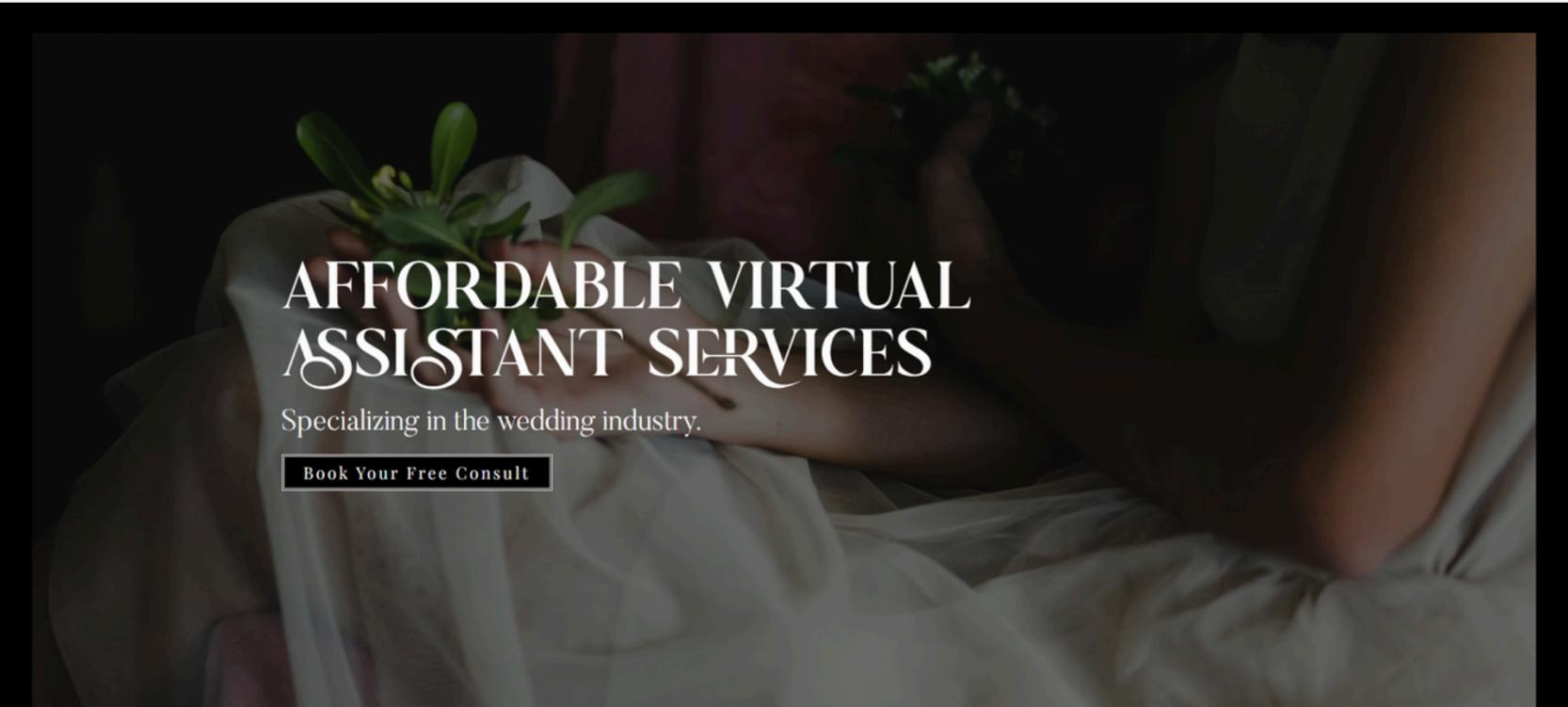
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VIRTUAL ASSISTANTS



AFFORDABLE VIRTUAL ASSISTANT SERVICES

Specializing in the wedding industry.

[Book Your Free Consult](#)

For Wedding Pros or
Anyone Ready to Stop Doing It All

You didn't build a business to be buried in admin. Our VAs come trained, trusted, and totally aligned with the high-touch, high-style world of weddings, beauty, and beyond. We pair you with the right support for your pace, your personality, and your priorities. So you can finally stop saying "I'll just do it myself" and start running your business like the empire it's meant to be.

Part-time (20 hrs): \$220/week

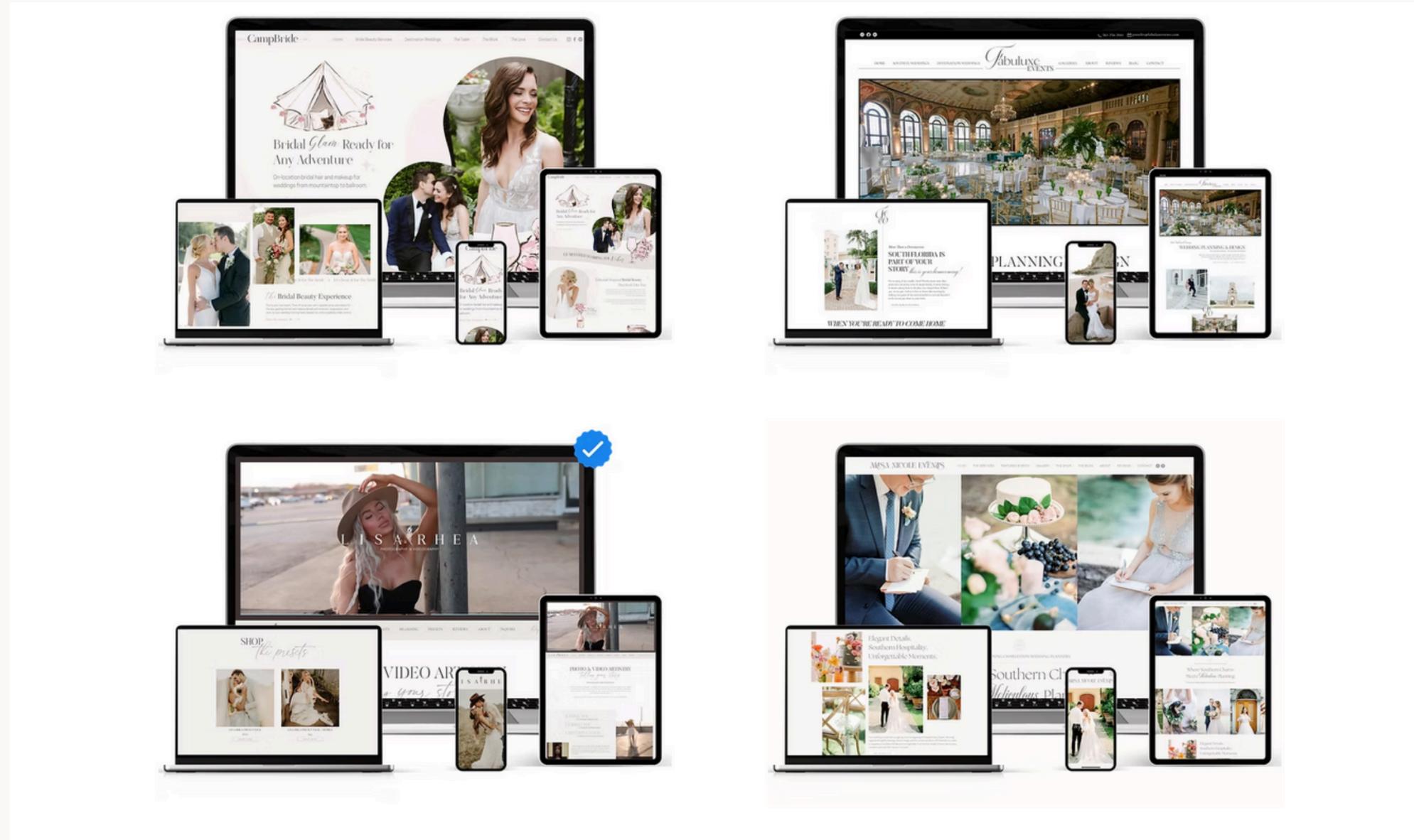
Full-time (40 hrs): \$400/week

DEDICATED SOCIAL MEDIA VA - ADD \$100/Month

No contracts. No hidden fees.

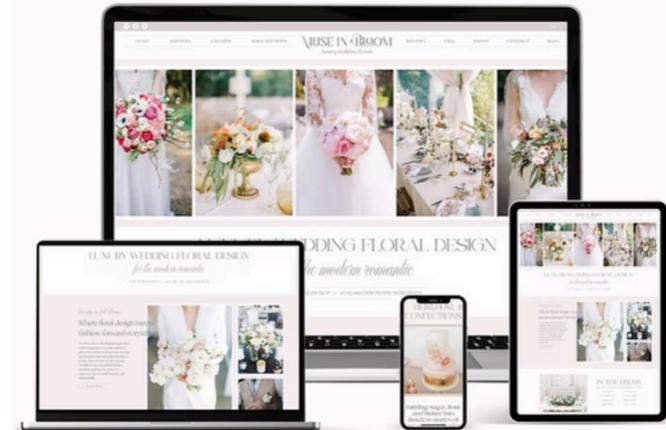
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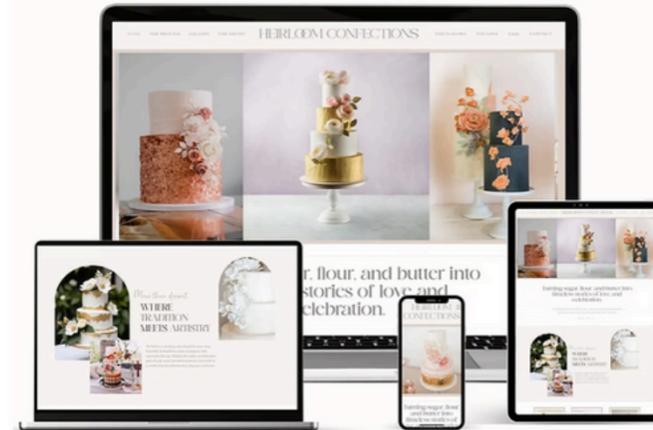


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FREE TEMPLATE FOR IG FOLLOWERS



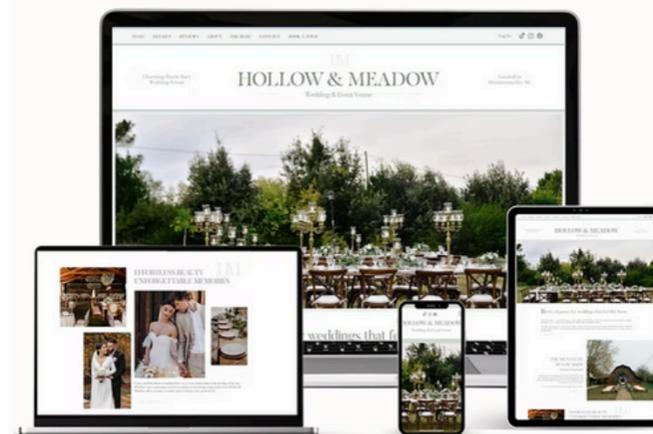
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