

How to Build a Bridal Business

Places To Go:

David's Bridal, Alfred Angelo, bridal boutiques, wedding venues, photographers, florists, catering companies, cake patisserie, hair salons ... do an online search for wedding info. to find what's in your area and don't hesitate to approach them about your services! Offer to add them to your vendor's list by giving their cards to brides or adding their information to a brochure of all your "Preferred Vendors".

Renee Motyka tips:

- *The Perfect Wedding Guide* is all over the U.S. go to www.theperfectweddingguide.com/index
 - Sign up as a paid advertiser and submit an approved Mary Kay advertisement
 - (you can find it under Resources on InTouch)
 - It's about \$185 per month
 - You will receive a list of leads weekly (20 – 250) from the registry and any shows you – it will depend on the market & who's running it
- Go to high-end boutiques and shops
 - "I'm looking to form relationships with some of the elite bridal businesses in town. Who may I ask about your current vendor program?"
 - Once you go in and start asking, they will usually start telling you about who they network with, etc.
 - "Would it be ok if I put a small display in your shop and take some of your cards or brochures for my brides?"

Once You Have the Leads:

- I like to send an initial email. I get a few responses immediately so it feels good and motivates me to continue.
- Mail a postcard to everyone without an email address & highlight them with the date I sent it so I know when to follow up.
- Mark out the time blocks for when you will hold these appointments.

- I usually select a couple of daytime and nighttime appointments during the week and 3 on Saturday at 10, 2 and 4.
- DO double book these times! I would rather book 2 or 3 at the same time and have more IPA time on Saturday!

- **Make the Calls**

- Call 10 leads a day, 3-4 days a week. (*See Booking and Voicemail Scripts*)
- Be enthusiastic when you call... especially on a voicemail!
- Focus on her special day and what's in it for her –
 - * Pampering, free stuff, fun with her bridesmaids/family/friends, a chance to check “makeup” of her LONG to-do list! 😊
 - * I even make a little joke about how I take the pressure of her when it comes to discussing appearance and makeup with her bridesmaids so everyone looks beautiful on her day and the pictures come out fantastic because they will all have on the same look that coordinates with their dresses.

- **At the Appointment**

- Hold it pretty much exactly like you do any other skin care class
- Have her Honeymoon Goodie-bag placed where you want her to sit and a sales ticket with her name on it already marked with \$10 off at the bottom
- Focus on her for a couple of minutes by asking questions about the wedding
 - * Date, time of day, how formal, location, colors, colors of bridesmaid dresses, type of dress, how she wants her hair and how she wants to “look”...
 - * Review how many bridesmaids she will have, their skin tone and hair color so you know “high contrast” and “low contrast”
- At the opening of the class, explain that this is an introductory appointment and we will do some basic color to get an idea of where to go from here, but that skin care is the most important part of how we look and feel.