

START & RUN A MEETING & EVENT PLANNING BUSINESS



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Shannon Marie Lach

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NOTICE TO READERS

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DEDICATION

This book is dedicated to the 750+ event-industry businesses that never returned my inquiries about job applications, sent résumés, or internships. Thank you for allowing me to save all my creativity for PEAR.

I must say, writing this book was much more enjoyable than writing all those cover letters.

SO YOU WANT TO BE AN EVENT PLANNER

If you want to be an event planner, this book is for you. In this chapter I will discuss how I ended up an event planner and what the life of an event planner is really like.

1. Why Read This Book?

There are three things you should ask yourself before reading this book about meeting and event planning:

- Do I want to build an event planning job as an individual only or do I want to build an event planning company?
- Do I want to expand my business to other areas or cities, and states or provinces?
- Do I mind working weekends and holidays?

If you can answer yes to these questions then this book is for you. This is about creating a company that will influence and produce events on a grand scale. If you are striving to start a part-time event planning career, there is still a need for your services, but this book will walk you through the steps to creating a potentially influential and desirable company.



2. Who Am I?

Everyone: “What do you want to be when you grow up?”

Me: “An event planner.”

Everyone: “Ha, good luck. EVERYONE wants to be an event planner!”

Me: “That is OK, I don’t care if there are 1 million of them, as long as I am the best!”

As an event planner, the number one struggle is getting into and getting known in the industry. I knew at a very young age that I wanted to be an event planner. I was lucky enough (as an over-achiever, of course) to plan my junior and senior proms. I knew at those moments that this was exactly what I wanted to do for the rest of my life. Little did I know no one else would believe I could. Again, if there are 1 million event planners that is OK, as long as I am the best! This is my story; this is what I do. Your story should be different, but the point is to recognize it. Recognize you have a story worth sharing!

At age 13 I told my mom I would marry my job before I marry a man. Done. Checkmark. (Now I’m waiting for the man. Hello, where are you?)

It may have been this comment at a young age that led my parents to get my IQ tested, and I scored above average, at a genius level. The counselor told my mom, “This girl will become president someday.” I won’t lie, I did strive to become the first female president for about four months, but then in college, I realized I did not like politics and I could influence people in a more positive fashion by providing them something that I was not able to have (such as giving them the wedding of their dreams, even if I wasn’t going to have one, at least right away). Plus I didn’t like the idea of living in a white house, I wanted to live somewhere with a bit more character and color!

Ever since I could work I have been working. At 12 I started delivering newspapers and on my 16th birthday I applied for my first job. Often I have held two to four jobs at one time; it was my lifestyle to work from 5:00 a.m. until 10:00 p.m., even in high school.

You name it, I’ve done it: I’ve been a lifeguard, worked retail and at a lawyer’s office, in food sales, as a marketing coordinator, worked radio, made radio commercials, did promotions for businesses, was a dog walker, was an office manager, worked at a medical school, served and bartended since I was 18 years old,

worked for the college I attended, and sold magazine advertising. I have held more than seven internships at various employers', was an executive assistant, worked in the travel department at a corporate office, and even was a model for haircutting experiments.

Everything I did from the age of 17 was the prime reason for me opening my own business. I knew that this was exactly what I wanted to do and what I would do, and I worked my butt off for more than ten years to get where I am today. I paid my dues. Don't get me wrong, I am humbled to be where I am today because I did pay my dues. I did inventory and got my boss coffee and stuffed envelopes for hours to get where I am today. I knew that each moment and each experience was going to lead to a more established business in the end. I firmly believe that I cannot tell somebody to do something unless I have done it myself so I was sure to experience business from every aspect possible and do anything that was asked of me. Well, thought I did everything that was asked of me.

I learned at a very early age I have a problem with authority. I noticed it when I was in high school and had a problem with my coaches on my sports teams. Both my volleyball and basketball coaches "didn't know what they were doing" and apparently I thought I knew better. I'm not sure if my struggle with authority came from my parents, because my father and mother are so supportive and demanding of my capabilities. I think this stern aversion for being told what to do is the main reason I knew I had to open my own business. Yet, I will say, now that I own my business, I don't think it was only about not liking being told what to do, rather it was also about having to answer to only myself.

My love for event planning boils down to the fact that I am accountable for an entire project. My ability to control a project and properly and politely manage individuals and the expectations they are given, has led me to become one of the most influential event planners in upstate New York and hopefully I can continue on to be the most influential event planner in this nation. I am continually flattered by the kind words and admiration toward me that I experience because of my job as an event planner.

However, if I am being completely honest, who I am as a business owner and woman is completely different from who I am when I am home and among friends. I'm actually quite shy and do not enjoy large social settings. I often joke with friends when they ask me to go to a concert or a festival that I only enjoy being in crowds when I am in charge of them.

Don't get me wrong, in my college years I loved to go to parties and I enjoyed being around everyone and socializing, but as I matured and focused on my career I realized that what matters most is what I think about myself, not necessarily what the masses think of me. If I'm happy and proud in what I do, then I can never have a bad day. Just like most actors or performers will tell you they have stage fright and they don't like crowds; once we are put in front of the crowd something changes, we become our "Second Selves," and in the moment we perform. It's our job. We have to. We love to. We want to. Because we have a passion for it. This is what we were born to do.

Within the more than ten years of me working on this business, I have sent out more than 750 applications and résumés to potential event planning firms and marketing positions where events are part of the job. I only heard back from one and that was because I had met an individual at a party who worked at that company. Though I was eventually offered the position I realized that I still couldn't work for somebody else. Let's face it: Who really wants to work for "The Man"?

I never gave up. I continuously tried to contact event firms throughout the nation as well as make local connections with people who could possibly get me a interview or meeting with somebody who was involved in the event industry.

As I mentioned before, entering into the event industry specifically and directly is hard in a small town; well, in any town. Luckily for me my sister had become a wedding photographer and was attending local bridal shows where the event vendors and companies came together to give brides and potential clients a quick look at the services they provide.

At this point my sister and I were not very close nor did we know much about each other. At one of the shows she approached the company that clearly was an event firm in her city. She asked a curly haired, bubbly wedding planner if her sister (me) could potentially come and meet with her about how to get started in the event industry. Without hesitation, the curly haired girl, Katie, said, "Yes, absolutely."

My sister emailed me immediately with the contact name for this individual and was excited for me to have a lead.

I am sure you can guess exactly what I did at that moment. Absolutely nothing. Yep, I did nothing. I don't know if it was fear, but I never contacted Katie.

A few months later my sister emailed me saying, “Hey, have you contacted Katie?” I lied and said yes. I didn’t know what else to say because I was so scared of the fact that I knew this one phone call or meeting could change my life forever. Well, my sister was smarter than I thought. She told me that they just went to another bridal show and Katie was there, three months later, and immediately approached my sister and said, “Hey, I never heard from your sister, but I would still love to chat with her if she’s interested in learning about the event industry.”

That was my sign. I could not believe that Katie had remembered speaking with my sister three months earlier. I was beyond shocked that someone actually wanted to help someone in this industry. I knew at that moment that I had to contact Katie and set up a meeting with her immediately.

I did. We met. Being an educated woman with a business background I knew that the best thing to do was maintain a business connection. Actually, the education and business background have nothing to do with it. It’s smart to maintain a relationship with anybody you meet that you like.

Katie was kind enough to introduce me to her boss. The first thing I thought of when I left that meeting was, “How do I maintain this connection — this amazing, rare connection — with an event-industry business owner?”

Of course I knew the answer: Work for free. I offered to come in and shadow the company every single weekend for three hours in the showroom, to get experience and exposure into the events industry.

I lived an hour and a half away from the company, so each Saturday I would drive an hour and a half one way to stay there for three hours to get experience and learn, and then drive back home an hour and a half, just to be at my restaurant serving job until midnight. And I did this all for free. Well, technically, not with pay, but I was paid in experience and potential for the future!

As you probably guessed, it paid off. A part-time employee who worked there had attended the same college as I did. She emailed me a few weeks into my shadowing experience and said that a corporate event planner position had opened up in the company and she was sending in my résumé because she knew the effort I was putting in to gain experience in the industry, and was impressed with my dedication.

I was floored that my dreams might be coming true right before my eyes and I hadn't even asked for it.

The interview process went on for about three months and I was pretty sure that I was not going to get the position. In the meantime things were going well at my current job. It was a Friday evening and I was brought into my current employer's office to be told I was given a raise and better position. All I needed to do was go online and fill out the forms to accept the position.

There was still hope that I was going to get the event planning job in the other city so, of course, I didn't fill out the forms that evening, not only because of that but also my family was going on our first trip together for two weeks to Las Vegas. My cousin was getting married there so we made it an entire family affair with cousins and all; it was something that we had never done and we were all looking forward to it. It was monumental. It was a once-in-a-lifetime experience I had to take because it would never come again and nothing could make it better.

I was wrong.

The moment our plane touched down in Las Vegas I had one voicemail, which changed my life. In middle of the airport I cried louder, longer, harder, and deeper than I ever have in my entire life. The voicemail was from the employer at the event firm. I got the job.

Everything I had worked so hard for paid off. This was a dream. My mom and my dad looked at me and they started crying because they knew how much this meant to me.

My passion paid off. I never gave up, and I never would. I couldn't believe this happened and what was going to happen.

Once I returned from Vegas I gave my two weeks' notice to the other company and moved in with my sister and start work at the event firm. Although I had been doing corporate events for the past seven years — that was the position I applied for and was hired for — they told me that day that I would actually be running the wedding and social division.

What, weddings? I never dreamed of getting married and considered my "ideal" wedding, so I wondered how I was going to do this. Instant flashback to me telling my mom I would marry my job before I married a man!

But, I jumped into it and realized that even though I didn't choose weddings, they chose me.

The connections and business colleagues I have met through the wedding industry are irreplaceable; the support and the creative personalities that are found in this industry are priceless.

I realized that I could do weddings and I was really good at them. I have since proven that I'm actually great at them and I believe the reason is because I look at an event like a job. My number one priority is my clients. I want the best for them and I will not impose my beliefs of what a wedding day or event should be on them. I want them to be authentic and reflect their ideas and vision.

I love events, I love what I do, and I've always wanted to be an event planner. I have passion about what I do and what I believe, which is to create a timeless and unique event; this is why I have been so successful and will continue to be.

As we all know, life happens, and things change. Eventually I realized that I wanted to be close to my family and move back home. This prompted me to do a rigorous six-month self-discovery plan and decide what was really going to make me happy was owning my own business.

As with all of my work experiences and connections, I am forever in debt for what I learned at the event firm. If it wasn't for that position I would not be standing where I am today, the owner of PEAR, a successful event planning company.

So I packed my things, moved back home, and started the business plan process with \$50 and a website.

2.1 What is PEAR?

People hire my company because they want the experience of being a PEAR client. I want my clients to feel like they are part of an exclusive club. My clients are ones who want the experience of working with us versus just wanting a planner in general. We have created a specific brand. We are known for the caliber of event we produce. We focus on tasteful design, precision timing, and flawless execution. Those who work with us know the excellent service that they will receive when they hire us.

Event planning is a very competitive industry. If you do not think that you can be competitive and proud of what you're producing then it may not be the right choice for you. Great event planners will be challenged and questioned by those around them in a positive way whether it be by other vendors, their clients, or

their friends and family. If you're doing something right, you will most likely have to be proud and defend what you are doing. Most people are resistant to change so if you can change the way somebody thinks about event planning, you're doing something right. This is the intention I went into my business with and I maintain it every day.

The first step to creating an event planning company is to think about whether you want to be local, national, or global. This will help you decide on your business plan model as well as your business name. If you want to be local and have no intention of ever wanting to sell the business, you can incorporate your name into the event planning company (e.g., Shannon Lach Events).

If you want your company to be branded and sold nationally or globally, you will likely want to choose a name that seems approachable and is easily recognizable, without your name (e.g., Planning Events & Receptions).

When I was creating PEAR I had three criteria that needed to be part of my business:

1. It needed to be a name I could sell.
2. My name should not be involved with it at all.
3. I should create a logo that people would recognize as belonging to my company.

I also wanted to create an awareness that our company does things a little bit differently than most, so I drew a black pear with a red stem, I chose the alternative to a green pear which people assume would be the obvious choice. It also works in my favor because as I launched my wedding planning division people associated the word PEAR, the fruit, with "pair," as in a couple of people, so PEAR works as a great name for what I do.

I wanted my business name to have a story, and it worked out because my company was named during a Thanksgiving dinner around my closest family; the idea actually came from my brother-in-law; my father, my sister, and my mother were there as well.

The most successful businesses are those that have a story to which people can relate. Whether it's a combination of the partners' names, a street that you grew up on, the name of your favorite cartoon character, or even an acronym for the business partners' names, it's nice to have a story to relate to when speaking with your clients and other potential business owners. I am

often asked, “How did you come up with that name?” I explain that PEAR means “Planning Events & Receptions.”

I researched the large brands in the world and noticed that they had logos, such as Nike, Reebok, and Apple. So I tried to do the same.

What keeps me doing what I do? I LOVE it!

— *Marie Kaminski*, Event Manager, Magnolia Events



3. Who Are You?

Event planners are reasonably independent individuals. They like the role of creating an identity and being responsible for it. In short, they like to be in control.

With that assumption, this book focuses on someone like you, since you are reading this book. You are educated, creative, and motivated. You like to be in control.

It also assumes that if you are intending to start your own event planning business, you have already accumulated valuable time and experience in the field and think you can offer the event industry something it is missing, something new and profound.

Good for you. We need more innovators in this industry.

If you do not have significant field experience, put this book down, expose yourself to a year of event planning, and then pick up this book again.

A successful event planner who wants to open his or her own venture needs to be passionate about the process and have experience in the field. Having experienced the highs and lows of this job produces an appreciation and passion for what it means to be an event planner.

This job is not about making things look pretty, it is about changing the lives of those who attend the events. You want the clients to have an experience that they have never had before. It is about acknowledging the purpose of an event, and infusing it into the process.

There are a few things you should know going into event planning and one of them is that you will be required to work weekends

and holidays. This is something you shouldn't mind as it provides an alternative lifestyle and planning your daily activities in a unique way.

I'm off days when the rest of the world is busy at work. One of the things I love about working weekends is that my days off are generally Sunday and Monday. The best thing in the world is going to the grocery store and having no line at the cashier. It may seem like a trade-off, and it definitely is.

In today's world it's all about making a work schedule that works best for you. Being able to work weekends allows you to make alternative schedules during the week to fill your needs for friends, family, and vacations. A benefit of owning your own company is that you do make your own schedule. If there is an important event, such as your nephew's first birthday, be sure that you do not accept any work events on that weekend. You own the business, you're allowed to allocate your time and make a work-life balance that fits your needs.

Some may argue that you should never turn down money, but I argue that you should never turn down what makes you happy. If spending time with friends and family makes you happy then make a plan and stick to it. Plan your life just like you plan your clients' events.

A harsh reality I learned during my career is that major holidays are potential weekends during which you will not have time off, such as Labor Day, Memorial Day, Fourth of July, and Christmas. I have made it possible by planning something special with my friends and loved ones a day or two before or after the recognized holiday. An example of altering my lifestyle to fit the schedule of an event planner, would be my 30th birthday. I had a wedding job out of town and was unable to celebrate my birthday with friends and family on my actual birthday. I scheduled an intimate dinner at a private club for my closest friends and loved ones to share in the celebration a few weeks later. I am OK with that lifestyle. I chose this, I knew this was a caveat starting the business, and to be happy as an event planner, you have to be OK with this kind of compromise as well.

Joy comes in seeing somebody else's event be perfect. The best gift is knowing you help put a smile on someone's face and made his or her event experience unforgettable. You have to find joy in that and realize that spending your time on a designated holiday to make somebody else's special occasion fantastic is worth the sacrifice.

The day of experience is something that I adore most. I love the stress of having to answer questions, be 17 places at one time, and be accountable for everything that is happening. These exciting moments outshine working on a holiday or weekend.

I thrive under stress, but at the end the success story of the event is worth everything I sacrifice. The success is measured in a happy client, a unique experience for all the guests, and word-of-mouth advertising resulting in a good reputation and more business.

I approach every event as if each person attending is a potential client. This is nonnegotiable; you should always assume everyone in the room could possibly hire you at some point in their life.

Since we have established your true desires and intent on purchasing this book, I have dissected and opened my business process to all of you in hopes that it will inspire the event planners of the future. If you are still passionate about opening your own event firm after knowing it is not fancy and glamorous, please continue reading, you are in the right place.

I have tried to make the process as streamlined as possible to guide you on the path to starting a successful venture. After all, time is money, especially for a service-based career, like event planning.

PASSION. I feel that in order to be successful in the event planning industry, or any industry for that matter, you have to be passionate about what you do!

— *Marie Kaminski*, Event Manager, Magnolia Events



4. Truths and Misconceptions about Event Planners

These are a few truths about entering the event planning industry you must understand before opening your business:

- Your reputation defines you.
- It is a referral-based business.
- Who you know gets you the meeting, what you do gets you the job.
- There are no “normal” working hours.

- Your life will be continuously planned out as much as two years ahead of time for life.
- This is a job, a career, and for you to succeed, it needs to be treated as such.
- You will probably end up spending money you didn't know you had or don't have.
- Your ultimate success will be determined by your ability to handle stress.
- The average time to plan one event is 8 to 16 months.
- Many of your days will be filled with meetings and answering emails.
- In my opinion, you will need to take up yoga before you start your business, and learn how to meditate.
- The work is not pretty, fun, or easy all of the time, but the end result is usually awesome.

Also, consider the misconceptions about the event planning industry:

- You are not Jennifer Lopez, and Matthew McConaughey is not your future husband, like in that movie, *The Wedding Planner*.
- It is not cool in real life to wear a fanny pack filled with safety pins and Band-Aids, but it is your job to do so.
- You don't need professional credentials such as Certified Meeting Planner (CMP) or Certified Special Events Professional (CSEP), but it helps to have them if clients ask.
- We are not “party” planners; we are “event” planners.
- Events can be planned in one month, but make sure your clients realize it won't be cheap!

5. Day and a Week in the Life of an Event Planner

Actual day of an event planner (inside the mind of an event entrepreneur):

Monday

7:00 a.m.

Get up. Sort of.

Play games on phone. Check messages.

Think about getting coffee.

8:00 a.m.

Oh no! That was an hour that went by. OK, really getting up this time, even though I feel like a comfy burrito in my soft bed.

Hmm ... I love sleep.

But I have so much work to do!

I guess I will get some coffee.

I wonder if my bride got back to me, she probably didn't like the sample invite I sent her.

I hope my corporate client sets a date for my event pitch, it has been four months since they asked me, and the event is only ... oh, three months away ... no big deal, not like it is a lot of work to do a corporate event.

Why does it take so long for coffee to brew?

When I am a rich and famous event planner I am going to have a private chef who will make me espresso every morning and have a wonderful dish of fresh fruit and eggs ready for me.

I can lie down for the three more minutes it is going to take the coffee to brew, right?

NO! Be productive. You've got this!

Do I feel like creamer in my coffee, or just sugar? So many calories in sugar but my coffee isn't as good as a Starbucks black coffee, so I guess I need the sugar. Why is my black coffee so awful? Starbucks should give lessons on how to brew coffee ... hmm ... business idea.

Ah! OK, back to work.

Ugh, I hope the bride liked the invites! I spent three hours searching for a vendor that creates organic, vegan, repurposed invitations with custom silk bows on them. She is going to hate them.

8:15 a.m.

Computer start up

OH MY GOSH! Why is Outlook taking so long to load? This is so cutting into my work time, I already forgot four things I need to do.

Maybe I can nap while it boots up.

No, wait! I see a ... nope, still loading.

8:16 a.m.

I really need to go to the gym.

Why can't I be like those other business owners who wake up at 4:00 a.m., eat, go to the gym, shower, read the paper, feed the animals, and go shopping?

OK, thank you computer. Nope, still loading.

8:19 a.m.

Seriously, I need another cup of coffee.

So many files, where do I start?

I need music, now ... come on computer, give me Pandora!

Finally! Thank you.

8:20 a.m.

"You've got mail."

Twelve emails, not bad.

Send/receiving 12 out of 204.

No! 150 are spam, and the other 50 are email blasts from Facebook about a new update.

8:30 a.m.

Work, work, work.

9:30 a.m.

I am hungry.

Ugh, why can I never find a good Pandora station?

9:45 a.m.

Work, work, work.

Oh Facebook, I am going to share this!

Work, work, work.

11:00 a.m.

So hungry, and drinking cold coffee.

I really need to start drinking more water and bringing snacks to my desk.

Maybe I will make lunch. I need a break.

4:00 p.m.

Oops. I fell asleep and never ate.

Did I miss a meeting?

It is OK, I can check my emails tomorrow.

Well, let me just check my phone to see if I had any emails.

Oh, just more newsletters.

The bride loved the invite, score! I deserve the night off and Chinese food and ice cream.

Then I am going to spend the night updating my website and new marketing material!

7:00 p.m.

Oh no, that Chinese food and ice cream was such a bad idea.

8:00 p.m.

I am going to spend the night updating my website and new marketing material.

Oh, but *The Voice* is on.

So, not updating my website, but I will bring my laptop on the couch and attempt some work, then end up on Facebook.

I will wake up at 6:00 a.m. tomorrow to get an early start on my website.

All my clients are on track with their planning, it is OK if I take a night to myself to relax and enjoy some reality TV.

9:00 p.m.

I have so much work to do, I should be doing it.

OK, just one more hour then to bed early and up early!

10:00 p.m.

How I Met Your Mother is on after *The Voice*! I have to watch this, it is my favorite.

10:30 p.m.

Darn, my laptop battery died. I could plug it in, but then I would have to go back into the office.

I'll just work on the marketing material tomorrow when I get up at 6:00 a.m.!

Oh, another episode of *How I Met Your Mother*. Watching it.

11:00 p.m.

Bed, here I am!

11:30 p.m.

Why am I still up? Guess I will play a game on my phone.

12:00 a.m.

Candy Crush, I will beat you!

12:30 a.m.

Darn you, Candy Crush!

1:00 a.m.

You win, Candy Crush, good night.

I am kind of hungry again.

I never checked my schedule for tomorrow but I am sure I have no appointments.

There is so much work I have to do that isn't done, what was I doing watching TV instead of working on updating my business plan and employee handbook?

I'll get to it tomorrow.

Tuesday through Thursday

Repeat.

Friday

7 a.m.

SHOOT! Work. I knew I should have done this earlier this week.

8:00 a.m. to 8:00 p.m.

Work, work, work.

At the end of the day, all of the passion you have for the work, work, work fills your life with meaning and love. The moments you create for your couples and clients is irreplaceable. You are a superstar, and you just proved it!

6. Rules for Event Planners

- Be honest.
- Be humble.
- Be fair.
- Be resilient.
- Be creative.
- Be proud.
- Be consistent.
- Be resourceful.
- Be kind.
- Be you.

[Our mission?] Serve our clients with the highest level of integrity.

— *Tammy Lee Papia*, Heavenlee Weddings



7. Start-up Tasks

When starting up, there are a lot of things to do to get your event planning business off the ground. See Checklist 1 for a list of things to consider, and keep reading this book for further explanations of the tools that you will need as you begin working on your business. Checklist 1 is also available in the download kit so you can print and alter it as needed for your business.

CHECKLIST 1

START-UP CHECKLIST

Get a mentor and some experience:

- Local Small-Business Association.
- Event planner from a different state.
- Internships, or shadow for free.

Create a business plan, and a financial plan for a year:

- Personal investment? Do you need loans?
- Create a business name and branding (and test it, and retest it).

Create a reasonable time commitment schedule to work on the business:

- Months 1–6: 20 hours a week.
- Months 7–12: 25 hours a week.

Consult experts as needed:

- Find an accountant or a bookkeeper to help with financials.
- Find a lawyer to help create or look over your contracts for vendors and clients.

Marketing:

- Set up business cards, website, social media platforms.
- Attend tradeshow such as bridal shows.
- Send launch letters to potential partners and clients.

Networking:

- Attend local meet-ups.
- Join the Chamber of Commerce.

Promotional gigs:

- Organize a vendor gathering to meet and greet local vendors.
- Create mini-style shoots for portfolios and networking.
- Throw a free party at which you can practice your event planning skills and get local vendors involved to promote and double as networking. (Hint: They usually will provide items or service for free if they are recognized. Win for everyone!).

Follow-up:

- Send thank-yous to party attendees.
- Always give credit to participating vendors.

CHECKLIST 1 — CONTINUED

Maintain your reputation:

- Respect everyone.
- Be gracious.
- Provide the best service at the highest quality your skills allow.

Maintain connections:

- Each desired member of your vendor team should be contacted by your company three to five times a year so you stay relevant in their minds.
- Send an introductory email to everyone you receive a business card from within 24 hours of first meeting.
- Send a thank-you note within one month following a scheduled meeting or meet and greet.
- Occasionally stop in unexpectedly with a gift, if they own a shop or store space.