



## The 4EVER Group

Tim Ryan • (516) 385-4384 • TimR@4EVERGroup.org  
9 Beechwood Court • Massapequa • NY • 11758-2401

Steve Wernick • (215) 750-7797 • SteveW@4EVERGroup.org  
3300 Neshaminy Blvd • # 562 • Bensalem • PA • 19020-1777



## If You Build It They Will Come

Studio Vieux Carre The Wedding Planning Experience

### ***Keys to success***

- Advertising = Success
- Wrong
- Advertising a  
“Good Product” = Success

### ***Knowledge + Effort over time = Success***

- “Cart before the horse”
- “Julian St. Pierre DDS”
- You’re here to gain knowledge

-----VIDEO staci and pike---

### ***80% of new businesses fail in the first 3 years***

- Lack of proper training  
! A bad/mediocre product
- Lack of exposure

- Poor business skills

### ***---Robert Ehrlich---***

## ***Creating a system and making it work***

### ***Your Website -The Cornerstone***

- Image is EVERYTHING
  - KISS - but elegant, informative and functional
- Hire a designer (\$500 or less)
- Information
  - a. Your company name
  - b. package info (description and prices)
  - c. contact info
  - d. Streaming video/flash video

-----VIDEO -Anh beginning of reception video---

-----VIDEO of our website-----

## ***Pricing Your Packages***

- \* Market pricing

-----VIDEO of market pricing----

## ***Market Pricing***

- Work lots of venues
- Work with different professionals
  - a. Make the most of it
- Work with lots of brides
- Create a cash flow
- Improve your product

## ***Quality Pricing - Worth Pricing***

-----VIDEO of quality pricing-----

## **Quality Pricing - Worth Pricing**

- Key is name saturation
- How do you know when you can?

-----VIDEO Lindsey Benson from Alabama-----

## **Pricing Pointers**

- Eliminate the word UNLIMITED
- Quality Brides

## **Cost Effective Target Directional Advertising**

- Flyers
- Mass Mailings
- Newspaper Ads
- Yellow Pages

## **Cost Effective Target Directional Advertising**

- Free Internet Listings (Time)
- Pay Internet Listings (\$5 and up)
- PPC's (pay per clicks)
- Magazines - nothing bigger than 1/4 page (b&w)
- Bridal Shows

## **GIVING MORE THAN YOU TAKE**

- Doing things for free

-----VIDEO Southern oaks commercial----

## **INTERACTIVE ADVERTISING**

- Florists, Photographers, WEDDING PLANNERS

## **NO REJECTION**

## **WORK THE SYSTEM**

- Get them to your website
  - \* Your Name
  - \* Your package description/prices
  - \* Show your video

-----VIDEO second line thru quarter-----

## **LET THE SYSTEM WORK FOR YOU**

- Appointments
  - \*Take up your time
  - \* If you're not good - more harm than good

## **WITH ENOUGH INFORMATION**

- \* Brides will take the path of least resistance

## **KEYS TO THE SYSTEM**

- " Creating Good Video
- " Market Efficiently/Effectively
- " Having a great internet presence
- " Develop a great reputation within your market

The End

Thank you

[www.thewpe.com](http://www.thewpe.com)  
&  
[www.studiovc.com](http://www.studiovc.com)