

THE GUIDE TO BUILDING RELATIONSHIPS



Wedding Business



MORE CUSTOMERS • MORE REVENUE • LESS COMPETITION

CHANGE YOUR THINKING CHANGE YOUR BUSINESS

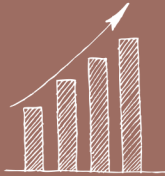
I want to introduce you to a concept, a way of thinking. Before my mentor taught me that everything we do in our business is for a purpose, I assumed that some things were just fate. I thought that things would either work out for my benefit or not. I believed that meeting someone in another business was usually by chance, and I felt that if the relationship took off, it was "meant to be." It took me a while to wrap my head around the fact that everything should be thought through and strategic, even meeting someone. When I finally figured it out, I stopped using the word relationship. Instead, anytime I met another business person that had the potential to impact my business whatsoever, I started calling those Strategic Growth Partnerships. I didn't realize how powerful this would become and how some companies exist today only because of the Strategic Growth Partnerships they had developed early on.

I want to teach this to you quickly. I want you to experience how powerful this is and how this one thing can set your business up for success. It can open doors, create opportunities, send an insane amount of business your way, and so much more.

This concept has made me a lot of money in my life and has opened so many doors. Please use this information to your benefit and let me know if it helps!



What is a **Strategic Growth Partnership? (SGP)**



A business partnership that involves the **sharing of resources, customers, marketing, and other tools** between two or more businesses **to help** all involved **succeed, grow, and become stronger.**

Developing relationships and setting up partnerships can strengthen your business immensely. Many businesses have grown into behemoths because of the developed strategic partnerships and because someone saw an opportunity to develop a relationship. Even though it may seem happenstance sometimes, if you understand that each relationship and every contact can actually increase your revenue, then it's crucial to have a strategy when doing it. There are a few things that you must know about yourself and your business before you consider finding Strategic Growth Partners (Also SGPs).

STRENGTH IN KNOWING

You need to know where you are weakest in your business. Every business owner has the expertise and thrives in particular areas and has weaknesses in other areas. There is power in knowing what your strengths and weaknesses are. You need to know this because the SGPs that are perfect for your business and will offer the best partnerships are people with strengths that you don't have. When considering another business owner as an SGP, check out their social media, website, biography, and whatever else you find on Google. Talk to other people who may have done business with them and learn as much as possible. Be strategic and understand that you need people that can help you build a strong business and spread a positive message in the community about what you're doing because they believe in you and have the same core values.



Learn more about yourself.

Fill out the sections below and try to be honest. Refer to these sections when you begin searching and considering other local businesses as SGPs. Try to find business owners that have strengths that you don't have. Your strengths should match with others who could be stronger in those areas. There is no absolute way to find perfect partnerships. However, doing this exercise will cause you to be aware and make strategic decisions that are the best. In business, an informed decision is the best decision.

Answer these questions.

What are the strongest areas of your business?

What are the weakest areas of your business?

Your perfect SGP would have what attributes?



These are just a start to get things going.

Which vendor types would make great growth partners for your business?

- Photographer / Videographer
- DJ
- Wedding Planner
- Hair / Makeup
- Officiant / Minister
- Florist
- Caterer
- Baker
- Other _____
- Other _____

List the wedding venues in your area that would make great growth partners for your business.

- Winery / Vineyard
- Brewery / Distillery
- Restored Barn / Building / House
- Historic Site / Church
- Parks with Weddings
- Body of Water with Weddings
- Tourist Destinations
- Country Club
- Bed & Breakfast / Motel
- Banquet hall

Next

Look on Google and find the contact information for every vendor & venue within a 60-mile radius of your location that you identified above, and write the name, phone number, & email address on the included contact sheet (last page of this document) or a spreadsheet. This list of contacts will be your **STRATEGIC GROWTH PARTNERSHIP** list. You will then begin calling and emailing each contact over the next several weeks.



The call will be a basic introduction to each business and will go something like this.

"Hi (their name if they tell you), **This is (your name) in (your location).** I have been officiating weddings for the last (how long you've been doing it), and I'm interested in connecting with other local businesses in this industry. I saw you on Google, and I have couples every now and then that are in need of a great (whatever they do), and I'd love to be able to tell them a little about your business. Would you mind telling me a few more details about your specialty and what you offer?"



After you hear from the business about what they specialize in and what they offer:

1. Tell them more about you and your clients, and ask if you can share more information with them.
2. Send an email with your brochure, flyer, business card, or any other promotional tool you have that you would typically share with clients.
3. Come up with partnership ideas about particular Strategic Growth Partners, combining services in a package or promoting their services in exchange for a discount that you can pass on to clients. Bring this up and be prepared to offer something to their clients in return.
4. Talk to them candidly about the unique opportunity for both of you to get more business by sharing each other's information with clients and working together to grow together strategically.
5. Once you develop rapport, suggest adding one another's information to a preferred vendor list.



Pro Tip

Create a relationship calendar

If you have a specific planner/calendar that you prefer, like Google Calendar, use that. Otherwise any planner will do. If you want to use a paper calendar/planner, that's fine too. Just create a place where you can keep track of when you last spoke to each of your Strategic Growth Partners and make sure you schedule a call, or even better, a face-to-face meeting at least every three months. Staying in contact will help both of your businesses remain "in the loop" about trends, what you could do together to create irresistible "specials," new competitors that you could approach to turn into Strategic Growth Partners, and keeping your relationship on the up and up so your businesses can thrive. Don't wait! Create the calendar now and get started!



This could change your business... or not.

There is one thing you can do that will ensure this doesn't help your business at all. That is if you don't do it. I've seen this strategy bring in a ton more business and help wedding professionals that still had a 9 to 5 quit their job and launch their dream business, helping couples get married. I've also seen people with big dreams never get started and put off doing the work until opportunities vanish in front of them.

Please do yourself a favor! DO THE WORK! It will be so rewarding when you get paid from your business regularly, and customers try their hardest to book you for a date because you're so busy.

Maintain Healthy Relationships

Stay in contact with your STRATEGIC GROWTH PARTNERS. Use your Strategic Growth Partner Calendar and Contact List to maintain healthy relationships and help each other grow by telling your clients about them, organizing them on a preferred vendor list, and asking them to do the same.

Good things happen for everybody when you build your business alongside other like-minded businesses. Your clients can tell you're doing something right. Trust me, it's WAY EASIER to build a successful business that provides excellent income with support from other businesses instead of WITHOUT it.

Don't wait to do the work. Start today! You are the only thing holding you back, and it's usually just procrastination!

It's your vision. Go build it! - Chad Muncy

Strategic Growth Partnership CONTACT LIST

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Resources for YOU

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My primary goal is to help YOU and officiants like you build a business that gives them a full-time income in a career where they can thrive. Here are some resources that can increase your business and give you a boost!

Boost Your Business Now! Become a PRO Member.

Supercharge your business with an Officiant Pro Membership!

Do you want results? Are you waiting for customers to flow in without constantly worrying about where business is coming from?

Join a network of professional officiants who want to become the best of the best. This is for officiants who are dedicated to creating a full-time or part-time business that gives them time, freedom, and flexibility.

This membership includes an ever-growing collection of professional officiant tools like ceremonies, vows, poems, special rituals, training videos, guides, and more. Every month, new collections will be added to keep it fresh and stay with the latest holidays and trends.

Get access to:

- Live Member-Only Trainings
- PRO Business Guides
- Monthly New Content
- Member Video Library
- All New Templates
- Coaching Priority
- Masterminds

Don't wait! Join other serious officiants TODAY!



VISIT:

GrowMyOfficiantBusiness.com/membership-info

Get the #1 Marketing eBook for Officiants!

I've poured my marketing knowledge from over a decade into this ebook. If you're serious about taking your business to the next level, get the book and implement the strategies into your business. You WILL see results!

Learn how to turn your officiant business into a **PROFIT** generating machine!

This is the only book of its kind. It covers the marketing secrets from decades of experience in many successful wedding businesses and goes from A to Z with techniques that will drive business. Inside, you'll find 277 pages of marketing secrets and strategies that have been proven to increase profit.



What's inside:

- Online marketing made easy
- Generating Leads
- High & Low Season Tips
- Your website isn't working. Here's why!
- Standing out in a crowded market
- PRICING system. Set perfect prices
- Perfect word-of-mouth advertising
- The art of time management
- Email marketing secrets

and SOOOO much more!
Order your copy today!

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GrowMyOfficiantBusiness.com/playbook

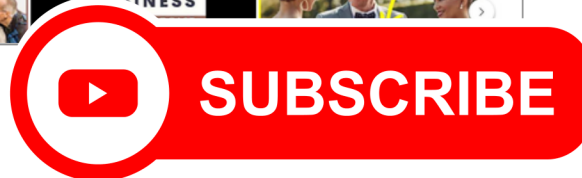
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Get **FREE COACHING** or **BE AN EXPERT** on the Grow My Officiant Business Podcast and YouTube Channel.



I'm looking for officiants and wedding business owners or industry experts who want to talk about business, offer value to others, ask questions, give advice, and/or have a great conversation to be aired on the show.



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