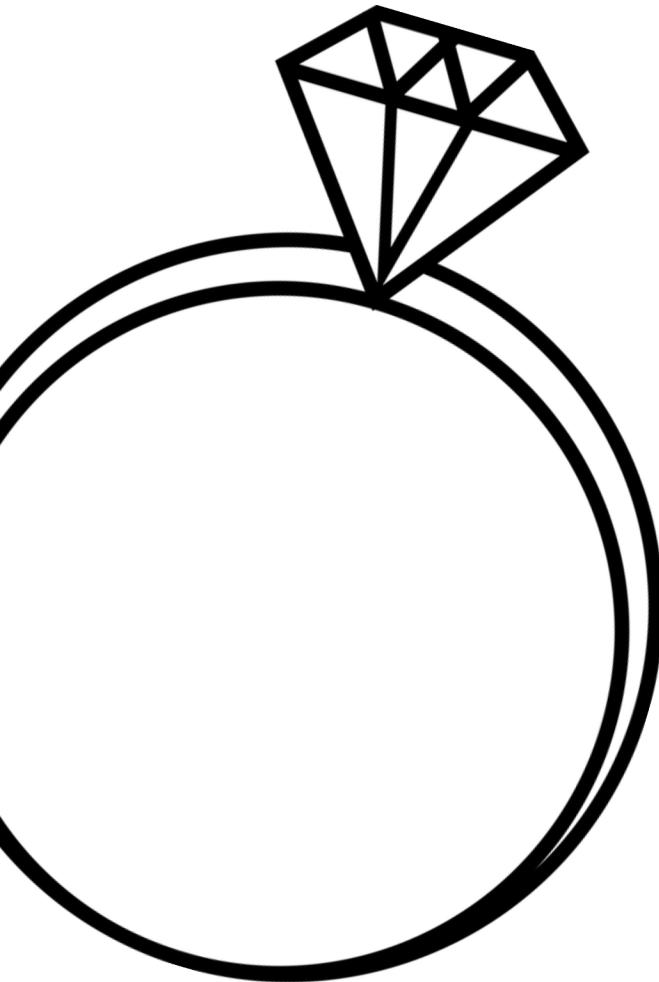




Quickstart Guide for Officiants

GrowMyOfficiantBusiness.com



The Quickstart Guide for Officiants

HEY! THIS IS CHAD MUNCY.

I'm so happy that you want the very best for your business! I also appreciate you allowing me to provide information that could assist you in growing and help you grow your business.

You're a new officiant wondering, "What should I do now?" Don't worry! I've put together this guide to make your next steps crystal clear. This guide is a resource that I wish I could've had when I started. After struggling to get clients for the first few months, I figured out how to build my officiant business using habits that attracted new customers. These suggestions will help you set a great foundation. I wish you the very best as you get started on this journey!

Start the Kindness Process



Kindness + Professionalism = Extremely Happy Clients

THE KINDNESS PROCESS

You're probably saying, "Chad, I'm here to learn about being a successful officiant. I know I'm supposed to be nice, so why are we talking about kindness?" Well, your future success in this industry depends on your ability to treat people with absolute love and respect, no matter what. You will feel every emotion you can think of while you're an officiant. Trust me, and you will find yourself in a situation at some point that will make you upset and try to steal your "kindness." The key is learning how to act neutral as a business owner while maintaining a professional demeanor and always treating every person with more respect than you expect to receive. I thought I knew what this meant until I had my first "Bridezilla." She tore into me because of a miscommunication and an assumption that she made. I then had to perform her ceremony the same day, with a smile, and speak to her as though I thought she was the best person in the world. That's hard. But, it's the job.

WALK IN THEIR SHOES

When you start your day and prepare to take calls with new couples, talk to wedding planners, speak with vendors & venues, and communicate with all of the people your business requires, walk in their shoes. See yourself in their situation. Visualizing yourself in the other person's situation will help you be kind no matter what happens. It will also help you sell more wedding services, create better ceremonies that will leave couples raving about how wonderful you are, and help you build great relationships with vendors and venues so that you have business coming from every direction. ---cont'd

Imagine if you were a couple and your first conversation with your officiant was absolutely amazing. It was like they had known you for years. They spoke about your ceremony and included the three kids you had together and the one you adopted. They talked about leaving out specific religious elements but including a verse or 2 of scripture since you were a Presbyterian and your spouse was Catholic. Was this new officiant reading your mind? How were they doing this? Simple. They prepared. This officiant purposefully asked questions in their inquiry form or the first time they met you to get to know you and put themselves in your shoes.



WHATEVER THEY VIEW, THEY WILL REVIEW

Kindness, professionalism, and situational awareness are the top 3 things to keep at the forefront of your mind as you grow your business. However, please keep in mind something that's very important. So important that the future of your business and career as an officiant depends on it. I have a saying, and if you follow me, you'll hear this more than once. Whatever they VIEW, they will REVIEW. Reviews are a vital component when couples are deciding on whether or not they should choose you or even give you a call. A review is simply someone reliving their experience by telling someone else their "view" of the experience. I've made a habit of treating my couples like they are in a FIVE-STAR experience the entire time they deal with me. Before we meet, after the ceremony, and five years later, it doesn't matter. They will think I am incredible. They will be blown away by my service and have nothing short of an extraordinary experience.

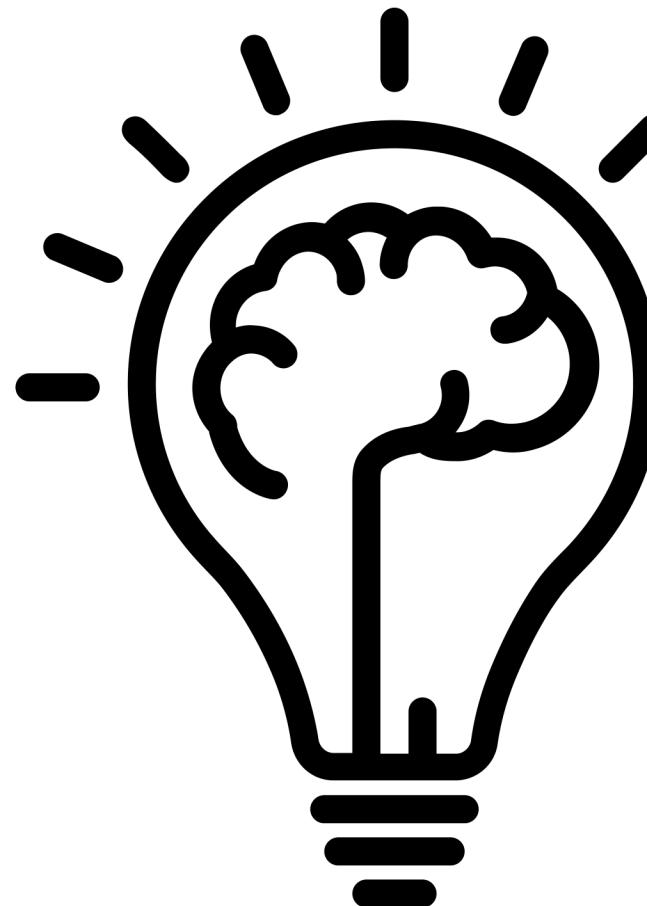
So, how does five-star service look? Here is what I do. I set up an introductory call with them. I send a package called "Let's have an amazing ceremony!" with their contract. This guide tells them what to expect, suggestions for their wedding day that they may not have thought about (such as different special ceremonies), ---cont'd

options they have with my services (add-ons), vendors that they may need to know about, my contact information, and a section that has a special note from me expressing my gratitude. When your couple has had their wedding, gone on their honeymoon, and returned home to find a handwritten thank you card from their wonderful officiant with a gift card inside, they will be amazed and will tell the world about you, over and over and over. Treat your couples like royalty; this will build your business and create a name for you faster than anything you can do.

Use these suggestions to help your mind start thinking of all the ways YOU can set yourself apart from other officiants and run a FIVE-STAR service!

MINDSET IS HALF THE BATTLE.

Now that you have your mindset right let's talk about practical things you can do to become the best and most sought-after officiant in your area!



The Phone Call



One Phone Call at a Time = Your Officiant Empire

THE PHONE CALL

The initial call can be on the phone or via a Zoom video call. This call should be the first communication after they've filled out a form on your website or after they've responded to an ad. Sometimes an initial call comes from someone calling your business number to find out more information. No matter when you take this call, there are a few essential pieces to point out. When you have someone interested in your services, you first need to qualify whether they are the right type of client for you and whether you are the right officiant for them. Qualification is critical because you don't want an awkward relationship if they aren't your type of people or because they don't like you for some reason. The initial call should be an introduction where you learn about them, and they get to know you. I never ask them to spill all of the beans about how they met, every detail of their love story, and every other thing about their relationship over the phone that comes later in the form of a questionnaire. My sole purpose is to introduce myself, hear their introduction, learn what their dream ceremony would look like, know enough to "walk in their shoes," and give them an absolute price for my services. At the end of this call, I'll see if they are my client and if I want to move forward. If everything is to my liking and I want to work with the couple, I tell them that the next step is securing the date with a retainer, and I walk them through paying it while I'm on the phone with them.



Remember, this is their commitment to do business with you. Get the retainer as soon as possible, preferably while they are on the phone with you. If you hang up without getting the retainer, your chance of making the sale is cut in half.

Questionnaires over Contracts



A Questionnaire is Your Best Friend

THE QUESTIONNAIRE

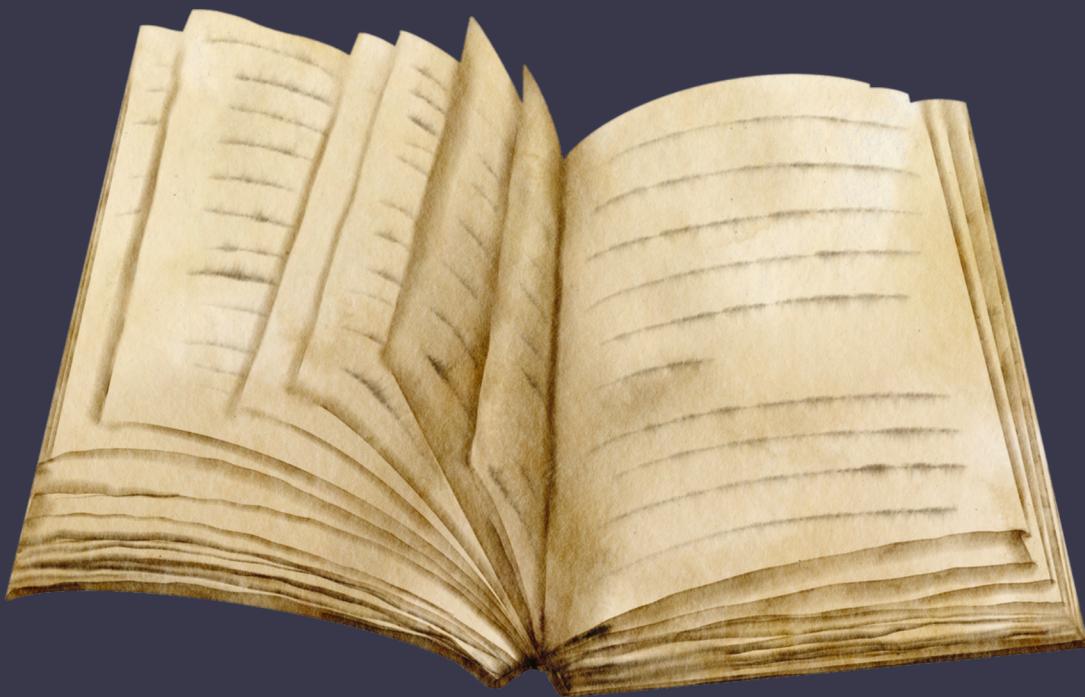
I believe in making my clients happy and doing things that make their experience exceptional. I also believe in making my job easier and covering my well, you know. Contracts are significant. They do a lot of good for your business. You must implement legal agreements at some point (sooner rather than later). However, if you're starting out and have limited time because you want to get some clients and start making money, create a questionnaire before creating a contract.

A questionnaire can act as a contract in the capacity that it will be filled out by the client and have questions answered about time, location, attire color, and other specifics in an email communication chain. The questionnaire is then a record of communication that you can keep as proof in any "he said...she said" moments. You will send the questionnaire immediately when you get off the initial phone call. Make sure you clarify and ask the questions you need to know to make decisions about the wedding day like the date, time, address, bride & groom names, their love story, values, special moments they have always wanted, styles of ceremony they like (romantic, sentimental, funny, religious, family-focused, etc.), religious additions, or other cultural additions. Use the questionnaire to your benefit. If there is any additional information that you want to have on record, put it in the questionnaire. It will become your best friend!



THE QUESTIONNAIRE IS JUST ONE OF THE MANY SYSTEMS THAT WILL HELP YOU RUN YOUR BUSINESS AND GROW IT INTO SOMETHING SUBSTANTIAL.

Memorization is for Geniuses



Memorize or Not Consistency is Key

THE BIG QUESTION

Should you memorize the ceremony or not? That's the question I get asked all the time. My answer is..."Sure, if you want to." However, my other answer is..."Read it if it makes you more comfortable; it makes no difference either way." I've seen multi-millionaires of Fortune 500 Companies get up in front of thousands of people and read a scripted message with incredible vigor and passion while impacting the audience. I've also seen people memorize and do a horrible job delivering. So, here's my professional opinion. **READ THE CEREMONY WITH PASSION AND FEELING.** It's absolutely ok to read the ceremony. It looks professional if you are 100% confident while holding your Ipad or Kindle instead of being nervous with nothing. Get your ceremony written out in Google, Word, or somewhere you can keep it for future use. You'll use it as a template later for similar types of ceremonies.

Practice the ceremony in front of a mirror. If you want to know the strategy that will help you be 100% confident, it's called CRV. I go over this method in episode 2 on the podcast and on the YouTube channel in an episode titled "The SECRET to NOT getting nervous in front of a crowd," and you can find it at www.GrowMyOfficiantBusiness.com/podcast



CRV IS A METHOD THAT CAN HELP YOU COMPLETELY GET RID OF NERVOUSNESS AND BECOME MORE CONFIDENT WHILE SPEAKING IN PUBLIC. CHECK IT OUT HERE:

Episode 2 @
growmyofficiantbusiness.com/podcast

Set the Rules Fix the Problems



Your Business, Your Rules, Your Sanity

THE EXPECTATIONS

You are in charge. I'm not saying this to make you have a big head or inflate your ego. The couple wants to hire a professional who can handle situations no matter what arises, and you're in charge of the ceremony. Because you are the professional and the authority in this matter, the couple expects you to ensure that the ceremony not only sounds awesome but that all of the moving pieces around the ceremony fall into place. Setting up rules, policies, and expectations and letting everyone know what is expected of them up front will give everyone involved peace of mind.

One example of you needing to be "in charge" is devices or not. Ask the couple if they want a device-free "unplugged" ceremony. Find out if they have a professional photographer (if so, they may want everyone to hold off taking cell phone pictures during the ceremony). Find out if they want you to make an announcement at the end or anything else that comes to your attention after talking with the couple about their ceremony and reviewing the details.

As the officiant, you have a unique advantage. You can look at their ceremony & wedding day plans and see them from an outside perspective. Your job is to find the pieces that need to be corrected or could cause confusion/trouble and make the couple aware. Step it up another level by asking if you can take care of it and handle it. Talk about being a hero. I promise the couple will love you for this!

Small Things That Matter



The Big Day Center Stage

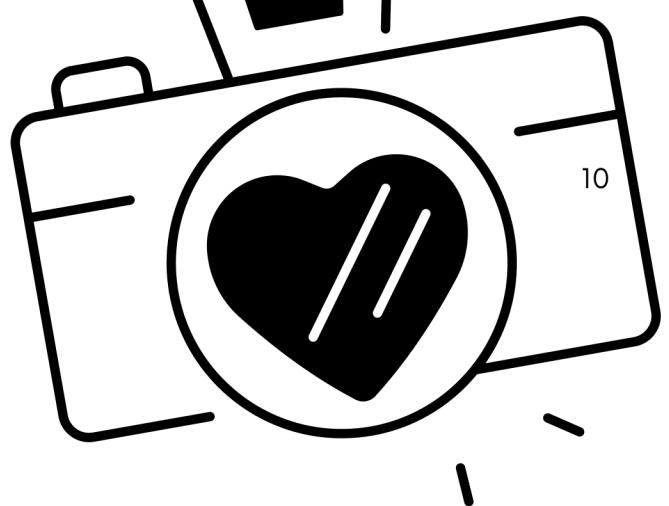
THE SETUP

In a typical wedding ceremony setup, you are the first person to walk down the aisle to the front, where you will be for most of the ceremony. You are setting the stage for everyone else walking down after you. If there isn't a wedding party, it's not a big deal. But if you have a wedding party standing on either side of you, this is very important. Make sure you are in the center, dividing the sides evenly, and you are in the right spot. People will knowingly and (some of them) unknowingly line up and take a position based on your positioning, so get it right the first time.

THE REASSURANCE

So here's another pro tip. This quick communication with the couple started because I am a people person through and through. I also like to make sure everyone is always ok (I know it's impossible, but I still do it.) Sometimes the couple is extremely nervous or anxious, and sometimes they seem ok. Regardless, I always pause when everyone in the wedding party gets to the front right before I begin. As soon as the music stops or during the last few seconds of music, I lean in and say something like this. "This is your day, we are all here for you both, and I want you to breathe, take your time, and enjoy it. Are you both ready?"

So many times, I've seen a little sigh of relief come over the couple because they were so nervous or anxious, and that little reassurance was all they needed. This brief reassurance calms everyone and helps for a smooth start. It also helps the couple feel like they are in control of a very nerve-racking moment.



THE SIDE STEP

Take it from experience. Don't be a blur in the kiss photo as you jump out of the way. Plan ahead and even speak with the photographer beforehand to ask which direction they would prefer you move just before you pronounce the couple. If they have no opinion, pick one and make sure you step out of the way **before** you say, "You may now kiss..."

THE ANNOUNCEMENT

When I first started, I remember a ceremony where I forgot to change the last name for the couple's announcement. I was using a ceremony template from a previous wedding. Don't worry; I didn't say the wrong last name. In fact, it was a great learning experience because I almost announced this couple to the world for the first time with the wrong last name, and it scared me to death.

So, please make sure that in your process of getting ready for a ceremony, at some point, you speak with the couple about how they prefer to be announced. Who is taking the last name? Do they want to be announced at all? After all, it is their wedding. Once you speak with the couple about this, make sure you know how to pronounce their names correctly, and then remember the announcement to the world when it comes time! Most of the time, you will announce them by saying, "For the first time, may I introduce to you Mr. & Mrs. ____."...or something like that.

Whatever you do, refrain from assuming that every couple wants to be announced, and don't assume that you know the correct format. I promise, if you make assumptions, at some point, embarrassment will show its ugly face

THE EXTRA CERTIFICATE

11

Wedding certificates are optional for a successful officiant business, but the couple certainly appreciates them. When your couple gets married, it is an official and legal union. It should feel special, and you should do everything you can to make it feel special, even after the wedding day has ended. That's why I always give my couples a beautiful wedding certificate they can put on display, toss in a closet, or stick in a file. Handing them a beautifully embossed and signed certificate is always a nice touch. The witnesses can sign the certificate while signing the license or anything else they must sign. States differ on requirements, and they also vary from county to county. However, with the certificates you provide to newlyweds, create your own policy on who has to sign it. Make it feel official, and since some states only give you a copy of your license once it has been mailed in and filed, give the couple a beautiful certificate they can immediately take home and cherish.

You can order (very nice gold embossed) wedding certificates online (Amazon.com). These are beautiful and are very special keepsakes for the couple.

THE FIVE-STAR SERVICE

For the sake of your business and career, make sure you finish strong. After the ceremony, congratulate the couple and say "Thank you." Immediately find out who the witnesses are (if you're in a state that requires witnesses) and tell them you'll take care of the rest. Handle everything you can for the couple while they are taking pictures and before you leave. Ask them if there's anything else you can do. They will appreciate everything you've done to make their day incredible.

Immediately file their license when you get home and write a handwritten thank you note that politely asks them to leave a review on your Google profile, website, or wherever you need positive testimonials. I usually put a \$5 Starbucks card in (or something they told me they liked during my conversations with them). Mail that out A.S.A.P. with the license.

Resources for YOU



Resources for YOU

12

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!

OFFICIANT PRO MEMBER

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:

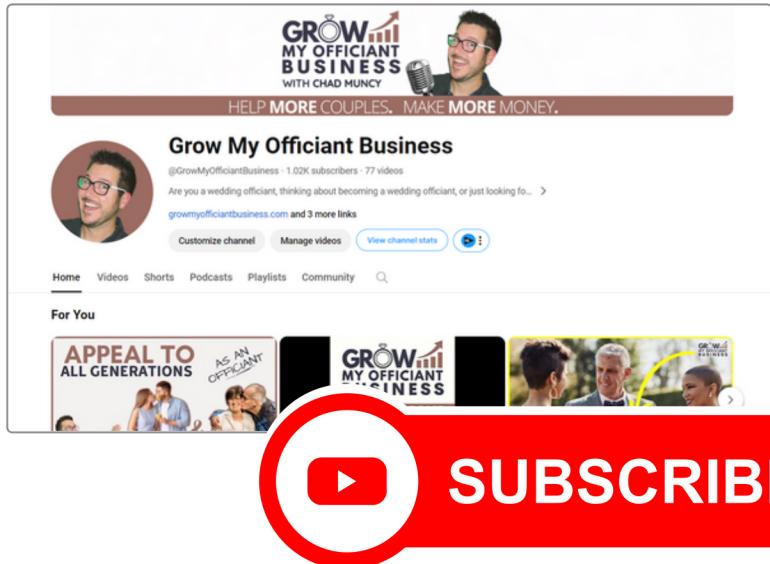
- Online marketing made easy
- Generating Leads
- High & Low Season Tips
- Your website isn't working. Here's why!
- Standing out in a crowded market
- PRICING system. Set perfect prices
- Perfect word-of-mouth advertising
- The art of time management
- Email marketing secrets

and SOOOO much more!
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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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