

Say This, Not That; Increase your sales by beautifying your language!

SAY THIS

NOT THAT

Make or do

Cheap

Book

Expensive

Deposit

Contract

No Problem

Don't Worry

Can't

You're Welcome

Words in Use:

Wedding planners **create** memories the wedding party and guests will treasure forever.

DJ's **create** the mood for a distinctive reception.

Florists **design** (or *create*) hand-crafted original floral *creations* (or *designs*)

Bakers **prepare** stunning wedding cakes from scratch with the finest ingredients.

Photographers **capture** the moment and preserve it for a lifetime.

"Would you like to **reserve** your wedding date while you are here today?"

"**Thank you** for your business—I appreciate it!!"

"All the setup will be **taken care of** for you—you won't have to lift a finger!"

"Today I will collect your \$250 **retainer** and that will secure your wedding date."

"It's **my pleasure!**"

Think of words or phrases that you can use while talking with a bride in order to heighten the excitement. I like to use the word, "**marry**" (for obvious reasons). Let's say the bride and groom have two distinct styles, and both want them represented in the wedding. I may say, "We will marry the two together to create an original floral design that expresses your personalities brilliantly!" Remember, you are selling a high-end service or product; make it sound, smell, feel and taste like one. Give them the Ritz Carlton treatment and they will hire you over your competitors.

TIP: Never, ever, tell a bride her wedding will be *PERFECT*. It's not going to be perfect. Flowers die. The DJ will play the wrong song. The baker forgot the cake topper. There are mistakes and mishaps in every wedding, so do not mislead the bride and tell her everything will be perfect. You are overpromising and under-delivering and that spells bad news for your company and reputation.

ANOTHER TIP: The most over-used word by wedding vendors is *UNIQUE*. Every bride wants a unique, not cookie-cutter wedding, true. Every vendor on this planet uses the word, "Unique" in its marketing, so set yourself apart; pick another adjective. "Distinctive," "Exclusive," "Original" are three such options you can use and sound way better!

WORDS TO AVOID: “ASAP” or “As Soon As Possible” may mean, “when I can get to it—sometime this week” to you, but it may mean, “I’ll do it in the next hour” to the bride. “Usually” may mean 75% of the time to you, but it may mean 95% of the time to your bride. Be careful with words or phrases that can have multiple interpretations. Instead, be specific: “I will reply to all emails within 24 business hours” instead of, “I respond to all emails ASAP.”

BONUS: Print this and place it where you will see it before meeting with a bride!

THE KEYS TO YOUR WEDDING BUSINESS SUCCESS

The Three B’s—

Bride

The most important person in the world.

Beautiful

The most important adjective to the bride.

Budget

The most important number for you to keep in mind