

# Wedding Planner

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## MAGAZINE

Inspired by the Association of Bridal Consultants (ABC)

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## WHAT IS ONE THING YOU WISH YOU COULD HAVE DONE DIFFERENTLY IN YOUR BUSINESS?

Whether you've been in business 1 year or 20 years, we all have regrets

I wish I wasn't so hard on myself when I first started out. Trial and error will naturally become a part of your business in the beginning whether or not you want it to be. I wish I viewed setbacks as learning experiences instead of failures because a positive perspective can make all the difference. An optimistic mindset from the beginning will result in success because knowledge is power!

**-Maya Tarach, Preoccupied Bride, Evanston, IL, USA**

I wish we had recognized the value of mobile marketing earlier on. We recently started rolling out a new truck wrap design for our fleet and have gotten amazing feedback! Wish we would have recognized the value and done this earlier!

**-Sujata Kamdar, President GBS Linens Anaheim, CA, USA**

The one thing I wish I would have done differently is to stop and enjoy my accomplishments throughout the years. When you are recognized for a fabulous job, take it in, enjoy it, you have EARNED it. It is a wonderful feeling to be the problem solver but it is also a wonderful feeling to ENJOY it for a moment!

**-Debra Thompson, PWP™ Weddings by Debra Thompson LLC, Westchester, New York**

Attended more ABC Annual Conferences and State Conferences! My schedule in the last several years have been very busy, especially during the month of November! I miss seeing my colleagues and sharing dialogue with them about their encounters pertaining to the world of weddings. I look forward to the enlightening seminars that keep us on the cutting edge of the wedding industry.

**-AnnaMarie, Wintercorn, MWP™, Elegant Weddings & Events**

The one thing I wish I'd done differently was to have found a mentor. It would have been great, and still would be, to have someone with whom I could discuss business practices, ethical dilemmas, and those Scarlet O'Hara moments (What do I do? Where do I go?). Sometimes it's lonely out there!

**-Kathi R. Evans, AWP™, All the Best Weddings & Celebrations, a WKE, LLC Toms River, NJ**

One thing we always preach to wedding professionals is to get your "house" in order early. As in making sure you are set up properly as a legitimate business in your state, city and the IRS. Sounds daunting, but it's not. Operating legally may cost a few pennies but it is worth it. The most important thing it does is it allows you

to build a real business, something with transferable value, which means you have options in the direction you want to go, want to do and where you want to take it.

**-Rob Farrow, Aisle Planner**

The biggest mistake I ever made in this industry was many years ago opening up a side business with a friend. Going into business with a friend can be a recipe for disaster because when it ends it usually ends badly like a divorce and results in a lot of stress and hurt feelings. It can also be financially crippling if set up incorrectly. Always get proper legal advice if you do to make sure you understand your rights and obligations ahead of time.

**-Alan Katz, Great Officiants, Long Beach, CA**

My biggest regret is not hiring good help earlier. I was too scared about the costs and liabilities instead of the benefits of having diverse minds, added labor hands and creativity, and some relief from the things I don't like doing.

**-Marla Borokoff, CBA (Certified Balloon Artist), Balloonzilla, Irvine & Los Angeles, California, USA**

I would have registered for a client management program much sooner. Now, I can view each client, create re-usable client contracts, take online payments, see payment statuses, calculate the total number of hours worked, and have essential tax information readily available. It saves me numerous hours of work and I can't imagine running my business without it!

**Casey Lee, The Moment by Casey Owasso, Oklahoma, United States**