DESTINATION WEDDINGS- DRIVING SUCCESS BEYOND THE WEDDING

Earn What You're Worth
The Conversations That Separate Thriving
Destination Wedding Businesses from Hobbyists

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Raise Your Hand If...

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Today's Themes:

You're probably not communicating your full value

Objections aren't rejections, they're data

Profitability is built, not stumbled upon

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Theme #1

You're Probably Not Communicating Your Full Value

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Reality: Your Couples Have Already Googled You

- They've already been on Reddit and have numbers in their head
- They know about resort coordinators. They don't know what you are.
- They came in skeptical before you said a word
- They've been told to book direct and save
- The first five minutes either build credibility or confirm doubts
- They're not uninformed. They're misinformed

Value: Nobody Can Replace YOU and Your Expertise

- Crisis Memory
- Contract Literacy
- Supplier Relationships
- Destination Intelligence
- Group Management
- 12–18 months of Advocacy (you're in their corner!)

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Theme #2:

An Objection Is Not a Rejection; It's Information

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Reality: You're Dreading These Objections

- "Why do you charge a fee? The resort coordinator is free."
- "We're talking to another advisor."
- "I found it cheaper online."
- "My guests don't want to stay in the room block"
- "We need to think about it."

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Value: Don’t Respond, Diagnose

Acknowledge: *"I completely understand — this is a big investment and you want to make sure every dollar makes sense."*

Clarify: *"Can I ask — is it the amount itself, or are you trying to understand exactly what it covers?"*

Respond: *Answer the real concern, not the surface question*

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Theme #3:

Profitability Is Built, Not Stumbled Upon

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Reality: If we guaranteed 20% more clients tomorrow… Could you handle It?

- “Busy” and Profitable are not the same thing
- If your last group had 12 deviations, that’s 20% more chaos.
- The problem may not be volume, it’s profit per client
- You can't scale what isn't working

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Value: Plug The Holes In Your Process

- Block 75% of expected room count with a padded early deadline.
- Build a Couple Welcome Guide for Timelines & Conversations
- Build a Guest Booking Guide and use it every time
- Every guest outside the block puts your couple's perks at risk
- Charge for changes (and stick to It!)
- Count the free modifications from your last group & Improve It

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Protect What You've Built

- YOUR MONEY: Charge a planning fee without apologizing
- YOUR TIME: Define your scope of services and your response times
- YOUR BUSINESS: Attorney review is not optional
- YOUR SANITY: Clear is kind.

Don't have expectations, have boundaries

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Now It's Time To Take Action

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Five Questions To Ask Yourself Right Now

- COMMUNICATE: Who is my next couple? Am I showing up as the expert they are looking for?
- DIAGNOSE: Am I answering the surface objection, or the real one?
- CONVERT: What objection am I hearing repeatedly? What is that telling me about my process?
- PROTECT: Where does my business need a clearer boundary right now?
- PROFIT: What would make my next group more profitable than my last one?

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Thank You!

Do It Scared!

DWU Playbook 8.0 announcement coming soon!

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