

Catersource + The Special Event™

THE COORDINATION CURE:
RETHINKING DAY-OF COORDINATION
FOR BETTER PROFITS & HAPPIER
CLIENTS

Renée
DALO

ABOUT RENEE DALO

- **WEDDING PLANNER, 13 YEARS**
- **OWNER, MOXIE BRIGHT EVENTS**
- **CERTIFIED LIFE & BUSINESS COACH**
- **KEYNOTE SPEAKER**
- **EDUCATOR**
- **PODCAST HOST, TALK WITH RENEE DALO**



Photo by David England Photography



Photo by Let's Frolic Together

WHAT YOU'LL LEARN:

- WEDDING PLANNER SERVICE PACKAGE BEST PRACTICES
- HOW TO PRICE YOUR SERVICES
- WHAT "SHOULD" BE IN YOUR PACKAGES
- UPSELLS AND ADD-ONS!
- UNDERCUTTING & WHAT TO DO ABOUT IT

OUR AGREEMENTS

- KNOWING IS DIFFERENT THAN DOING.
- FEELING UNCOMFORTABLE? LEAN IN.
- THERE WILL BE MATH.



GRAB THE GUIDE!



Scan this with your camera app!

VIBE CHECK

HOW'S 2025,
SO FAR?



**"TAKING RESPONSIBILITY FOR
YOUR BELIEFS AND JUDGMENTS
GIVES YOU THE POWER TO
CHANGE THEM."
-BYRON KATIE**

MONEY MINDSET

- “I COULDN’T AFFORD ME EITHER.”
- “CAN YOU BELIEVE SHE’S CHARGING \$30,000?”
- “OH, YOU KNOW ME - CHAMPAGNE TASTE, BEER BUDGET!”

PACKAGES

- WEDDING MANAGEMENT, NOT DOC OR MOC
- NO PARTIAL PLANNING
- FULL PLANNING, PLANNING + DESIGN, FULL
WEEKEND PLANNING

**DAY OF COORDINATION IS
A MYTH.**

**IT'S CONFUSING AND HARD
TO TURN A PROFIT
WITHOUT BURN OUT.**

DAY OF COORDINATION IS A MYTH.

**CONFUSED CLIENTS DON'T BUY
OR
THEY BUY AND MAKE YOUR LIFE
DIFFICULT.**

**DAY OF COORDINATION IS A
MYTH.**

**THE LANGUAGE MAKES IT
NEARLY IMPOSSIBLE TO SELL
AT A THRIVING WAGE.**

OFFER WEDDING MANAGEMENT INSTEAD

LESS CONFUSION = MORE VALUE= HIGHER AVERAGE SALE

**SCOPE CREEP IS INEVITABLE.
DON'T DO IT!**

A close-up, slightly high-angle shot of a woman with dark skin and curly hair, wearing a grey off-the-shoulder sweater and blue jeans. She is sitting on a light-colored couch, holding a white pencil in her right hand and writing in an open notebook. The background is softly blurred, showing a window with natural light. A white book and a beige knitted blanket are visible on the couch next to her. The overall mood is calm and focused.



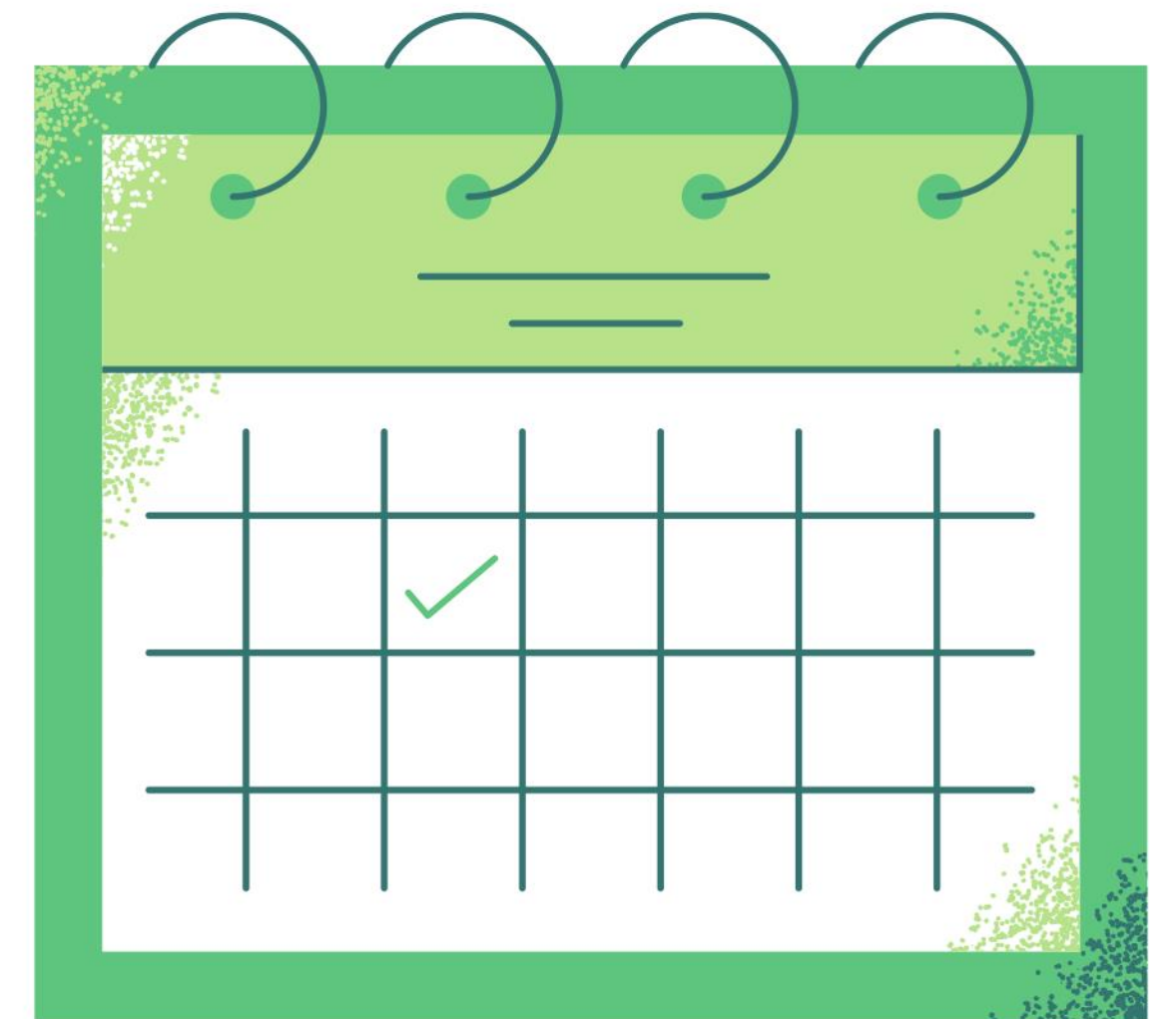
HOW DO YOU KNOW WHAT'S WORKING?

- **IS IT PROFITABLE?**
- **ARE YOUR CLIENTS ASKING FOR THINGS THEY HAVEN'T PAID YOU FOR?**
- **DO YOU HAVE TO WORK EVERY/MOST WEEKENDS TO MAKE ENDS MEET?**

WHAT “SHOULD” BE IN YOUR PACKAGES?

“EVERYONE RUNS THEIR BUSINESS DIFFERENTLY, ETC ETC”

**THIS FREEDOM IS GREAT FOR US,
AND CONFUSING FOR OUR CLIENTS.**



Scan this with your camera app!



THERE'S A BIT OF MATH IN THE GUIDE TOO.

WEDDING MANAGEMENT

- Onboarding Call
 - Use of CRM
 - Preferred Vendor List
 - Unlimited Emails
 - Budget Overview
 - Contract Revenue
- for booked vendors
- Venue Visit
 - Floorplan Creation
 - Timeline Creation
 - X # of Zoom Calls
 - RENTAL ORDER
 - Logistical Planning of vendor load in & load out
 - Ceremony Rehearsal,
 - Assistants as needed per guest count
 - First in, last out

WEDDING PLANNING

- Onboarding Call
- Custom Budget Creation
- CRM access
- Custom Vendor Referrals
- Unlimited Emails
- Scheduled Zoom calls
- Design Board with up to 3 revisions
- Sourcing of design elements
- RENTAL ORDER
- Floorplan creation
- Timeline creation
- x# of venue visits
- Catering tasting
- Ceremony rehearsal
- Assistants as needed,
- First in, last out



LET'S PRICE YOUR SERVICES

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WHAT WE'RE NOT GOING TO DO:



- GUESS
- “SECRET SHOP” OTHER PLANNERS IN OUR MARKET
- COPY PRICING AND PACKAGES FROM ANOTHER WEBSITE - NOT IN YOUR MARKET
- KEEP OUR PRICING THE SAME FOREVER AND EVER
- ASK FOR HELP IN A RANDOM FACEBOOK GROUP

A dense, repeating pattern of light purple business-related icons covers the top third of the slide. The icons include bar charts, line graphs, dollar signs, briefcases, calculators, and stacks of coins.

A. CHOOSE YOUR \$\$\$\$

**WHAT DO YOU WANT YOUR TAKE-HOME SALARY TO
BE?**

NOT YOUR YEARLY REVENUE

**WHAT DO YOU NEED TO BE THRIVING, HAPPY &
FUTURE FOCUSED?**



LIST YOUR SERVICES

HOW MANY WAYS CAN CLIENTS BOOK YOU
CURRENTLY?

WEDDING MANAGEMENT

PARTIAL PLANNING

FULL PLANNING

WEDDING DESIGN

HOURLY CONSULTING





B. YOUR FIXED COSTS

**THIS NUMBER WILL NOT CHANGE REGARDLESS OF
HOW MANY CLIENTS OR WEDDINGS YOU
PRODUCE.**

**EXAMPLES: YEARLY INSURANCE, RENT, EMAIL
HOSTING, WEBSITE HOSTING, ENJI,**





C. LIST YOUR COSTS PER EVENT

**THIS NUMBER WILL VARY BASED ON THE NEEDS OF THE
SPECIFIC EVENT.**

**EXAMPLES: LABOR FOR SUPPORTING STAFF, CLIENTS
GIFTS, CRM SUBSCRIPTION (DIVIDE THAT AISLE PLANNER
SUBSCRIPTION BY THE # OF EVENTS YOU HAVE EACH
YEAR), TIMELINE GENIUS, MERRI**



DO MATH.

**YOUR NUMBER + FIXED COSTS +
(COST PER EVENT X CAPACITY)**

**_____ (A) + _____(B) + (_____
(C) X _____(D) = _____ (E)**

$$\text{YOUR NUMBER} + \text{FIXED COSTS} + (\text{COST PER EVENT} \times \text{CAPACITY})$$
$$\underline{\$75,000} \text{ (a)} + \underline{\$1900} \text{ (b)} + (\underline{\$575} \text{ (c)} \times \underline{15} \text{ (d)}) = \underline{\$85,525} \text{ (e)}$$

The RESULT divided by your CAPACITY = YOUR BASE PRICE

$$\underline{\$85,525} \text{ (e)} / \underline{15} \text{ (d)} = \underline{\$5,701.66} \text{ (f)}$$

NOW, multiply your base price by at least 1.7 to get your FINAL PRICE

$$\underline{\$5,701.66} \text{ (F)} \times 1.7 = \underline{\$9,692.82} \text{ (final price)}$$

SOUNDS LIKE AN UPCHARGE! (AKA, SEND AN INVOICE!)

- ROOM BLOCKS!
- OFFICIANT ASSISTANCE, IF NOT A PRO OFFICIANT
- TOAST ASSISTANCE OR PROVENANCE MEMBERSHIP
- THE MORNING OF WEDDING ASSISTANT
- ANY GRAPHIC DESIGN WORK, YES, THAT INCLUDES CANVA
- WELCOME BAGS - DESIGN, SOURCING, EXECUTION, DELIVERY
- RSVP MANAGEMENT
- ANYTIME YOU TOUCH A FLOWER



Photo by Julie Shuford Photography

EASY UPSELLS

1

REHEARSAL DINNER PLANNING/WELCOME PARTY PLANNING

2

MORNING-AFTER BRUNCH PLANNING

NOTE:

WHEN QUOTING THESE, YOU HAVE TO ACCOUNT FOR A HIGH LABOR COST, AS YOU HAVE TO BRING IN NEW TEAM MEMBERS FOR THESE SHOULDER EVENTS.

UNDERCUTTING

UNDERCUTTING IN SALES IS A STRATEGY WHERE A BUSINESS OFFERS TO SELL A PRODUCT OR SERVICE AT A LOWER PRICE THAN COMPETITORS.

THE GOAL IS TO GAIN A COMPETITIVE ADVANTAGE AND ATTRACT CUSTOMERS.

DON'T
UNDERCUT.

WHAT CAN YOU DO?

**YOU HAVE TO SELL
YOUR VALUE, NOT
YOUR PRICE.**

**YOU DON'T TRIP OVER
DOLLARS TO PICK UP DIMES.**

**WHAT IS THE DIFFERENCE
BETWEEN PRICE AND COST?**

THE ONE WITH THE JOSHUA TREE WEDDING



Photo by Julie Shuford Photography

WHAT CAN YOU DO?

**DON'T DWELL ON
UNDERCUTTING.**

WHAT'S NEXT?

**EMBRACE YOUR
NEW MINIMUM FEE.**

WHAT'S NEXT?

**DECIDE IF YOU
WANT TO CHANGE
YOUR PACKAGES.**

WHAT'S NEXT?

**DECIDE IF YOU
WANT TO ADD TO
YOUR PACKAGES.**

WHAT'S NEXT?

**WORK ON SELLING
THOSE UPSELLS!**

**IF SOMETHING ISN'T
WORKING, YOU GET TO
CHANGE IT.**

**SUCCESS IS DETERMINED BY YOUR
WILLINGNESS TO EMBRACE
CHANGE.**



Photo by Laurie Bailey Photography

LET'S CONNECT!

INSTAGRAM: @RENEEDALO

TIKTOK: @THERENEEDALO

WEBSITE: [RENEEDALO.COM](https://reneedalo.com)



PODCAST:
TALK WITH RENEE DALO

4 YEARS OF EPISODES!

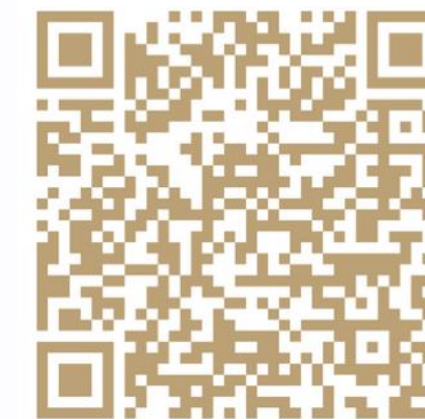
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YOU LISTEN TO PODCASTS**

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new book!*

The Coordination Cure

*From One Wedding Planner to Another –
Master Your Process, Maximize Profits, and
Rediscover the Joy in What You Do!*



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Ditch DOC and gain clarity, confidence & profit

