



the

ENLIGHTENED
CREATIVE

“Pricing with Purpose”

Elevating Value & Profitability in the Wedding Industry





HI THERE!

I'M KAWANIA

34 YEARS OF CONFERENCE AND
EVENT PLANNING

17 YEARS OF PLANNING WEDDINGS

8 YEARS AS AN ADJUNCT INSTRUCTOR

NATIVE OF ATLANTIC
CITY, NEW JERSEY



—
the
ENLIGHTENED
CREATIVE



LET'S START WITH THE FOUNDATION

the
ENLIGHTENED
CREATIVE



KNOW YOUR COSTS

- What are your fixed and variable costs?
- Have you identified your indirect costs?
- How do you track your costs?



UNDERSTAND YOUR COSTS

- Accurate Budgeting and Forecasting
- Make Informed Pricing Decisions
- Calculate “Break Even” Points
- Identify Areas Where to Control Costs
- Optimize Profitability



THE VALUE OF YOUR TIME

- How do you calculate the hours involved in your planning services?
- How do you assign value to your expertise and time?



PROFIT MARGIN FORMULA

- Net Profit Margin
- Gross Profit Margin
- Operating Profit Margin





KNOW YOUR DATA



the
ENLIGHTENED
CREATIVE





MARKET ANALYSIS

- What is the supply and demand in your market?
- What are the local demographics?
- How do seasonal trends impact you?
- How do the current affairs affect you?
- Who is your competition?





COMPETITIVE ANALYSIS

- Who is your ideal client?
- What are your services?
- What are your skills?
- What is your competitive advantage?
- How can you compete and sell against your competition?

The Importance of a *Core Client* *Profile*

*Successful marketing and client satisfaction
depend on knowing your ideal client*



the
ENLIGHTENED
CREATIVE



HOW MUCH DOES A WEDDING COST YOU?

- How much does your dream venue cost you?
- What is your time investment?
- How much do you pay for contractors and professional services?
- Additional costs:
 - Business systems
 - Marketing and advertising
 - Insurances and certifications
 - Professional development
 - Mileage



“I GET BY
WITH A
LITTLE HELP
FROM MY
FRIENDS”



the
ENLIGHTENED
CREATIVE

“BIRDS OF A FEATHER . . .”

The market **judges** you based on the following:

- How you look
- What your web site looks like
- Your social media
- Your messaging
- The venues where you work
- The vendor partners you work with



DO A LITTLE RESEARCH

- Determine your preferred (or dream) venues/vendors
- Pay attention to their visuals and messaging
- Work with a trusted person (who fits the profile of your core client) to help you reevaluate your visuals and messaging.



MAKE THE CONNECTION

- Create a blind web page to market specifically to them. Focus on improving their work experience.
- Make deposits into the emotional bank account.
- A “warm” lead is better than a cold one.
- Focus on hospitality and less on transaction
- Host post-wedding discussions



HELP OTHERS SUPPORT YOU

- Stay on their “top of mind.”
- Discuss your idea client with them.
Discuss your “dream vendors” with them.
- Make sure the blind page links to your service page. Present it as an opportunity for them to show their value to couples.



HELP OTHERS SUPPORT YOU

- Let them know when you make changes to your services and/or your team.
- Let them know when you have holes in your calendar.



UNDERSTANDING WHICH PRICING MODEL WORKS BEST FOR YOU



—
the
ENLIGHTENED
CREATIVE



PRICING MODELS FOR WEDDING PLANNERS

- Flat Fee
- Percentage Pricing
- Tiered Pricing
- Custom Pricing



PRICING VALUE

- Communicating the value of your services, not just the deliverables
- Emphasizing unique experiences over discounts
- Using your clear messaging to impact pricing perception





HANDLING PRICE OBJECTIVES



80% OF COUPLES
CONSIDER PRICING
TO BE THE MOST
IMPORTANT FACTOR
WHEN DECIDING
WHICH VENDORS TO
CONTACT



the
ENLIGHTENED
CREATIVE

HANDLING PRICE OBJECTIONS

- Script for “I found someone cheaper.”
- Script for “All you have to do is . . .”
- Transparency in Costs
- Explaining the Service Lifecycle



SHOWCASING YOUR PRICES ON YOUR WEB SITE



TRANSPARENCY OBJECTIONS

- It's going to make me look low budget.
- Couples with smaller budgets are not going to reach out to me.
- Other planners will undercut me.
- I'm stuck with charging those prices.



A young boy and a young girl are standing together, smiling. The boy is on the left, wearing a dark pinstriped suit, a light blue shirt, and a dark tie with white polka dots. The girl is on the right, wearing a white wedding dress with a large white bow in her hair and a white veil. She is holding a bouquet of colorful flowers, including yellow, red, and purple. They are standing in front of a green house with yellow shutters and white trim. The house has a gabled roof and a window with a flower box. The background is a lush green landscape.

PRICING
PRINCIPLES
FOR
LONGEVITY



PRICING PRINCIPLES FOR LONGEVITY

- Perform Annual Adjustments
- How Does Your Market Perceive Value in Pricing (e.g., anchoring, charm pricing).
- “Price Integrity”
- Discounts & Booking Incentives



*“Pricing is what you charge.
Cost is what they spend.
Value is what your clients will
get.”*



THIS IS
WHERE THE
MAGIC
HAPPENS

TAKE-AWAYS

1. You want to understand your business expenses. How much does it cost you break even?
2. What type of profit do you want to make each year?
3. Have your costs changed? Does your pricing reflect that?
4. Are you respecting and valuing your time?
5. Who is your market? Do you have a core client profile?
6. Learn how to identify and understand your competitive advantage
7. Update your market analysis and competitive analysis annually
8. Does your pricing structure consider elements of pricing psychology?
9. Are you planning for longevity?



Questions?

the
ENLIGHTENED
CREATIVE



THANK YOU!



*Use the promo code BRAINSWAG
for the 25% OFF UNTIL 3/10/2026*

