



Engagement Season Checklist

Is your wedding business ready to be discovered, connect, and convert your ideal clients this engagement season?



Engagement Season Readiness Checklist

	YES	NO
1. Your website is filled with your best and most recent work?	☐	☐
2. Your website is set up to connect, contribute, and convert?	☐	☐
3. Contact and booking information is easily found and working?	☐	☐
4. Your have checked your copy and focused on SEO keywords?	☐	☐
5. Your contracts are updated to protect you and the client?	☐	☐
6. Your social media shows your best and most recent work?	☐	☐
7. You personally are visible on your social media and website?	☐	☐
8. Your "starting" or "average" pricing is visible on your website?	☐	☐
9. Your client inquiry workflow is set up with emails and info?	☐	☐
10. You have a plan to market strong through engagement season?	☐	☐



If you got more noes than you would have liked...

Don't panic.

If you got more noes than you would like, you now have an action list based on your answers.

Start at the top of the list and block off 20-30 minute time chunks to work on each action item over the next few weeks.

Each bit of progress will make you more equipped than you previously were before you started this checklist. Remember, it's about progress not perfection and forward motion, no matter how small is forward motion.

If you are stuck on the HOW to accomplish each of these action items, that's where I come in! Join the Curated Marketing Society to learn how to make progress in these areas or the Marketing Academy to build a marketing plan.

See your email for more info or reach out.



Need Some Help? Let's chat!

Have any questions about this checklist?
Or stuck on an where your business falls in
readiness? Send me a direct message on
Instagram and I'll provide you some
personal feedback and advice.

@thebridaltheory