GET STARTED USING THESE TIPS AND TRICKS:

**powerful first impressions**
Whether it’s by phone, voicemail or your website, your business only gets one chance to make a first impression on a prospective customer. Make it a great first impression with the following tips:

- Record a voicemail message that sounds professional and friendly. Get rid of automated messages, and make sure to include your business name and the timeframe the caller can expect to get a call back.
- Answer your business phone by stating your name and business name—brides will know immediately that they’ve reached the right place.
- Try to answer inquiries within 24 hours. Even if you don’t have all the answers at that time, brides appreciate knowing that you’re working on their request. Let her know how long you expect it will take you to research the information she’s requested.

**make your website work for you**
Your website can be the reason a bride picks up the phone to call you OR the reason she moves on to your competitors. Avoid common pitfalls and convert more brides with the following tricks:

- Make your contact information easy to find. Post it on the bottom of each webpage along with a call to action.
- Does your website have music playing? Turn off the auto-play feature since most brides view vendors while they are at work.
- Make your website easy to navigate. If a website is not user-friendly, a bride will look elsewhere.
- Utilize social media to develop a connection with your bride. Create a LinkedIn account, Facebook page and/or Twitter account to strengthen your relationship with your potential clients.

**it’s all about who you know**
Like in any industry, networking can yield fantastic new ideas and lucrative business partnerships.

- Check out industry tradeshows and consumer marketing events. Identify the events that will be the best use of your time, and don’t forget to follow up with people you meet there.
- Consider joining a professional association in your industry. Many of these certified associations can be a great resource for continuing education and networking.
- Create partnerships with like-minded wedding pros. Working with other companies can give you an advantage and put valuable resources at your fingertips.

> contact us! Call the My Account helpline at (877) 331-7752 or email myaccounthelp@theknot.com