



PAST PROFIT WORKBOOK

Wedding Marketing Accelerator



Whether they booked a full wedding package, day of, or a balloon garland. Once they exchanged money for a service, list them here.



STEP 2: REACH OUT

Once you have that list I want you to reach out to them either by email, phone, text, DM, whichever way is more comfortable and matching your past communication.

For this one I would prefer you make it as personal as possible and try to get them on the phone.

For Emails, here is a sample template you can send.

Hey XYZ,

How are you? I hope all is going well with you and your family, especially as we enter the holiday season.

I was just cleaning up some items in my business and came across a receipt from when we worked together and the memories came flooding back. I must say that I truly enjoyed working with you.

Honestly, if you know of any more clients like you be sure to send them my way.

Always a pleasure [INSERT CLIENT NAME], wishing you all the best for the holidays.

*Warmest Regards,
[YOUR NAME]*





STEP 3: RECORD THE OUTCOME

THANK YOU!

GOT A QUESTION? HOP
INTO THE WMA FACEBOOK
GROUP AND POST IT!

CLICK HERE
TO POST