



**WEDDING
MARKETING
ACCELERATOR**

IN THIS LESSON...

- ❑ Common misconceptions and limiting beliefs that are impacting your marketing.
- ❑ The secret to positioning yourself as an Expert
- ❑ **OBJECTIVE:** Remove mindset blocks



Your Promise

- ❑ Werk! Werk! Werk!
- ❑ Be Curious, not Perfect
- ❑ Passive \neq Profit
- ❑ You can't run a business on fear
- ❑ Seek HELP



A top-down view of various luxury lifestyle items arranged on a white background. In the top left, there is a watch with a brown leather strap and a gold case. Next to it is a tube of orange lipstick with a gold cap. In the bottom left, a pair of gold-rimmed sunglasses is visible. In the bottom center, a white computer keyboard is shown. In the bottom right, there are two gold pens resting on a piece of white marble paper. Other items include a gold ring, a gold bracelet, and a white USB drive.

WHO AM I?

HELLO!

I am Jody-Ann Rowe

- **Founder & CEO of
The Event Certificate**



HOW?

- Born in Jamaica
- Raised in Canada
- Event Planner
- Lifetime Side-hustler
- Started 6 businesses





- Honours BA in Economics
- Graduate Diploma in Event Management
- Master in Education



Let's count them...

1. Babysitting Matching Service
2. Adobe LiveCycle Form Designer
3. Vintage Purse eStore (Sold!)
4. First Birthday Affiliate
5. Event Planning Business
6. The Event Certificate (Coaching, Training, Templates)

[FORMWIZ](#)

[Interactive PDF Forms](#)

- [Home](#)
- [Rates & Services](#)
- [Ordering](#)
- [Sample Forms](#)
- [FAQ's](#)
- [Links](#)
- [About Us](#)
- [Contact Us](#)

About Us

OUR MISSION

To provide quality Interactive PDF form design and creation to customers


FormWiz is a dynamic, results-driven, form design company based in Toronto, Canada. Dedicated to the provision of quality service and products to our clients, our company works with clients to ensure complete satisfaction.

FormWiz is a sole proprietorship owned and operated by Jody-Ann Rowe. The business was unofficially established in the Spring of 2008 as a part-time work venture for Jody-Ann, it quickly grew into a forceful business opportunity with an expanding client base. Observing the need for more formal operations to meet the changing business dynamics, the company officially launched its web-based operation in April 2009.

The company offers clients an effective solution to their business needs, by providing cutting-edge professional interactive forms. We provide businesses with a comprehensive tool to gain a competitive advantage on the web and in their daily customer interactions.

[Contact Us.](#)

Advertisement

A top-down view of various luxury and lifestyle items arranged on a white background. In the top left, there is a watch with a brown leather strap and a gold-toned case. Next to it is a tube of lipstick with a gold cap and a pinkish-orange shade. In the bottom left, a pair of gold-toned sunglasses is visible. In the bottom center, there is a white computer keyboard. In the bottom right, there are two gold-toned pens resting on a piece of white marble paper. The overall aesthetic is clean, minimalist, and high-end.

COMMON MINDSET BLOCKS

THE PROBLEM...

- Not feeling qualified enough to reach the clients you really want to work with. (No certification...)
- Feeling scared to be judged or annoying people.
- Not believing that you can stand out with less experience than the “OG Planners”.

THE SHIFT

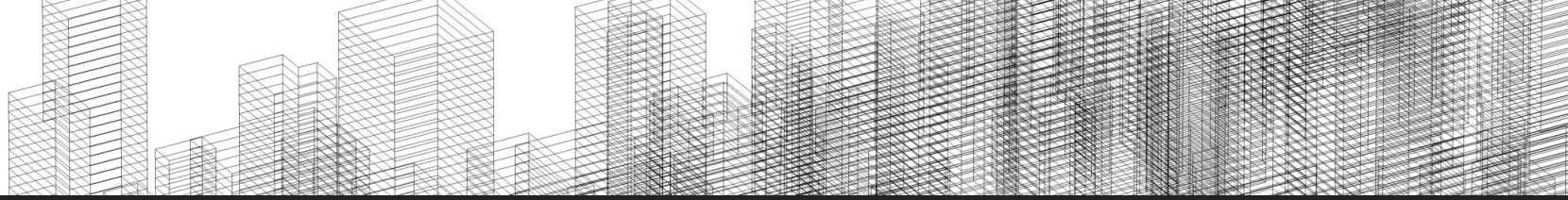
- If you know how to do something better than someone else
- If you can produce a result
- If you are honest & authentic

WHY ARE YOU AN EXPERT?

- You have something that someone else values
- You have something that others need support with
- You have something that someone else is willing to pay for

CATEGORIZING YOUR EXPERTISE

- Results-based
Expert
- Example-based
Expert
- Connection Expert



QUESTION

- How do you portray yourself as an expert to potential clients?

4 STEPS

- Niche down and target specific clients
- Get Experience
- Get Results
- Share the Proof

NICHING DOWN

- I plan weddings, corporate events, baby showers, birthday parties....
- I'm a Wedding Planner for Career-focused Boss Brides...

4 STEPS

- Niche down and target specific clients
- **Get Experience**
- Get Results
- Share the Proof

GET EXPERIENCE

- Volunteer for family, friends, strangers
- Collaborate with a vendor just for experience
- Take on more clients

4 STEPS

- Niche down and target specific clients
- Get Experience
- **Get Results**
- Share the Proof

GET RESULTS

- Photos of your past work
- Photos of Styled Shoots


4 STEPS

- Niche down and target specific clients
- Get Experience
- Get Results
- **Share the Proof**


SHARE THE PROOF

- Share your reviews/testimonials
- Share screenshots of the DMs and text messages

EXAMPLE



Damn! I'm blowing up Jody! I have 6 consultations scheduled. Booked my first bride for [REDACTED] and her budget is GOOD!!



THANK YOU JODY!!!! my heart is so full. I surpassed my monthly goal of \$3000, I'm at 3400 and counting 💰

PRO TIP

- Always ask clients for reviews and feedback that you can use.
- Even family members can provide reviews.

NO ONE WILL PAY ME THAT MUCH

- One of the biggest mindset blocks that holds you back from charging what you're worth and positioning yourself as an expert.
- **Example:** Succulents Expert, Micro Weddings Expert, Proposal Planning Expert...

Miss Design Berry: 1 Million+



The Heart Bandits: \$450K+



The Savvy Budget Bride: 6 Figures

Popular Posts



WEDDING DECOR IDEAS

Where to Buy Used Wedding Decor Online



WEDDING DRESSES

Buying and Selling Used Wedding Dresses

REMEMBER

- If these people can monetize their skills and expertise... so can you.

BUT...I'M SCARED

- There comes a time when you have to decide what you care more about. What people will think of you? Or being successful?
- The people judging you aren't cutting you a cheque.

BE AN EXPERT

- Be true to yourself
- Offer value
- Have integrity

AFTER

I am Jody-Ann Rowe

- **Founder & CEO of
The Event Certificate**



BEFORE

I am Jody-Ann Rowe

- Feeling like a fraud but did it anyway...





RESOURCE

- Zone of Genius Worksheet

ACTION ITEM:

- Tell me, what's your expertise? Share it in the group and let me see your zone of genius.



QUESTIONS

