7-18

Monthly Training Video Notes

This month’s training video is all about Networking, Communication, Systems and the Bridal Booking Process.

**Networking**

* Build a community of referrals
* Build the know, like, and trust factor
* Find 10 rockstar vendors/businesses in your area to follow, comment on their social media posts and build a relationship

**Communication**

Phone:

* Have a voicemail that states your business and how to get in touch with you
* Use a Google phone number if you would rather not use your cell phone
* Use good etiquette make sure you are in a quiet place with your calendar, pen and paper so you can take notes and answer questions confidently
* Get them from phone over to an email conversation so you have a paper trial

Messaging:

* Tends to be more casual but you are still replying like a business owner
* Move the conversation over to email so you don’t lose or forget about a message

Email:

* Address them by their name, avoid cut and paste email templates if possible
* Type like you talk but keep it professional

**Systems**

I highly recommend 17Hats for contracts, invoicing, and calendar. If you choose not to have client management system make sure it’s easy for the client to get the contract back via email and not have to wait on snail mail (For a free 30 day trial, go to our Facebook group File -> Resources -> Link for 17Hats

**Bridal Booking Process**

* Inquiry
* Availability & Rates– get them on the phone if possible to form a relationship and build the know, like and trust factor if the bride emailed other artists and everyone is just sending their rates it will come down to the price and who’s the cheapest
* Bridal Trial- make sure the bride is comfortable, you look professional, your kit is clean, set boundaries if necessary, listen and look at her inspiration photos, have a contract for her to sign and take payments with Square or Paypal after the trial is complete
* Contract and Retainer Payment- a date should not be secured without both of these, make sure to take around 50% as a retainer so the bride won’t just leave you for another, cheaper makeup artist
* Timeline and schedule- based on the “ready by” time from the coordinator and photographer, 45 minutes per person
* Confirm the location and time 1 week prior to the wedding day
* Show up ready to work

For any questions, email info@kimportertv.com.