



# COUTURE

EFFORTLESSLY EXQUISITE

LUXURY WEDDINGS & EVENTS

# couture



TOP 5 REASONS YOU'RE NOT ATTRACTING YOUR DREAM CLIENTS  
AND HOW TO FIX IT

# NOT ATTRACTING YOUR DREAM CLIENTS?

## *I see you ...*

*You love what you do, you are passionate about your craft.*

*You have experience but you want new challenges, new opportunities.*

*You have clients but they're not allowing you to flex your creative muscles.*

*You are beginning to feel frustrated - you know you can do more, bigger, better –  
but you are beginning to doubt if it's ever going to happen.*

## *I was you ...*

*When I first set up my business, I was busy with wedding bookings but I knew I could do better.*

*I accepted bookings from less than dream clients because I wanted to be busy.*

*I accepted reduced fees out of fear of losing a potential client.*

*I even planned a whole weekend wedding for free just for the photos!!*

*I didn't value myself.*

*Remember what Henry Ford said?*

***“If you always do what you've always done, you'll always get what you've always got”***

*To break out of this cycle, and to fulfil my potential, I took action, made a number of intentional changes  
and you can do it too.*



## MISTAKE #1 : VISUAL CONTENT

Let's start with your visual content – everything that clients see when they find you online – your Instagram content, your website imagery and work you have done for past clients.

To attract a high value client, it is absolutely imperative to only share high value visual content. Your imagery has to work hard – it needs to immediately capture their attention, pique their interest and assure them of your talent and creativity – in every single image you show. Your website should only show your own original work, never library or stock images, and whilst it's ok to post occasional inspo content on your feed\*, you must ensure you post more of your own high value, original content.

*(\*NB avoid posting too much from popular blogs where you have no personal connection with the vendors in the images – pretty but valueless. See #4 for better ideas.)*

### THE FIX

If you are already showcasing what you consider to be your best imagery, but you're not attracting your dream clients, then clearly there is a mismatch, and you need to go back and revisit your foundational marketing. I'll cover this in the "Strategy for Success" guide coming soon.

If you don't have high value original imagery, the solution is to design and organise a editorial shoot, but not just *any* editorial shoot. You have to be ultra strategic about it, from every touchpoint – it's not simply a case of working with vendors you know and like, creating some pretty set ups and pitching it to your local wedding mag ..... no no no!! That will give you new content, but it will not attract your biggest, most valuable ever future client – and that is the person you are aiming for. This shoot needs to be mindblowing, not mundane - and that all hinges on your shoot strategy. I'll cover this in the "Epic Editorials" guide coming soon.



## MISTAKE #2 : THINKING SMALL



Stop using local geographical hashtags! By this I mean #dorsetweddingstationery #hampshireweddingflorist #kentweddingplanner. Aim higher!

High value clients are based all over the world - they're not looking for a local partner, they're looking for the **best** partner for their vision.

Put yourself in their shoes - do you think they are expecting to find their dream wedding vendor just down the road or do you think they'd want to partner with the **BEST** vendor or planner for them, irrespective of location?



### THE FIX

Expand your horizons. Network nationally – connect with the best photographers, HMUAs, videographers, stationers and cake makers from all around the UK; guess what, the best ones are not necessarily in London! Build relationships with venues which already attract your target market, irrespective of whether they are local to you or not. If you are a vendor, network with planners all around the UK – we work with vendors based far and wide – it is your talent and creativity, rather than where you are based, that counts for us! And our clients will pay your expenses to have you on board.





## MISTAKE #3: BRANDING

By branding, I mean way deeper than your logo and brand palette. I mean *everything* that your brand shows to the world – how you present yourself in photos – (what you wear, your location), the tone of your brand voice in written copy, your brand vocabulary, your brand partners – vendors who you align with. To position yourself as the desired expert to high value clients, you need to show them from the outset that you can confidently navigate the ultra luxury landscape and that you give off the vibes that you know exactly how best to spend their £250k + budget. This does not mean that you have to be personally wealthy or privately educated – absolutely not. But it means that you have to demonstrate that you are comfortable and familiar in this uber luxury wedding space, whatever your background, and can confidently navigate them through your wedding world and lead a team of world class elite vendors.

### THE FIX

In terms of your brand voice and vocabulary, be very strategic about every adjective you use and avoid all the over-used, cringe-worthy, meaningless and valueless ones. Carefully select sophisticated and aspirational language, that makes clients fall in love with what you do and how you make them feel from the outset. Demonstrate that you are connected to the best in the industry - high value clients want to see that your network is full of the UK's elite creative vendors, so connect with them, share or comment on their work, suggest a collaboration – but remember, when wanting to connect or collaborate with established luxury brands, we receive numerous emails every week from other vendors wanting to meet for coffee (I decline 99% of these as I'd never get any work done) or who us to recommend them to our clients, so you again need to be strategic about your approach and what you are offering them and their clients in return.

## MISTAKE #4 : AMATEUR PHOTOGRAPHY



I never ever post anything on my grid that wasn't taken by an elite professional photographer.

To attract that ultra luxury client, your imagery has to grab their attention within seconds, you need them to stop scrolling and save your post - and only a professional shot will achieve that. You'll also then naturally tag the photographer who took it, who may also then reshare it, showcasing your work to their high end audience too.

It may be that you have yet to work with your dream photographer at your dream venue so you don't have any dream shots to post... If that is the case, and this links into Mistake #1, then design and organise a styled shoot – but again, it has to be the single most strategic project you begin work on. There are way too many styled shoots which are pretty but they're not show stopping, not memorable, not innovative – and yours absolutely has to be stand out and shout 'you need me!' to your target market in every single meticulously planned shot.

### THE FIX

In the meantime, share work on your feed by the vendors you'd actually love to work with – compliment the image and demonstrate your expertise to your audience by commenting and adding a tip in the caption. This way, your feed includes not only gorgeous professional imagery of work by elite creative vendors, who are in turn getting to know you, but you are also sharing the value of your creative network to your audience. But remember, if sharing work by others, you must credit everyone involved in the shot and more often than not, if sharing the work of a top photographer or florist, then a planner will also be involved, so you must credit them so not to be seen as passing the work off as your own.



## MISTAKE #5 : SELF BELIEF

You have absolutely 100% got to believe that *you can do this*, so no more self doubt.

High value clients have two things in common – deep pockets and a crisis of confidence. They know what they want but they don't know how or where to get it, but they are willing to pay for the reassurance – your expertise.

They are looking for someone who will solve this problem, who knows exactly how they feel, what they want, and who will elevate their ideas and exceed their aspirations.

They need to know immediately that this person is YOU - your confidence in the elite wedding world is your magnet.

### THE FIX

Imposter Syndrome is very real and we all suffer from it at one time or another but this is when you have to dig deep and apply tools and techniques to navigate your way out of it.

I urge you to copy this mantra onto a post it note and put it somewhere where you will see it frequently throughout the day. Repeat after me:

**Be the energy I want to attract.**

You know you can give high value clients what they want, you know you can deliver high value clients their dreams so now you need to show this outwardly in everything you say and do.

So, chin up, shoulders back, stand tall, take a deep breath and as Henry David Thoreau said:

**“Go confidently in the direction of your dreams”**





## MINDSET – MOTIVATION - MASTERY

*I hope you are feeling inspired to apply a new thought process and to inject fresh energy into your business to achieve your goals.*

*To maintain your motivation, I recommend repeating this intention aloud at the start each day:*

*“Today I will take the action that my future self will thank me for”*

*For more tips and techniques, follow*

*@couture.planning.atelier*

### COMING SOON:

*Strategy for Success – the 3 marketing pillars you need to underpin the growth of your business*

*Epic Editorials – the step by step strategy for an internationally published shoot*

[www.couture-events.co.uk/atelier](http://www.couture-events.co.uk/atelier)



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