



Kickstart Consultation A *Four-Part Series* for Event Planners and Vendors

By Dee Gaubert, *Owner* | No Worries Event Planning

When I started my business, I made some mistakes – mistakes that affected my business for quite some time. But I regrouped, set myself on the right track, and have a business that regularly grosses 5 figures a month, working less hours than before, not more.

So if you're scared of making mistakes as you grow your event planning business, don't be - because I've made a lot them for you already...and lived to tell the tale!

My experience and continued education in business development allowed me to craft an effective kickstart consulting series that will save you time, money, and sanity for the long term, from the very start of your business. It decreases the fear of failure and the unknown.

Crucial foundational aspects of starting a successful event planning business will be shared during this series, based on what works, what doesn't, and how to start things off with a bang. We'll work with pragmatic, sound concepts that have been time tested by successful businesses, with a special concentration in what specifically works for event planning entrepreneurs.

With support, encouragement, and, let's be honest, *entertaining* 'war stories' and real-world case studies, we will work together to create actionable, effective initiatives and financial fulfillment as you grow your business!

Series Outline

PART I – Business Basics + Beyond

- Structure of business
- Analysis of Business Costs
- Pricing Services

...and other key elements of launching a new business

PART II – Financial Foundation

- Projecting Cash Flow, Revenue and Earnings per Event
- Projecting Profit and strategies for building instant profit into your sales
- Basic bookkeeping – Quickbooks and P&L reports

...and other important tools for building financial stability from the start of your business

PART III- Sales and Marketing

- Setting up Instagram, Pinterest, Facebook, and blogging schedules
- Grassroots marketing – reaching out to bloggers and media
- Networking – effectively build and leverage your professional relationships for a mutually beneficial network of colleagues
- Where to Find Clients

...and all you need to know to build a strong, smart sales strategy

PART IV – Client Relations

- Setting boundaries with Clients
- Concise Proposals and Contract(s)
- Determining different types of clients and how to work with them

....and other key strategies for avoiding drama and legal issues with your clients and vendors

Call 310-562-3306 or email dee@noworriesep.com to schedule your sessions

About Dee



With a background in corporate events and television production, Dee Gaubert has found success as a wedding and event planner, turning a profit by year three and grossing 30% more revenue than the average event planner by year five of her business. She continuously studies with business experts and researches business development, and applying her knowledge to the growth of her business has allowed her to effectively educate fellow business owners and lead them to success.

Dee regularly hosts two mini-workshops at her office: Systems and Strategies, which educates aspiring and new planners on the ins and outs of managing an event planning business; and Event Essentials Workshops, about the basics (and beyond) of how to plan and execute outstanding events.

Dee has also spoken on Best and Standard Event Planning Practices at the Collins College of Hospitality Management in Cal Poly Pomona and spoke about Destination Wedding Planning at the 2015 Wedding MBA Conference in Las Vegas, NV.

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