

Tiffany Coyle

POP & PUBLISH

I'm SO excited to work on your website project with you and just want to make sure that I've got everything I need from you before we sit down to create your dream site!!

*Please add the following pieces of content, copy, and links in the appropriate spaces.

Send this back to hello@tiffanycoyle.com at least 24 hours before our scheduled day.

Things Needed:

Photos	Google Drive Link + Share w/your email goes here
Add photos to our shared folder in the Google Drive	https://drive.google.com/drive/folders/1celTSZyVWaBD0T56j2JivQoPcBp9cB6J?usp=drive_link

Privacy Policy	Google Doc Link + Share w/your email goes here
Create another google doc & add privacy policy copy	<p>We have a google drive under cheers@brookevorisweddings.com - my brooke@brookevorisweddings email and cell phone number should not be used on our site. Instead please use cheers@brookevorisweddings.com and the office line is 484-380-3232</p> <p>You should be able to click the link to access the pictures. These are a combination of professional and iPhone pics.</p> <p>https://drive.google.com/drive/folders/1ocdQe3TMN1TizM8UWPHaKQGcCwKCCcYLI?usp=drive_link</p> <p>Below is the updated drive with more professional pictures too. Once you choose some, I can give you the photographers credentials to assure they get credit. We will be getting more but there is enough to start. Moving forward these will live in DropBox and I will give you that access once it is complete</p> <p>2022 https://drive.google.com/drive/folders/1E2NQ0_yETPw5zPc92FxsuNlbv44q-2wc?usp=drive_link</p> <p>2023</p>

Tiffany Coyle

POP & PUBLISH

	https://drive.google.com/drive/folders/1lu8jfIjsaHXF53PltaElr5lhBOWWimL0?usp=drive_link
--	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Website Template Name *if using a template	I assume the one you showed me from Kajabi but let me know if you think something else is better.
---------------------------------------------------	---------------------------------------------------------------------------------------------------

Log In Info	Username	Password
Kajabi Account - you will also need a code from me to get in so let me know when you are ready for it.	brooke@brookevorisweddings.com	Succe\$\$is#1!
Instagram (must click login with Facebook)	brooke@brookevorisweddings.com	L@velife!
Flodesk (if applicable)	brooke@brookevorisweddings.com	Ch33rs2you!

External Links	URL Link
Current Website	www.brookevorisweddings.com/www.flywiththepeacocks.com
Typeform (if applicable)	
Calendly (if applicable)	
Other	Still deciding which one to use

Home Page:

Welcome Statement

Personalized Planning, Flawless Execution.

At Brooke Voris Weddings we aim to exceed the highest expectations of our clients. Our goal is to work with you and help you create a unique wedding celebration that will last in the memory of you and your guests for years to come!

There is no such thing as a “cookie cutter” wedding. By learning as much as we can about your wishes and needs for the day, our goal is to create a unique, specialized wedding plan designed just for you.

(Mini) About Me Bio For Home Page

Tiffany Coyle

POP & PUBLISH

3-6 Client Testimonials

1.We can link to The Knot	2.We can link to Wedding Wire	3.We can link to Zola
4. Use the testimonials on the current site which are from before the online platforms	5. I have so many handwritten notes that I can upload once we talk about how to present them	6.

Freebie (If applicable)

Focusing on the giveaways below for Fly with the Peacocks

About Page:

3-6 Fun Facts About You

1.	2.	3.
4.	5.	6.

About Me for Main About Me Page

This is what I currently have but I can tweak it to sound better if you think it is too generic.

As long as I can remember, I have been planning parties. It started when I was in grade school (sorry Mom and Dad!) and has been part of my life ever since. I enjoyed planning any and all events for my friends and family but as I got older I enjoyed most of all, planning weddings. I think it is the excitement in the air that draws me in. I love hearing the stories people share with me about how they met, their visions for their Wedding Day and even the worries leading up to it because I know I can help ease their minds. I look at every wedding as an opportunity to bring happiness to the people I am working with. Whether it be the couple, their friends, family or the vendors that they have chosen, I have the chance to help create the day they all have dreamed of. I feel so fortunate to be part of a new chapter of their love story and am grateful everyday for the opportunity to do something I personally love.

I WOULD LIKE THIS ON THE MAIN PAGE TOO

Meet the Mascot

We spent countless hours deciding what would help describe us best to people and we finally chose the Glorious Peacock for the BVW Mascot.

We did this not only because of its unique nature, which is how we think of each wedding we are part of, but also because the Peacock is known for its guidance, protection and watchfulness.

At BVW we aim to give you the very same attention. Much like the “Powers of the Peacock”, our goal is to bring vibrancy back to the wedding planning process and to help keep the proper mood to embrace this very special time in

your life.

Or

If you're familiar with the Brooke Voris Weddings Brand you're familiar with our mascot, the peacock, but why did we choose it? Because of its unique nature of course! But also because it symbolizes beauty, progress, pride, love, compassion, soul, and peace. It's basically the definition of what we believe every wedding should be - and what every couple should aspire to have - and that's what we strive to provide to our clients. This is the one reason the peacock has become our mantra.

The other reason is we see the peacock for more than just a bird. It is a symbol that promotes freedom, self-expression, integrity and love, qualities that can help you become the best you can be! Pretty powerful, right?

Or a combination of both?

Work With Me Page:

Welcome Statement (Work With Me)

I really want the most focus on the course. It is important to me to get this started right away. Please let me know what you think about the write up and how we can add it to the website. My goal is to tell a personal story, offer them an irresistible offer and help them to see the possibility of achieving their dream of starting their own wedding planning business. Thanks!

FLY WITH THE PEACOCKS

It's that time of year for a new start! Whether you are tired of following someone else's dream, feeling undervalued, overworked and/or underappreciated or you have always just known you were destined to have more fulfillment in your life, to be your own boss and own your own future, now is your chance to take the leap!

This program is for those of you that are ready for a change...scratch that... you NEED a change! I know better than anyone how scary it can be to do something different than what you have always been taught but I wouldn't change my decision for anything in the world and if you are anything like me, you won't either. I don't come from a family of

Tiffany Coyle

POP & PUBLISH

entrepreneurs so when I tell you that I get it, I really mean I get it! The people closest to me thought I was crazy to leave something that they felt was a good and stable job and even after almost 15 years, they still ask me if I am ready to go back to my cushy corporate job and I practically break out into hives thinking about it. You see, I was different from most people around me and if you are still reading this, I imagine you're different too and in my book, that's pretty great. You have advantages over me too. Things are so much easier now than they were back then. You have more information at your fingertips than ever before and the technology is incredible. When I took the leap, the internet was still in its infancy and just becoming relevant. I was so fortunate to have found an opportunity to take a wedding planning course "online" which consisted of printing a 600 page book out and emailing my answers to the course creator who by the way was a stickler for grammar and precision and I was terrible at both so I always had to resubmit my answers 😊. Fortunately, she stuck with me and became my mentor and now dear friend. I am talking about Deb McCoy. She created the program I stumbled upon all those years ago. She has been in this industry for over two decades and is more committed today to help people than ever before. Even though my grammar still makes her cringe at times, she saw the passion I have to help others and agreed to partner with me to revamp her incredible course and share it virtually so more people can pursue their dreams like I did.

You may be asking, "what makes you different from all the other courses out there, Brooke?":

Well, here goes! This program acts as a hybrid by offering an online course option, an in person training opportunity and a membership that takes you through the full lifecycle of your first year in business. But wait... there's more. I share all the things Deb and I wish someone told us about when we were first starting and we connect you with people that are willing to help you succeed without asking for something in return. You will never be on your own and will always have someone to lean on. Our goal is to make you as successful as we are without you having to make the same mistakes we did. Trust me, there will be mistakes and challenges to overcome but when you are a Brooke Voris Weddings (BVW) Peacock you will never fly alone. My husband often will joke and say that I love to say "challenge accepted" and as usual, he is right!

Here are the details to see if we are a good fit for each other:

Fly with the BVW Peacocks and start your very own wedding planning business by becoming a Certified Wedding Planner through the American Academy of Wedding Professionals (AAWP) and the BVW Peacocks. The 12-week online course (I promise no printing required with this one 😊) will give you the knowledge and confidence to start your wedding planning business and own your future. We understand that life sometimes gets in the way of our plans so we have designed the course to be flexible for you; if you need more time to complete the program, you just adjust your timeline as you would for a wedding. You can take the course at your own pace and from wherever you want but we will have weekly Zoom support sessions hosted by yours truly (and replays will of course be available to you if you can't be live) to help keep you on track and guide you during the training process. We can also always be reached by email for added help!

Tiffany Coyle

POP & PUBLISH

Once you have graduated and received your certification, you will have an opportunity to apply to our “internship” program through Brooke Voris Weddings. This will offer you real-life wedding experience to further enhance your training and build your resume. You normally would pay someone thousands of dollars just to follow them around for one day! You will learn how to build out a master timeline, communicate with vendors and help fully execute the wedding day. If chosen for the internship, you will receive a bonus gift of a professional headshot for your marketing materials.

In addition, we will have a membership program that will take you through the first year of business. It is extensive and meant for those that are truly committed to starting their business within one year of graduating. It will include everything you need to know from the legal paperwork, logo design, brand building, how to generate leads, what to do with them once you get them, creating templates, managing a budget and so much more. We let you look behind the curtain and see the resources we use, introduce you to the people that can help you get to the next level and walk you through the mistakes we made so you don’t have to make the same ones. We basically help you create a customized step by step success guide for yourself.

If all of that isn’t enough, as part of the membership program, we will promote you and your new business on the Brooke Voris Weddings Website by giving your business free advertising during your first year of membership and have you as a guest on our Podcast, Cheers to you! With Brooke Voris.

We know it is sometimes hard to make changes like this so we offer payment plans to help ease the transition.

We have given you everything we can to help you take the leap and now it is up to you!

What are you waiting for?

Cheers to you and what could be the beginning of your greatest adventure!

Brooke

Offers Copy

Offer 1	I wrote them in the above description. Should we also list them out individually?	
Offer 2	Let’s talk about the discount options and if we can create a campaign for the first week of January that excites	

Tiffany Coyle

POP & PUBLISH

	people. Similar to the 12 days of Christmas promotions but on a shorter timeframe.	
Offer 3		

Sales Page Copy (if applicable)