

Sales Email Sequence For Destination Wedding Planner Joanna Loukaki

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NOTE: This is a spec sequence crafted during the Own The Inbox Challenge LIVE 2024 with Alex Cattoni and The CopyPosse.

ABOUT: Joanna is a Wedding Planner in Greek Islands with 20+ years of experience.

OFFER: a birthday + booking week coincide, hence a complimentary design set for the venue

CTA: schedule a call

EMAIL 1

Intention of this email:

We touch prospects exactly where they're at and let them know about the birthday special offer. Presenting our service as something they need for the next step.

Subject A: They asked for wedding planner to confirm bookings?

Subject B: Destination Wedding in 2025 – awaits your YES

Subject C: I've got your back [FNAME]

Subject D: Everything is in good hands...

Meta/Preview Text: from Greece, with love

Heartiest congratulations on your engagement [FNAME]!

QUICK QUESTION:

How is it going with receiving documents about pricing, services, and venue details from your favourite Hotels in Greece?

Are you able to figure out the best one for yourself?

And if you did... they're asking for a wedding planner to confirm bookings & do paperwork, ya...?

I know this because **for 2+ decades I've been creating beautiful, memorable weddings for couples in love like you [FNAME].**

For me, it's not just a wedding, **it's your heart you trust me with. And I take that seriously.**

And because I want to make this journey even smoother for you, I've decided to offer something extra special on my **birthday week** — just for you.

A complimentary design set for your venue (this is a paid service) because I believe your venue should feel like a part of your love story.

It's one of the most important aspects of the day, and we want it to be just right.

I take on fewer weddings because I want to give you the time and attention you deserve.

And with 2025 approaching us quickly, I don't want you to miss out on this special opportunity.

So, if you're ready...

Take a deep breath, relax, and know that everything is in good hands.

[Let's chat!]

Let's chat? <https://calendly.com/sriradha>

I'd love to help make your Greek wedding dreams come true.

Joanna

EMAIL 2

Intention of this email:

Share about a client case study- in a story format & relate it to where the prospect is at right now.

Subject A: are the flowers, food, guest seating weighing on your mind?

Subject B: I know what's keeping you up at night

Subject C: That gave me goosebumps.

Subject D: details piling up?

Meta/Preview Text: hear from Victoria & Theo

Hey [FNAME],

You're clear with a dream venue, and your fav photographer but now...

I'm curious – **are the flowers, food, guest seating etc weighing on your mind?**

If you said YES then I am here to share a story with you-

Victoria and Theo were right where you might be now. They had the big things in place—the venue, the photographer, the celebrant.

But once those major decisions were made, the smaller details started to feel... well, a bit much.

That's when they called me.

I took those details off their hands from the moment we started working together.

The logistics, the vendors, the contracts— I promise you, it's the stuff that can keep you up at night if you're trying to figure it all out on your own.

I got to work organising, planning, and coordinating so they didn't have to.

I helped them find the perfect florist, arrange their transportation, and even create thoughtful little touches like custom welcome bags and personalized seating charts (this is all included in the package)

I visited their venue months in advance, so everything was in place.

On their wedding day, I made sure everything flowed without a hitch, allowing them to be present and enjoy the day.

The best part? When I spoke with Victoria afterwards, she told me something that meant the world to me:

"It truly felt like we were guests at our own wedding."

That gave me goosebumps.

This is exactly the kind of experience I aim to offer each couple I work with— **to be present in the moment, feel relaxed, and heart filled with joy.**

A reminder in case you need it- you don't have to figure all this out on day 1, [FNAME].

If you feel like the details are starting to pile up, let me take them off your plate.

This isn't just about having a wedding planner—it's about **creating an experience that allows you to be fully present in the moments that matter most.**

I'm here to help make that happen for you.

Warmly,
Joanna

P.S. If you've got any questions or want to chat about how we can work together to make your day perfect, just hit reply. I'm happy to help.

[SCHEDULE THE CALL]

EMAIL 3

Intention of this email:

Making the couple dream about their Love Day in Greece & encouraging them to chat to start the planning process together.

Subject A: private catamaran cruise + Greek barbecue and good wine

Subject B: panoramic view of Caldera

Subject C: Falling in love with your partner again on your LOVE DAY

Subject D: Wedding that celebrates YOUR LOVE & YOU TWO

Meta/Preview Text: FYI: I breathe weddings and events!

Hi [FNAME]

For a second...

Picture yourself -

Saying "I Do" on a clifftop terrace in Santorini with panoramic views of the Caldera...

OR maybe on a beachside...

Savouring moussaka, seabass with orzo...

Let's chat? <https://calendly.com/sriradha>

Some Santorinian wine...
Dancing all night to under the stars...
Kissing passionately...
Falling in love with your partner all over again...

And then the crew shifts to a private catamaran cruise where you enjoy Greek barbecue and good wine, and stop by in between for swimming.

Is this even a *little bit* close to what you dream for your wedding next year?

Yes? Hmm [[FNAME]] I feel you.

I breathe weddings and events!

I started wedding planning in 2010 and have not stopped working since then in order to build the reputable wedding planning company that it has become today.

From Florists to Dressers I know the best of the best for you – (& your finances)

Your wedding will have your personal flair, celebrate your love, and be with memories you will cherish for a lifetime– this is my word to you.

With love,
from Greece & *Joanna*

[SCHEDULE THE CALL]

EMAIL 4

Intention of this email:

Introduction to Joanna & building her authority

Subject A: Smiling is my favourite exercise.

Subject B: You're in LOVE (omg this is my absolute favorite reason)

Subject C: It always seems impossible until is done.

Subject D: You make the planning process fun

Meta/Preview Text: why am I choosing you?

Hi [First Name],

How is your research for your wedding planner going?

You know **I'm soo ready with my Tie-the-knot Tiffany earrings to wear to your wedding.**

Wait. let's put a pause on that.

I'm here to take you **behind the curtain on some details about me:**

I work with intuitive creative design, have an innate eye for detail, and have a seamless planning process. *(not humble)*

You know...

My event planning endeavours **started at a young age.**

I began working at weddings and special events throughout college and was able to design several weddings. **(since 2010)**

I breathe weddings and events!

I use an eye for detail, a love of style, a passion for beauty, a commitment to excellence and have an unparalleled work ethic to define and interpret the style of each couple.

It is my drive to create timeless celebrations that are forever remembered!

FUN FACTS about me:

Smiling is my favourite exercise.

I dance in the back of the room during a party.
I wear my “Tie the Knot” Tiffany earrings at weddings.
Favorite quote: It always seems impossible until it's done.

SO WHY AM I CHOOSING YOU?

Great question [FNAME], [FNAME]’s fam, and possibly [FNAME]’s beloved who’s peering over [FNAME]’s shoulder.

1. Your unique ideas and passion for creating a one-of-a-kind celebration inspire me.
2. Your enthusiasm is contagious— making the planning process fun
3. You’re in LOVE (omg this is my absolute favorite reason)

Soo.....

Are you ready to chat with this wedding planner from Greece?

I’d love to chat too, but **ONLY** if you’re into a wedding that reflects your personal flair, feels authentic, and is inspired by HEART.

Can’t wait to hear from you!

Joanna

[SCHEDULE THE CALL]

EMAIL 5

Intention of this email:

Addressing Objection: “Do I even need a wedding planner?”

Subject A: Love & Logistics– they go hand-in-hand babe

Subject B: Coordinating vendors in a country you’re not even in...

Subject C: how are you doing with endless emails? The unexpected costs?

Let’s chat? <https://calendly.com/sriradha>

Subject D: can't sleep bc of logistics?

Meta/Preview Text: here to protect your peace + time + dream

Planning your wedding feels magical—pinning photos, dreaming about colours and flowers, imagining yourself walking down the aisle. I'm soo happy seeing you in this precious stage of your relationship.

Hey [FNAME]

Quick q: how are you doing with endless emails? The unexpected costs?
Coordinating vendors in a country you're not even in...

Here's the truth: **weddings are as much about logistics as they are about love.**
And when the logistics start taking over, the joy gets lost.

That's where I come in.

I'm not just here to "plan."

I'm here to protect your peace, your time, and your vision.

I'm here to make sure you don't spend your engagement buried in stress, but instead
feel every bit of the magic you deserve.

With me, you don't have to worry about the details—because I've got them all covered.

I know the Greek islands like the back of my hand—whether it's a hidden chapel in Mykonos, a terrace overlooking Santorini's caldera, or a beachfront villa in Crete that feels like your own private paradise.

I have trusted relationships with the best vendors in the business—florists, photographers, caterers—who are as passionate about excellence to make it authentic as I am.

Let's chat? <https://calendly.com/sriradha>

And **ICYM: I bring 20+ years of experience** in turning dreams into reality.

My role isn't just to coordinate; it's to make the impossible feel effortless.

But more than that, I'm here to give you something priceless: the freedom to be present.

Imagine waking up on your wedding day without a single worry—sipping that peppermint latte, extra sugar, extra hot and... (wait share your fav order, this one is on me) on the terrace of your villa, knowing everything is perfectly in place.

Imagine being able to fully soak in every moment, from the first look to the final dance, without ever having to check your phone or look at a schedule.

That's the value I bring. And I say that with the quiet confidence of someone who's done this since 2010, who's seen the relief on her clients' faces when they realize they don't have to do this alone.

You deserve a wedding day that feels effortless. You deserve to be in the moment. You deserve to trust that everything—and I mean everything—has been handled with care, precision, and heart.

Because your wedding is more than an event. It's the beginning of your next chapter.

And you deserve to start it without the weight of stress on your shoulders.

I'm ready to plan your wedding, whenever you are [FNAME].

Rooting for your love,

Joanna

[SCHEDULE THE CALL]

EMAIL 6

Intention of the email:

Final call invitation to book for the wedding because the planning stage starts & no openings until July.

Subject A: calendar will be closed until JULY

Subject B: booking close tomorrow

Subject C: Destination Dream Wedding in Greece

Subject D: your wedding is everything you've ever imagined

Meta/Preview Text: you've got 24 hours

Dear [FNAME],

If a wedding in the magical Greek islands—whether on the sun-kissed cliffs of Santorini, the tranquil shores of Paros, or the intimate charm of Mykonos—has been part of your dreams, then this is **your last chance to schedule a call before we take a break.**

Yes— we're officially entering our exclusive planning phase. This means my **calendar will be closed to new bookings until July**

My birthday coincides with the current booking phase and so to make this special for you...

You receive a complimentary design set for your venue (this is usually a paid service) because I believe your venue should feel like a part of your love story.

It's one of the most important aspects of the day, and we want it to be just right.

I'm closing the books until July and **starting tomorrow I'll be focusing exclusively on the couples I'm currently working with.**

So if you're ready to make your Greek island wedding a reality, don't wait—let's make it happen before July.

I'm so excited to help bring your dream to life and ensure your wedding is everything you've ever imagined and more.

[SCHEDULE THE CALL]

With love and excitement,

Joanna