

Email Sequence

EMAIL 1

Discovery Project 🧐

Hello (BUSINESS OWNER),

2024 ... The year of the bride. 🧐

It is almost a new year and for most people this means a new beginning.

A lot of couples have plans for this year, big wedding plans.

Let's help them and use the opportunity of the new year to create a *discovery project* and convert more sales for your business.

A discovery project is a campaign of making improvements to your website, social media, advertisements and brand.

One of my ideas for our project is to improve your "Book An Appointment" tab.

Adding the perfect 5 step checklist before the customer's first appointment could be what you need to create a more user-friendly experience.

Take inspiration from other local bridal boutiques below.

<https://www.helenrodrigues.com.au/booking-form>

Appointment Tips & Appointment Form

Here are Helen's **five top tips** on how to make your first bridal gown appointment as special and successful as possible.



1. Decide on your budget – know how much you have to spend and be sure to check the price range of dresses on offer prior to your appointment. This way you can stay within your budget.

2. Have your date and venue already set – although not always possible, ideally it's best to have your wedding date and venue locked in prior to commencing your dress search. This really helps with selecting the perfect gown for your setting.

3. Come as you are – don't wear any fake tan or too much make-up to your appointment as you could be trying on a lot of dresses.

4. Bring your dream team – it's a good idea to have someone with you to provide feedback and we kindly ask you to have two guests with you in the boutique at any one time. Too many different views can be overwhelming and possibly even stressful or confusing. This is also to keep in line with social distancing protocols and for the safety of our brides and staff.

5. Come with an open mind – feel free to bring some pictures or screen shots of styles you like but be open to new possibilities. There might be other styles you haven't thought of which could be recommended to you, one of which might end up being the perfect choice.

To request an appointment, please fill out the form below. A team member will contact you during business hours to discuss and arrange your appointment date and time.

Please note for appointments Monday - Saturday a \$200 appointment fee applies. Accessories appointments incur an \$80 fee on weekdays. There is a \$250 non-refundable ticket fee for Trunk Shows and Sample Sales.

Card details are required at time of booking your appointment. Please visit our [Contact Us](#) page for more information.



EXPERIENCE HELEN RODRIGUES BRIDAL

Name (required)

First Name

Last Name

Email Address (required)

Mobile Number (required)

Date of Wedding (required)

Postcode & Suburb (required)

Your Budget - please select at least one: (required)

- ☐ \$7,500 - \$10,000 - Bliss Monique Lhuillier
- ☐ \$7,000 - \$18,000 - Suzanne Neville
- ☐ \$8,000 - \$10,000 - Inbal Dror PURE
- ☐ \$12,000 - \$23,000 - Monique Lhuillier
- ☐ \$14,990 - \$23,000 - Lee Petra Grebenau
- ☐ \$14,000 - \$23,000 - Inbal Dror
- ☐ \$19,000 - \$30,000 - Elie Saab
- ☐ \$250 - \$3000 - Accessories

Note

For all available off-the-rack sample gowns starting from \$2,500 - please visit www.luxebritalsamples.com.au

Your Message and Any Other Information (required)

Appointment Fees (required)

☐ I understand there is an appointment fee applicable. The details are outlined at the beginning of this form.

SUBMIT

SUBSCRIBE TO OUR NEWSLETTER

Sign up with your email address to receive news and updates.

First Name


Last Name

Email Address

SUBSCRIBE

We respect your privacy. [Click here](#) for more details.

<https://aigassewing.com.au/>

First Name *	Last Name *
<input type="text"/>	<input type="text"/>
Email *	Phone number *
<input type="text"/>	<input type="text"/>
Service * What do you need help with? Wedding / Bridal Alteration	What is your budget? * Please indicate your budget <input type="text"/>
When is your event? If you have a special event you're targetting, please show the date. <input type="text"/>	
For ladies - what is your retail bra size? (eg I am usually a 10D)	What is your normal retail clothing size? (eg: I am usually a size 14) *
<input type="text"/>	<input type="text"/>
What is your height? <input type="text"/>	
File Upload If you have an idea or image to share, upload it here <div>Choose File no file selected</div>	
Your notes * <div>Leave some brief notes about what you are trying to achieve</div>	
<div><input type="checkbox"/> I'm not a robot</div> <div> reCAPTCHA Privacy - Terms</div>	
<div>Send my request</div>	

<https://www.zolotasaustralia.com/consultations>

Book an appointment.

We are so excited to have you in our bridal studio where you will feel comfortable and relaxed with your bridal tribe!

One of our senior bridal stylists will help you select designs from the Hellenic Vintage Collection
If you do not see your desired day and time please email us: info@zolatosaustralia.com or give us a call or on 0431 88 3417 and we will try and accommodate you.

We charge a \$50 initial consult fee that is refundable on dress purchase.

Choose Appointment Your Info Confirmation
Returning? [Log In](#)

Please bring a nude strapless bra if you have one or tape- Thank you

Dress collection (pick up your dress!)
30 minutes

[Book](#)

We have messaged you to advise your dress is here! Congrats!

Initial Bridal Consultation - upto 3 guests
1 hour @ A\$50.00

[Book](#)

You will be greeted by a friendly senior bridal stylist before settling into your own private lounge area surrounded by your special guests. We take one bridal appointment at a time, meaning that the studio is exclusive to you and your guests only.

Second Bridal appointment to try on your favs
45 minutes

[Book](#)

This is where you have 2-4 favorite designs you would like to try on again. we will have these ready for you to try on at your second fitting

Measurements
20 minutes

[Book](#)

VIP Bridal consultation - 6 guests
1 hour 30 minutes @ A\$95.00

[Book](#)

Looking for something a little more special? Book in for our VIP Bridal Consultation!

This guarantees you a private appointment with the whole boutique for yourself and up to 6 guests, an extended 90 minute appointment, and a bottle champagne and some sweet treats for you and your guests to enjoy during your appointment.

If a discovery project is something you are interested in, let's connect.



Beneath this email I have written a section of copy that can be used for underneath your social media ads.

When brides-to-be read this text, it will grab their attention, making them click the link to your website, and move them down the funnel to book an appointment.

Looking forward to hearing from you.

Best regards,
Giuliano Centofanti

Copy underneath ad

 CONGRATULATIONS, YOU ARE GETTING MARRIED 

Create a magical journey with the dedicated team at (BUSINESS NAME) to bring your lifelong wedding dreams to life.

From childhood visions to this present moment, your special day is finally within reach. Prepare for your extraordinary day, the right way!

At (BUSINESS NAME), we go beyond being a team of skilled seamstresses.

We are here to create a homely and welcoming experience for you and your bridesmaids from the first appointment, all the way to the final fittings.

Don't let the most important decision of your day slip away in the rush, or be ruined by having horrible experiences with your bridal alteration specialist.

Partnering with the team at (BUSINESS NAME) truly makes a world of difference, being a professional and courteous team of professionals.

Elevate your wedding dress into a fairytale-like masterpiece and get in contact!

To connect with (BUSINESS OWNER) and their wonderful team, call in at (PHONE NUMBER). Alternatively you can inquire by clicking the link to our website at (WEBSITE) or send an email to (EMAIL).

EMAIL 2

Moving Forward: Discovery Progress 

Hello [Shop Owner's Name],

I wanted to check up on you to see how you are going.

Recently, I sent an email with the suggestion of a discovery project, making improvements to your online presence.

In this email I added a few suggestions to your appointment booking and contact page as an idea of something we can improve on.

I attached the email below for your convenience, if you are interested, please let me know.

Looking into this opportunity, we can create a broader and attractive online presence and reach more brides and attract new customers.

Your time is valued, and I'm eager to accommodate your schedule.

Regards

Giuliano Centofanti