



Mentorship

BUILD YOUR DREAM BIZ &
DRIVE SALES

3 MONTH INTENSIVE

GROW YOUR BRAND AND SCALE
YOUR COMPANY

NATASHA CHURCHES



HEY, LETS DO THIS.

You've heard the talk before about how to build a brand, and of course, there are many ways to do so. You've also heard about the "steps to becoming a wedding planner"

But In this 3 month Intensive mentorship, I am going to dive deep Into the back end of your brand and business. We will explore your numbers, set goals and most of all find what sets you apart from others In the Industry!

Natasha xoxo

LET'S DO IT!



WELCOME TO YOUR MENTORSHIP

WELCOME TO YOUR MENTORSHIP

WELCOME TO YOUR MENTORSHIP

Welcome

YOUR MENTORSHIP

Welcome!! Together, we are about to embark on a transformative journey! I am thrilled to have you committ and dive into our 3 month intensive mentorship... where business evolution meets chic sophistication and a lot of hard Inward look at your company workflow.

Get ready to elevate your business to new heights as we dive deep into the pulsating heartbeat of your brand. This isn't just another course; it's a tailored experience designed to unlock the full potential of your business, propelling it to unprecedented success.

THREE MONTH INTENSIVE

THREE MONTH INTENSIVE

THREE MONTH INTENSIVE

THE

🌟 **Uncover the Backstage Secrets:** Our Mentorship Class is not for the faint of heart. We go beyond the surface, delving into the intricacies of the back end of your brand and business. Prepare to explore the untapped reservoirs of potential that exist within your enterprise.

🔍 **Discover Hidden Opportunities:** Ever wondered what sets apart the extraordinary from the ordinary? It's the ability to identify and seize hidden opportunities. In our class, you'll learn how to navigate the intricate landscape of your business, turning challenges into triumphs and opportunities into victories.

WELCOME TO YOUR MENTORSHIP

WELCOME TO YOUR MENTORSHIP

WELCOME TO YOUR MENTORSHIP

WELCOME TO YOUR MENTORSHIP


WELCOME TO YOUR MENTORSHIP


WELCOME TO YOUR MENTORSHIP

W

Welcome

YOUR MENTORSHIP

 **Craft a Unique Narrative:** Your brand is more than just a logo; it's a story waiting to be told. Through our mentorship, you'll learn the art of crafting a compelling narrative that captivates your audience and leaves an indelible mark on their hearts and minds.


 **Level Up Your Business Game:** This isn't just about business; it's about empowerment. As you progress through the course, you'll witness a tangible transformation in the way you approach challenges, make decisions, and steer your business towards unparalleled success.

THREE MONTH INTENSIVE

THREE MONTH INTENSIVE

THREE MONTH INTENSIVE

THRE

 **Your Success, Our Priority:** Rest assured, your success is our top priority. Our chic and dynamic mentorship program is designed to cater to your unique needs, providing you with the tools, insights, and strategies to conquer the market with style.

Now, fasten your seatbelt as we embark on this exhilarating journey together. Your business is on the brink of a remarkable transformation, and we can't wait to witness your rise.

Now, fasten your seatbelt as we embark on this exhilarating journey together. Your business is on the brink of a remarkable transformation, and we can't wait to witness your rise.

WELCOME TO YOUR MENTORSHIP

WELCOME TO YOUR MENTORSHIP

WELCOME TO YOUR MENTORSHIP

W

INSPIRATION

**YOUR BUSINESS
IS ABOUT TO
ON A *embark*
TRANSFORMATIVE
*Journey***

INSPIRATION



WHATS INCLUDED....?

3 months of one-on-one coaching following a structured curriculum with specific themes related to work-life balance, pricing, business processes, client experience, and more.

Plenty of hands-on feedback, insight, and strategy tailored specifically to you, your business. Not to mention REAL QUALITY resources that can be immediately implemented into your business and workflow.

6 x 90 minute private recorded coaching sessions for working on your specific business and lifestyle goals. Homework assignments, templates & resources to help you implement what you're learning and make progress faster. This is an intensive business mentorship. Consistent Commitment and attendance is required.

6 x 30-minute checkpoint calls to give you the clarity and confidence you need to troubleshoot challenges and implement new strategies. Email support in between sessions to handle those holy-crap-balls moments where you're doubting yourself hard.

Role Plays: I will role play a sales call with you as do a role play of a design pitch.

Audits: Together we will dive into your welcome process and your brand as a whole.

Dive Into the **RESOURCES**

As a part of the mentorship you will receive a library of resources and useful templates to implement in your transformed business workflow!

Dozens of resources Including:

- Vendor Sourcing Email Templates
- Profitability and Expense Spreadsheet
- Intention Planning Worksheet
- Deep Dive Into the backend of your biz workbook
- Client relationship workbook and guide
- Design Deck Template
- Example of my company's timeline
- Example of my company's High Touch List
- Sample Budget Template
- Client nurture Email marketing sequence.

.... and so much more!!



SHIP WELCOME TO YOUR MENTORSHIP WELCOME TO YOUR MENTORSHIP MONTH INTENSIVE WELCOME TO YOU
THREE MONTH INTENSIVE THREE MONTH INTENSIVE

THE



CURRICULUM

UNLEASH THE BEST VERSION OF YOUR BIZ

in 12 weeks

What you will learn

Check out the curriculum planned out for you to have the most productive and transformative experience.

Your Intensive

CURRICULUM

01

INTRODUCTION TO WEDDING PLANNING INDUSTRY

- Welcome & Setting The Stage
- Accountability & Helpful Tips for a successful mentor-mentee relationship
- Mentee Profile and Pain points
- Set an Intention
- HW: Intention worksheet

02

DEEP DIVE INTO YOUR BACK END OF YOUR BUSINESS

- Your planning process
- Your Numbers. Are you profitable?
- RESOURCE: Package Profitability calculator
- RESOURCE: Session 2 Workbook: The Backend of your biz

03

CLIENT RELATIONSHIP MANAGEMENT

- Building and maintaining client relationships
- Effective communication and client expectations
- HW: Send the mentor a sample email welcoming the client or introducing the client to the planning process.

04

VENDOR SELECTION AND MANAGEMENT

- Identifying and choosing reliable vendors
- Contracts; is this your job?
- Should you have in-house vendors you often work with?
- RESOURCE: Vendor Sourcings Email Templates

05

EVENT DESIGN AND THEME DEVELOPMENT

- Understanding client preferences and style
- Developing cohesive event themes and designs
- Pitching the design
- ROLE PLAY: Pitch a design

Your Intensive

CURRICULUM

06

LOGISTICS AND TIMELINES

- Managing logistics and troubleshooting on the day
- Creating comprehensive event timelines
- Zoning! Why you should be doing it
- RESOURCE: Real life Aisle & Co. Timeline

07

BUDGETING AND FINANCIAL MANAGEMENT

- Creating and managing wedding budgets
- Negotiation skills with vendors: The myth
- Upcharging and why you should be doing it
- Setting Up investment expectations
- RESOURCE: Sample Budget / Budget Template

08

TECHNOLOGY AND TOOLS FOR WEDDING PLANNERS

- Utilizing software and apps for efficient planning
- Social media and online presence
- RESOURCE: List of all the tools I use and how I use them

09

NETWORKING AND INDUSTRY RELATIONSHIPS

- Building a network of industry contacts
- Collaborating with other wedding professionals
- RESOURCE: Email templates for building relationships with vendors

10

BUSINESS DEVELOPMENT AND GROWTH

- Scaling a wedding planning business
- Goal Setting
- Long-term sustainability and growth strategies

Your Intensive

CURRICULUM

11

BULLETPROOF YOUR EVENTS

- Creating a high-touch list for your event days
- RESOURCE: High-Touch List Sample
- HW: Crafting a high-touch list for review

12

CRAFTING YOUR SUSTAINABILITY PLAN

- Protecting Your Time in a High Demand Industry
- Workaholic's Guide to Self-Care
- FINAL ASSIGNMENT: Crafting a High-Touch List for Review

12

SUCCESS! COMPLETE THE 3-MONTH INTENSIVE MENTORSHIP!



THE ULTIMATE MENTORSHIP

For Wedding Planners

3mo. 1/1 Exclusive weekly live coaching and a library of resources.

LET'S WORK TOGETHER

SUMMARY:

- ✓ 12 weekly coaching calls
- ✓ Email support In between sessions.
- ✓ Follow up check In call 3 months after concluding the mentorship
- ✓ A library of Intense workbooks, templates and resources.

TOTAL VALUE:

\$12,450

YOUR INVESTMENT

\$4,980

INSPIRATION

**STAY CONSISTENT
IN YOUR OWN
growing JOURNEY
AND CELEBRATE
YOUR *success.***

INSPIRATION