



The Ultimate Guide to Selling Pop-Up Wedding Packages



Welcome

WEDDING VENDOR & ENTREPRENEUR

Maybe you have never thought about creating pop-up wedding packages. Or maybe you've always wanted to do it but just never got around to it.

Either way, I am so glad to see you here and I am excited to share with you how your business can benefit from adding & marketing pop-up wedding packages.

Before we get started, I wanted to personally invite you to my private group, Pop-Up Wedding Planning Society. This is a group where all professionals involved in the Intimate Wedding industry can come together to network, support each other, learn from each other, and help set each other up for success.

[JOIN HERE](#)

Michele

Introduction

TO INTIMATE WEDDING PACKAGES



The first thing you are probably wondering is, what exactly is a pop-up wedding. A pop-up wedding is a quick and stress-free hour long experience for 25 or less guests. The ceremony is short and photography takes up the remaining time.

The packages are typically ALL INCLUSIVE and they include everything needed to pull off the pop-up wedding. So if you are a wedding vendor (or aspiring to become one), you can likely benefit from either being a part of a pop-up wedding package or by selling them yourself!

Introduction

TO INTIMATE WEDDING PACKAGES



If the idea of pop-up weddings interest you but you want to offer a bit more or a bit less, you have 2 other types of packages you can create:

1) Microwedding/Minimony - These are very much like a full wedding but completely scaled down to a shorter time frame with 50 or less guests. They typically include the ceremony and usually the reception as well.

2) Elopement- Traditionally these have been defined as 2 people traveling to another city and getting married with no guests. It has evolved to also mean a small group of people having a quick and intimate ceremony.

How big is this market?

Pre-Covid, I was planning about 70 pop-up weddings a year. Post-Covid, I am doing around 30 a month!

Pop-up weddings, microweddings, and elopements were already trending before the pandemic. But now, even the brides that WANT a traditional wedding are opting for these small, intimate weddings.

So which vendors can benefit from creating their own pop-up wedding packages?

I am going to fill you in on all that later.

But first...let's talk about the benefits of selling pop-up wedding packages.



Benefits of Pop-Up Wedding Packages



There are many reasons you should consider becoming a Pop-Up Wedding Planner or selling pop-up wedding packages. Let's just focus on the top 4 for now.

Those reasons are:

- 01 Earn or increase your revenue
- 02 Diversify your income
- 03 Pivot your business
- 04 Easier to plan

Earn Or Increase Your Revenue

It goes without saying that the goal of any entrepreneur is to keep finding ways to increase their revenue. Whether your business has plateaued and you are looking for a way to continue to grow your business, or you love being innovative and thinking out of the box, selling pop-up wedding packages is a great way to earn or increase your revenue.



Diversify Your Income

If this is going to be your main source of income, this one may not apply to you. But it could down the line so listen up!

Ask any high-wealth individual what the secret to their wealth is and you will almost hear, "Diversifying my income." And selling pop-up wedding packages is a great way to diversify your income.



Pivot Your Business

If the pandemic has left you in a position of needing to pivot your business, selling pop-up wedding packages may be the answer.

And the beauty about doing this NOW is that when things get back to normal, you will have this entirely new business line all set up that is delivering you a consistent stream of revenue.



Easy To Plan

Probably my favorite thing about selling pop-up wedding packages is that they are SUPER easy to plan.

Unlike a traditional wedding that can take months or even a year to plan, a pop-up wedding can be planned in just a few days!





And now...

THE GOOD
STUFF

Here is a list of
vendors &
creatives that
can absolutely
benefit from
selling pop-up
wedding
packages



WEDDING PLANNERS (AND ASPIRING PLANNERS)

This is the role I fall into so I can tell you first hand that a Wedding Planner is someone that can benefit greatly by offering pop-up wedding packages.

Since you are the planner, you can put together one or many pop-up wedding packages and sell them over and over again!



VENUES

Venues stand to benefit greatly from creating and offering pop-up wedding packages. You can use a pop-up wedding package to fill up slow times, days, or seasons at your venue.

What kind of venues are normally offered in a pop-up wedding package? ALL TYPES!

I personally offer hotel banquet rooms, event spaces, lofts, rooftops, and so much more.



OFFICIANTS

Because an officiant is one of the basic REQUIREMENTS to getting married, an officiant selling a pop-up wedding package is a no-brainer.



FLORISTS

Every wedding, no matter the size, needs to have a bouquet and a boutonniere! This is why it makes perfect sense for a florist to create a pop-up wedding package.



PHOTOGRAPHERS

Ask most brides what the most important thing about their wedding day is and they will often say, "the photos."

Every pop-up wedding package will have a photographer included which is why it makes perfect sense for a photographer to add AND market a pop-up wedding package.



VIDEOGRAPHERS

Having a video of your wedding, big or small, is super important. Yet a lot of the pop-up wedding packages out there don't offer it as a standard.

Which is EXACTLY why a videographer should consider offering a pop-up wedding package.



MUSICIANS

One of the most common questions I get from my pop-up wedding client's is, "what do I do for music?"

There is a huge opportunity for a musician to create a pop-up wedding package or packages.



HAIR & MAKEUP

Hair and makeup is often needed for a wedding big or small. So a hair and makeup vendor should absolutely consider adding pop-up wedding packages to their existing services.



RENTAL COMPANIES

A rental company would benefit by creating a pop-up or microwedding package.

Most microwedding packages will include chairs, linens, and possibly more. If the venue doesn't provide that, they will need a rental company.



CATERERS

Caterers would also benefit from teaming up with other vendors to offer a microwedding package.

Microweddings almost always include a mini-reception after and a raw event space would need to join with a caterer to offer that.



CAKE BAKERS

Cake is on the top of my brides' list when they inquire about their pop-up wedding. So a Cake Baker can absolutely benefit from creating their own pop-up wedding packages.



How To

CREATE POP-UP
WEDDING PACKAGES

Have I piqued your
interest yet?

Great!

So let's start talking
about the 2
different options
you have in terms
of creating pop-up
wedding packages.

Option 1: DIY

There are 2 very important parts to selling your own pop-up wedding packages; creating them and marketing them.

If you want to Do It Yourself, there are some resources out there to help.

Free Resources

- 01 Join the FREE Group, [Pop-Up Wedding Planning Society](#). In this group, you can network with other vendors that are involved or hoping to get involved in this space.
- 02 Download my [FREE Pop Up Wedding Vendor Organizer](#) to help you keep track of the vendors you have contacted to be a part of your pop-up wedding package.
- 03 Download my [FREE Pop-Up Wedding Business Tools](#) resource and get access to the tools I use in my business.

Option 2: Step-By-Step Implementation Program

Join The Waitlist For Pop-Up Wedding Formula™

The complete implementation guide to QUICKLY add and market Pop-Up Wedding services and start earning additional revenue.

Pop-Up Wedding Formula™ is the only course of its kind that teaches you how to quickly launch your Pop-Up Wedding services and provides you with a Pop-Up Wedding marketing plan so you can start earning revenue now.



*By The end of this course,
you will have...*

A CLEAR UNDERSTANDING

of the differences between the various types of small wedding options

DECIDED ON WHICH STYLE

of Intimate Wedding you want to offer

AN UNDERSTANDING

on forced vendor options and open vendor choices

THE FRAMEWORK

to price your services

RECEIVED EMAIL TEMPLATES

to quickly create partnerships needed for all inclusive Pop-Up Weddings

*By The end of this course,
you will be able to ...*

CREATE A STRATEGY

of how to effectively add Pop-Up Weddings to your website, social media, and other assets

IMPLEMENT OUR POP-UP WEDDING

Social Media Blueprint strategy using critical Pop-Up Wedding Hashtags and Keywords

SUCCESSFULLY APPLY OUR POP-UP WEDDING

Blog & SEO Strategy

OFFICIALLY LAUNCH

your Pop-Up Wedding services and claim your stake in the industry

[JOIN THE WAITLIST](#)