

# What is the P.E.R.F.E.C.T. Strategy?

It is a strategy that will guide your thought process. It will allow you to think through and document the most important characteristics of your business. By following this acronym, you'll think about the structure, client experience, customers, marketing, personality, audience, reach, media outlets, tracking, and many other parts of your business. **The sole purpose of this exercise is to spawn creativity during the planning stage or (if you currently have a business) to refresh your creativity and implement new ideas.**

**P**ersonality

**E**xperience

**R**each

**F**ulfillment

**E**xecute

**C**ommunicate

**T**rack

Define your **Personality**.

Showcase the total customer **Experience**.

**Reach** the right audience.

Explain how the customer will be **Fulfilled**.

**Execute** through the proper media channels.

**Communicate** your relatable story.

**Track** results.



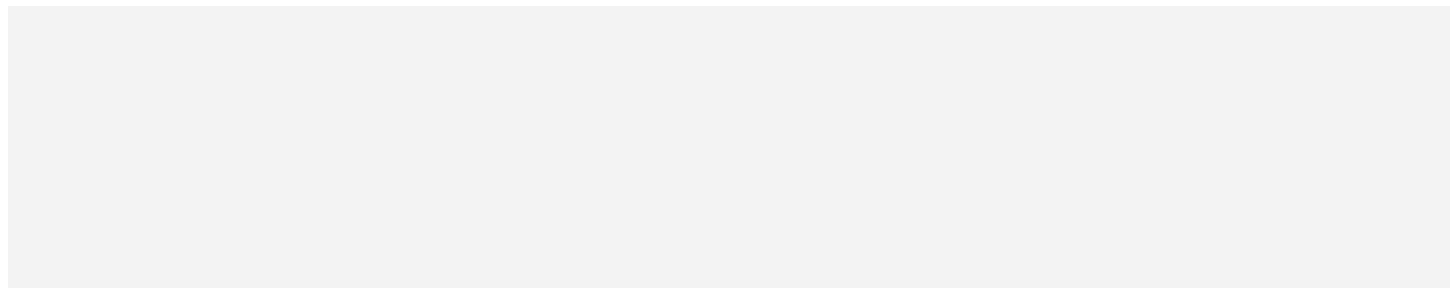
## Start the thinking process.

No matter what stage of the officiant business you're in, when you're trying to create a business that is sustainable, unique, and profitable, it always requires the same thing...thought! I stayed awake many nights, thinking through strategies, processes, and ideas to improve my business. I wish there would've been something to steer me in the right direction. Something that would help direct my thoughts toward the things that would make the biggest difference and help me build my dream business. Now there is.

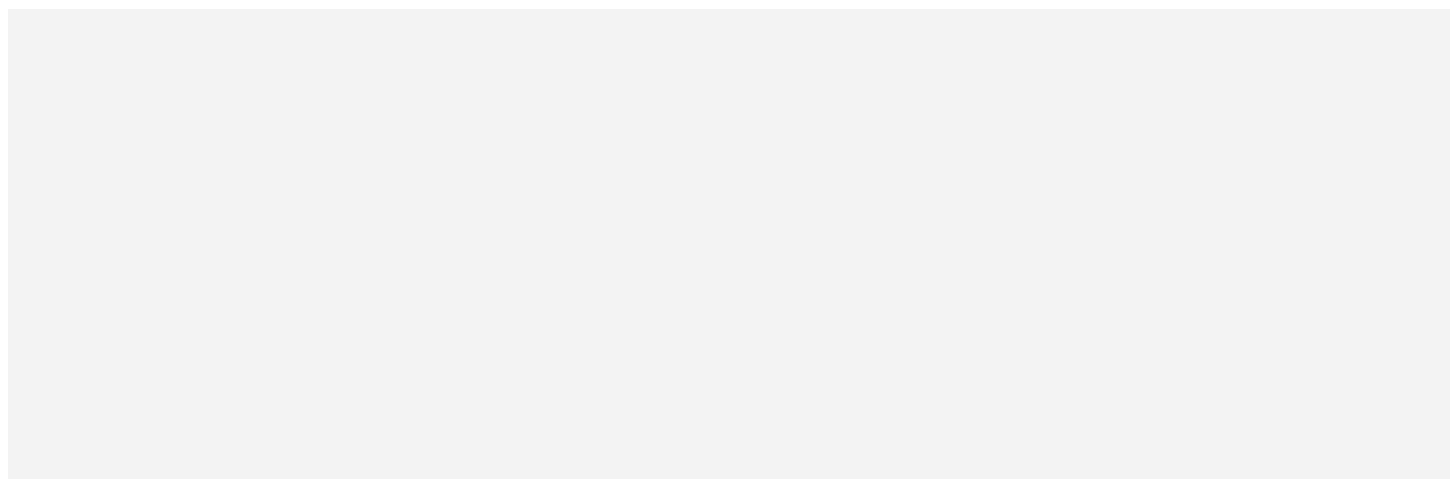
The next page is what I created so that you have a starting point and road map for your thoughts. Take your time, think through it all, and do it every 6 to 12 months to revitalize your business!

# PERSONALITY

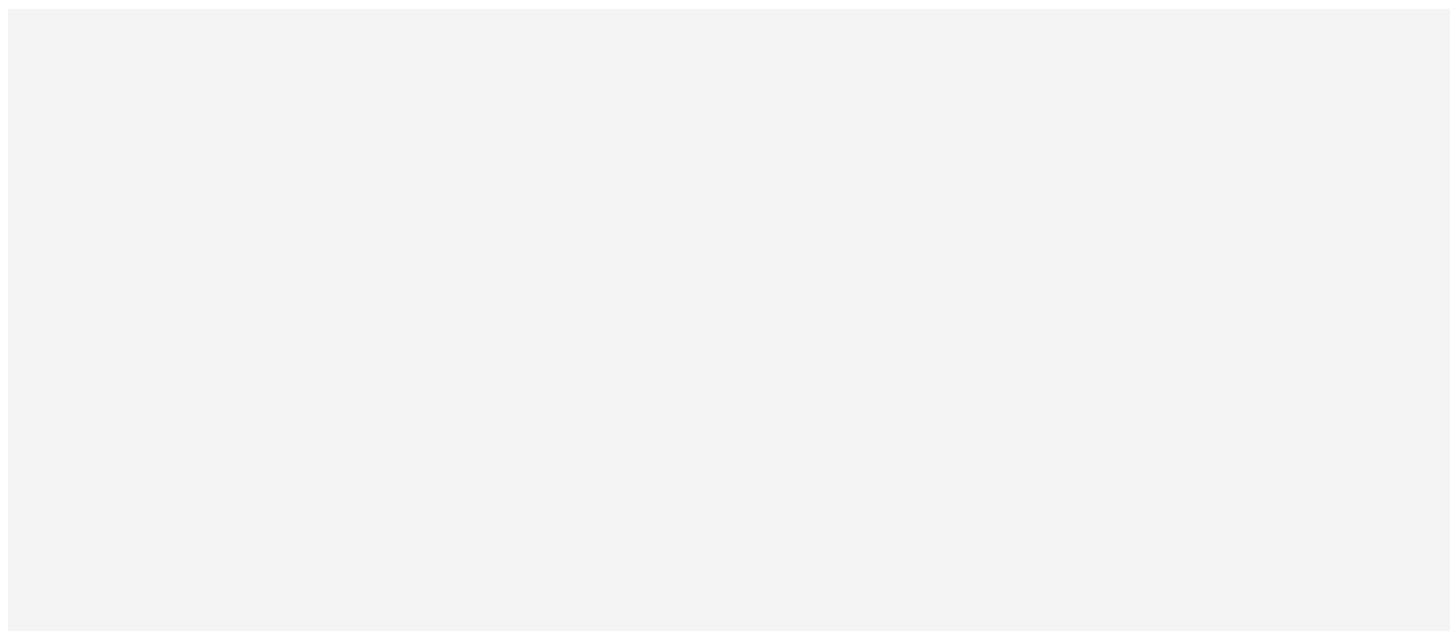
Describe your personality. What characteristics do you have?



How can I present my services differently than the competition?



Why is my customer experience better? How do I make it unique using my own personality?



# EXPERIENCE

Why are my customers happier than most?

Identify the 3 things customers will love the most (or already love the most) about your service.

Finish this sentence:

"Our customer's lives are better because..." AND "Our customers tell everyone about their experience because..."

# REACH

Where do my customers look for wedding advice?

Where do my customers go online?

What vendors do my customers speak to?

3 influencers my customers follow.

3 wedding venues that I MUST introduce myself to (in person).

Groups I must join and build my expertise in.

# FULFILLMENT

How do I help my customers feel more fulfilled in their lives?

What feeling will your customer get that is unique to your business?

What benefits do YOUR customers have for becoming repeat customers?

# EXECUTE

Where do your competitors advertise?

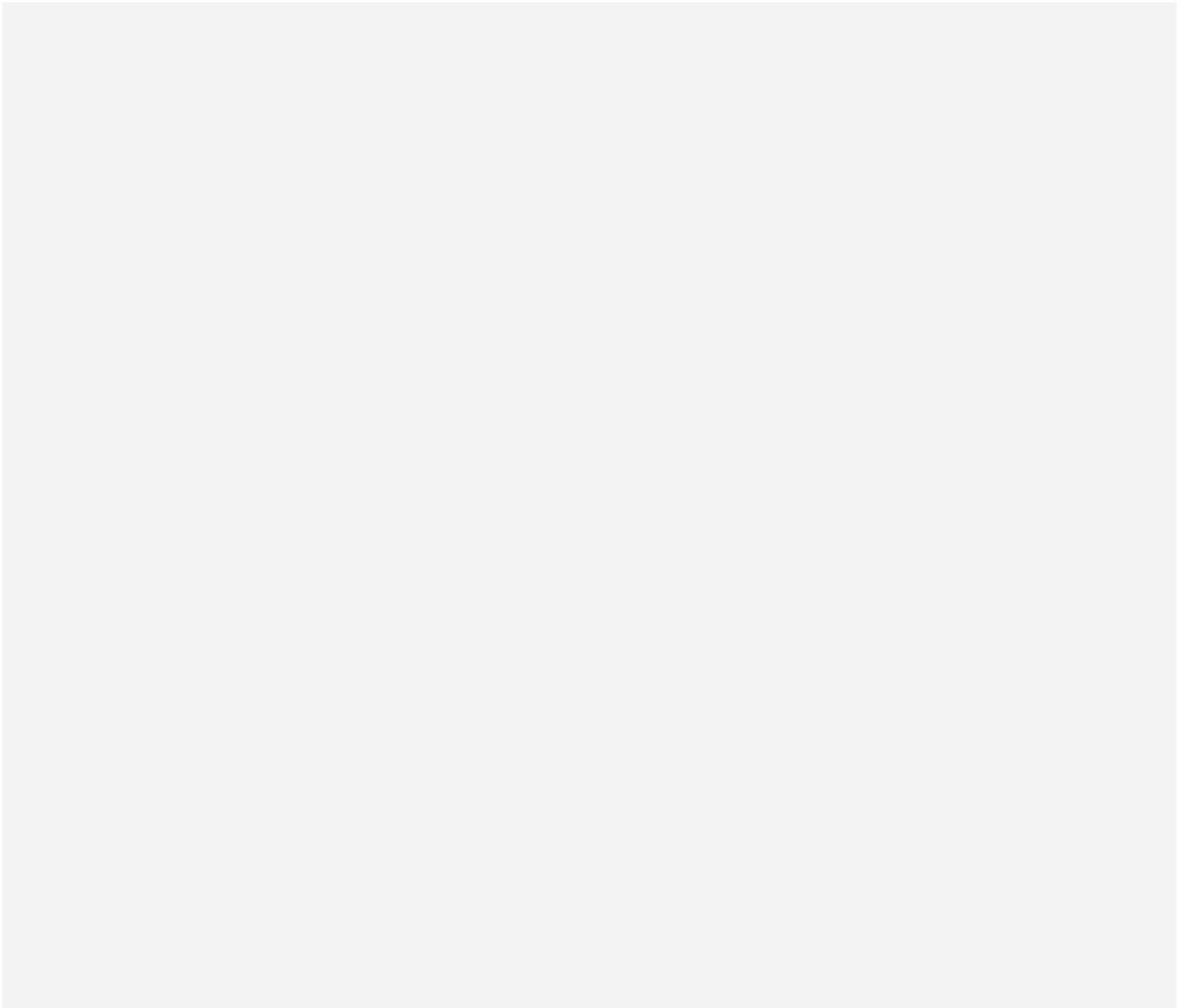
What social channels are your customers on? Are you on them?

What advertising is most affordable and effective for your business?

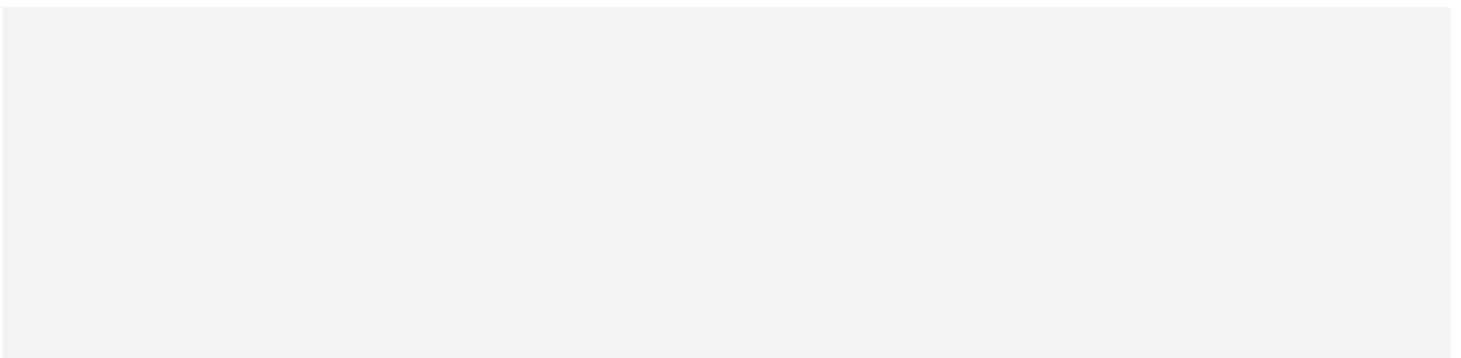
What influencers/businesses share the same audience that you would like to have.

# COMMUNICATE

What is YOUR relatable story?

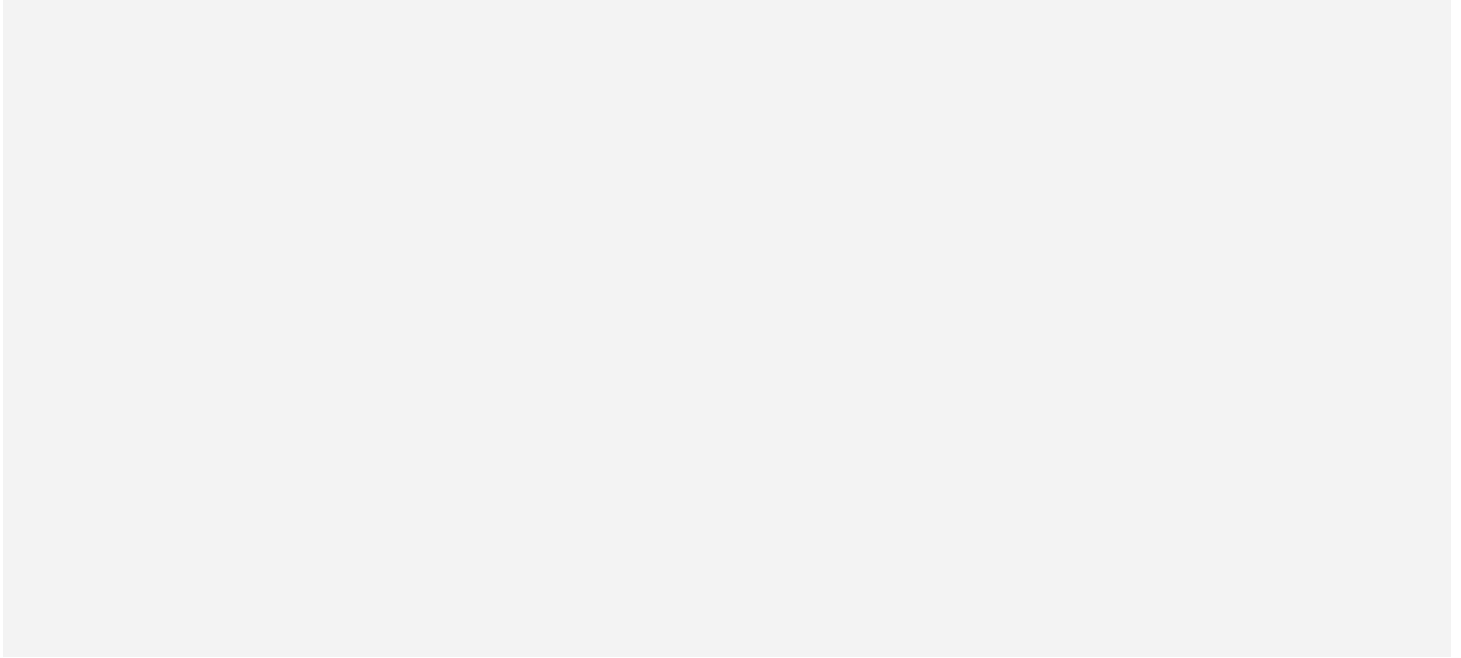


Where will you share your story, values, and goals?

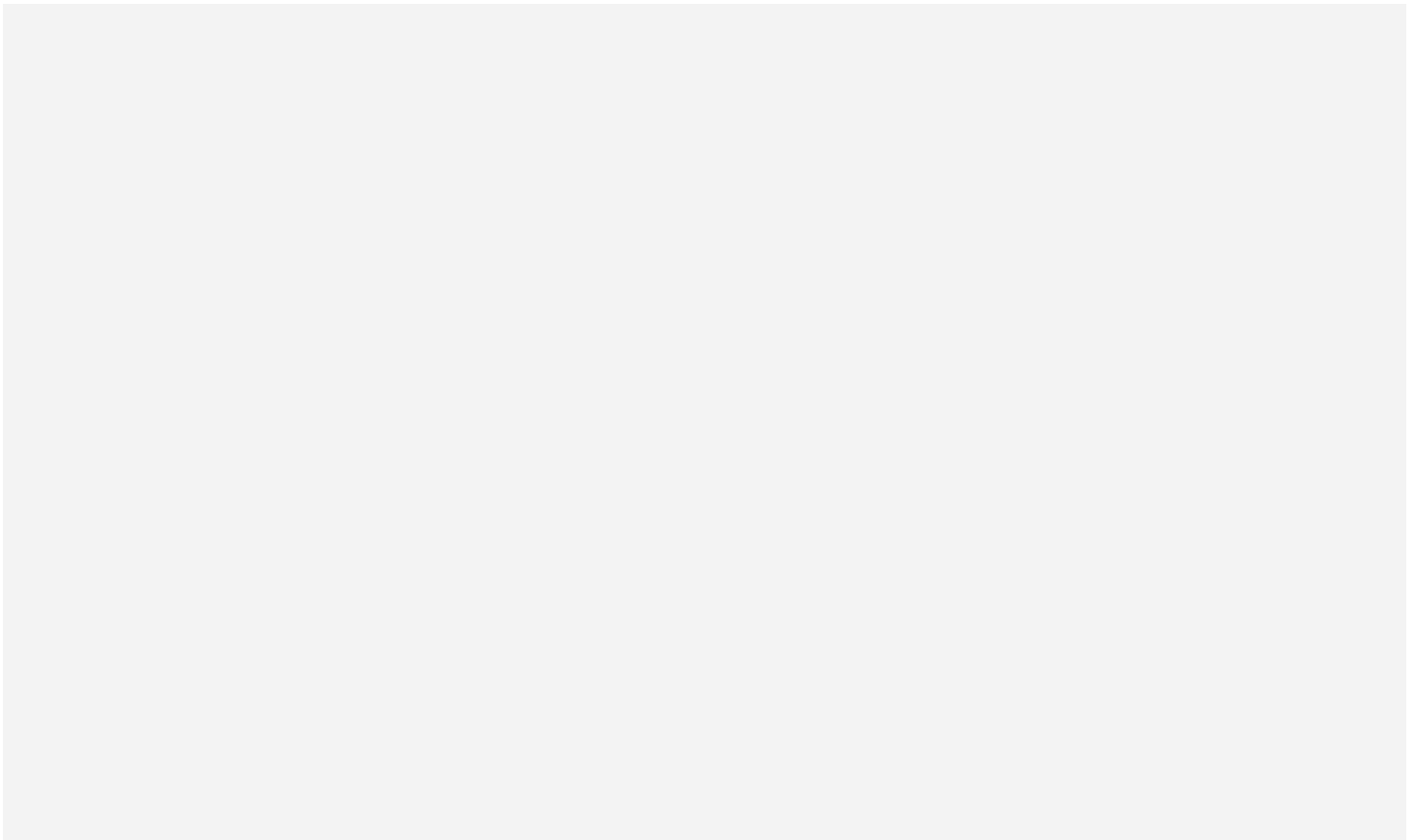


# TRACK

What needs to be tracked in your business to re-evaluate periodically and do better?



How can you track these things?





# What's Next?

What are your next steps? No matter what services you offer and no matter what stage you're at in your business, to achieve the best possible results you need to think about the next steps of implementation. What will YOU do to make the next step happen? What does it involve? How long will it take and when can you get it done by? It's time to answer these questions and then make a plan to TAKE ACTION!

What are your 3 most important NEXT STEPS?

1.

2.

3.

What is your goal date to complete these NEXT STEPS?

Write down what you need to do and any action steps that must be taken in order to achieve your goals by your goal date. This is your PRIORITY LIST. Your PRIORITY LIST is a living list of actions that will lead you to accomplish your 3 NEXT STEPS.