

FREE GUIDE

YOU
DON'T
NEED A
WEDDING
PLANNER
but...



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WE REQUEST THE PLEASURE OF YOUR COMPANY
and your joyful wishes as we celebrate our wedding day

SATURDAY, THE TWENTY-FOURTH OF OCTOBER,
two thousand and twenty
at three o'clock in the afternoon

SILVER SPRINGS STATE PARK
Ocala, Florida

Dinner and dancing to follow

Mr. and Mrs. Robert Palermo
45678 Peachtree Lane
Ocala, Florida 34472



Welcome!

Some couples like to take on all the responsibility and do all the planning themselves, while others want someone to take over the stress of negotiating with vendors and sticking to a budget for them. Either option is **TOTALLY FINE**.

In either case, on the day of your wedding you will want someone else to take the responsibility and worry from you and from your family and friends.

This guide will provide you with closer insight on the best option that works for you during the planning process. We look forward to helping you create the wedding of your dreams!

WHY
YOU DON'T
NEED A
WEDDING
PLANNER



When it comes to planning your wedding, you want every detail to be as perfect and magical as you have been envisioning all of your life. Whether you are planning a grand event with hundreds of people or a small intimate gathering, having a professional wedding planner will make the whole process less stressful and more enjoyable for you but you are still allowed to choose otherwise. Here are a few reasons why you may not need a professional planner:

YOU LOVE TO DIY

Wedding planners have excellent ideas, but they can be complicated and/or expensive. If you're a die-hard do-it-yourselfer, especially when it comes to parties, you have all the experience you need already. A wedding is just a party on a bigger and/or fancier scale.

IF YOUR BUDGET IS REALLY TIGHT

This is the most important reason to skip a professional planner. Most planners charge either a package deal or by the hour—and just like cell phone minutes, that hourly rate can add up in a hurry. There are plenty of tips and guidelines online and in bridal magazines to help you put your wedding together yourself.

YOUR VENUE COMES WITH A COORDINATOR

We repeatedly hear: "I don't need a wedding coordinator, my venue comes with one!" A venue coordinator is NOT a wedding coordinator. We repeat, a VENUE coordinator is NOT a WEDDING coordinator.

Don't get us wrong. We love when venues have a coordinator. It makes things much easier at the venue. However, we have very different roles. Plain and simple, a venue coordinator works for the venue, a wedding coordinator and planner works for you!



WHY
EVERY
COUPLE
NEEDS A
WEDDING
PLANNER

Your wedding day is naturally one of the best days of your life. There are so many aspects that you need to focus on in order to bring it all together though, which is why this can be such a stressful period for couples too.

Hiring a wedding planner can make this joyful time a little easier on your nerves. Here are a few reasons why you should consider hiring a professional planner:

YOU'VE NEVER DONE THIS BEFORE

Chances are you and your fiancé haven't planned a wedding before. Even if you have, there are always new and exciting trends, venues, and vendors popping up so it's never the same. Some people feel that they can plan their own weddings because they've helped a sister or best friend plan theirs but planning your own wedding is completely different. A professional wedding planner is the best person to guide you through this intricate process.

THE STRESS IS GETTING TO YOU

Planning a wedding is harder than it looks and if you're already losing sleep over your massive to-do list, hiring a wedding planner can really make the entire process much more manageable and enjoyable for you. You should be excited about your big day, not stressed and tearful.

YOU'RE UNSURE ABOUT THE COSTS INVOLVED

If you're in the process of putting a budget together and would like some more guidance on what to expect based on your unique preferences, a wedding planner can be your guide. A professional wedding planner can offer you great insights on industry norms and trends and what you can expect. They can also really help you stick to your budget.



YOU NEED A PUSH START

A wedding planner can help you get the ball rolling so that you can start making all the important decisions. They'll help bring your vision together and put you in touch with vendors and suppliers who can help bring your day to life.

YOU'RE UNDER THE IMPRESSION YOUR PHOTOGRAPHER WILL HELP WITH PLANNING

Yes, a photographer can give you some guidance on the timing, but they definitely won't be assisting you with any other coordination or wedding planning. Your photographer will be able to tell you what time to start getting ready and how much time they'll need for family shots but they won't be able to assist with the clearing of the reception hall for décor shots, bustling your dress before you walk down the aisle, or making sure that the men's boutonnieres are pinned on properly, this is what your wedding planner is for. A wedding planner is there to make sure that your photographer can do his or her job on the day.





TIPS FOR STRESS-FREE WEDDING PLANNING

LEARN TO SAY NO

Planning a wedding is exciting and fun, but it can also be one of the busiest times of your life. If you don't want to end up being a nervous wreck before your wedding day, learn to prioritize and say no to any new commitments that would take away from other important wedding-related tasks.

BECOME THE MASTER OF ORGANIZATION

The more organized you are, the better your wedding planning experience will be. Keep a digital copy of all your important documents, contracts and information in one file on your computer so you can easily refer back to them when you need to.

HAVE A LITTLE FUN

There's no need for you to be frazzled. Take out your calendar and schedule a few fun days between all your wedding planning. Make fun and laughter a priority in the weeks leading up to your wedding.

Sometimes it's important to come back down to earth and remember why you're choosing to marry your partner. Or perhaps go out and enjoy an afternoon with the friends where you don't talk about the wedding at all.

MOVE YOUR BODY

Exercise does wonders when you've got a lot on your plate. Sometimes you need to take a breather and focus on your health. This doesn't mean that you need to schedule in an hour at the gym every day either. If you're strapped for time, a simple 15-20 minute walk or yoga session can make all the difference to your stress and energy levels.

JUST BREATHE

Take a complete timeout from wedding planning as often as you need to. Every couple deserves a relaxing soak in the tub or a heavenly hot stone massage to relieve some of the tension they might be feeling. It can be difficult to make time to simply relax but do your best to find the time, even if it's just 30 minutes a week.

WEDDING PLANNING ADVICE TO IGNORE

There's a lot of advice out there for newly engaged couples and it can be difficult to decide what advice to take and what to ignore.

If you're feeling overwhelmed with all of the advice you've been reading and receiving, here are a few wedding planning myths that you can toss aside.

A TALENTED FRIEND IS EXACTLY THE SAME AS A PROFESSIONAL

This is especially relevant when it comes to choosing a photographer.

Just because you have a friend who takes amazing holiday photos doesn't mean they're prepared or skilled to capture your wedding day.



EVERY DETAIL NEEDS TO BE PERFECT

If you would prefer not to drive yourself mad before your wedding day, leave perfection at the door. Your wedding doesn't need to be Pinterest-perfect in order for it to be special and memorable.

DIY IS THE ONLY WAY

While DIY is a great way to save money, it isn't always the best route. Sometimes it's better to pay a professional to assist you with aspects such as your cake, catering, and even some of your decorating.



YOU WENT TO THEIR WEDDING SO THEY SHOULD BE INVITED TO YOURS

There is absolutely no rule that says you have to invite every single person that invited you to their wedding. This is your day and your budget, so choose your guests wisely.

YOU SHOULD BE ENGAGED FOR AT LEAST ONE YEAR

There is no rule that says you need to wait at least 365 days before you wed. Your timing should be based on your personal preferences and your lives.

YOU NEED A BIG BRIDAL PARTY

This is your wedding and if your future husband only wants his brother at his side on his wedding day while you want all five of your best friends, that's ok. Adding people to your wedding party unnecessarily racks up unnecessary costs.

IT'S OKAY TO GO INTO DEBT TO HAVE THE PERFECT WEDDING

You do not have to start your married life with mountains of debt just so that you could have a magazine-worthy wedding. Decide what's most important to you as a couple and allocate your budget accordingly.

SO WHILE YOU
THINK YOU MAY NOT
A WEDDING PLANNER...



We're only one click away!

SERVICES OFFERED



LET US HANDLE ALL YOUR WEDDING DAY NEEDS FROM PRE-PLANNING, TO DAY-OF PLANNING AND EVEN HONEYMOON PLANNING. WE LOOK FORWARD TO HELPING YOU CREATE THE WEDDING OF YOUR DREAMS!

EVENT MANAGEMENT

PLANNING AND/OR EVENT DESIGN

CONSULTING

AND SO MUCH MORE...



CONTACT US

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