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Start Your Own Event Planning Business: Your Step-By-Step Guide To Success (StartUp Series)



Synopsis

START YOUR OWN EVENT PLANNING BUSINESS AND CELEBRATE ALL THE WAY TO THE BANK! Weddings, graduations, birthday parties, anniversaries, and conferences—what do these all have in common? Everyone would rather hire someone else to plan and run them! That someone can be you. Take your passion for event planning to the next level with in-the-trenches advice and tools you need to start, run, and grow a successful business. From writing a solid contract to finding reliable vendors, our experts help you identify your niche, teach you how to scout potential clients, evaluate the competition, market your business, and more. Discover how to: Identify a niche and establish yourself within the industry. Build a loyal customer base for large and small events. Implement targeted strategies for planning commercial, political, civic, social events, and more. Promote your business, events, and yourself with Pinterest, Instagram, and other social and online marketing tools. Develop proposals, vendor agreements, contracts, and manage day-to-day operations and costs. Keep within budget using money-saving tips and industry-tested ideas. Plus, gain valuable insights from interviews with practicing event planners, and stay on track with checklists, worksheets, and other resources. Everything you need to make your event planning business a successful reality is right here—get the party started today!

Book Information

Series: StartUp Series

Paperback: 172 pages

Publisher: Entrepreneur Press; 4th ed. edition (April 14, 2015)

Language: English

ISBN-10: 1599185628

ISBN-13: 978-1599185620

Product Dimensions: 6.9 x 0.3 x 8.9 inches

Shipping Weight: 2.4 ounces (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars 13 customer reviews

Best Sellers Rank: #136,375 in Books (See Top 100 in Books) #115 in Books > Business & Money > Industries > Service #169 in Books > Politics & Social Sciences > Social Sciences > Customs & Traditions #353 in Books > Business & Money > Industries > Hospitality, Travel & Tourism

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Very basic, some of the recommendations are no-brainer and repetitive. Good for a very inexperienced person just starting out. For the experienced person, it's not super helpful.

Good read. I'm an event planner and purchased this for kicks and giggles. Covers all of the main topics and much of what is covered in college courses

worth reading if you're interested in this field

Very useful book

It's an awesome book and it definitely helps you prepare for what the expenses will be to get started. I will recommend it!

Very helpful, great information and resources

This was a great way for me to understand the basics and necessities that I would need to start a event planning business

great book with important and helpful tools to get started

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