SPECIALIST TRACK: MARKETING FOR EVENT PLANNERS

# Make your planning visible

Lesson: Selling an invisible service · about 15 minutes

Use these exercises to turn your invisible work into stages, deliverables and proof.

**Your business** (name, service, main city):

1. **List every task you complete for a typical full-planning client, then group them into five to seven named stages.**

2. **For each stage, write the deliverable the client receives and when they receive it.**

3. **Copy three vague claims from your website or social profiles and rewrite each as a specific, provable statement.**

**4.** **Choose the five documents for your sample deliverable pack and note what you must redact from each.**



**5.** **Estimate the hours behind your most popular package by stage, and write the one sentence you will use to explain scope when a prospect compares you on price.**

## Check: can you now

- Map your planning process into five to seven named stages with a visible deliverable at each one
- Rewrite vague claims such as stress-free into specific, provable statements
- Build a sample deliverable pack you can show a prospect before they sign

## One change you will make this week