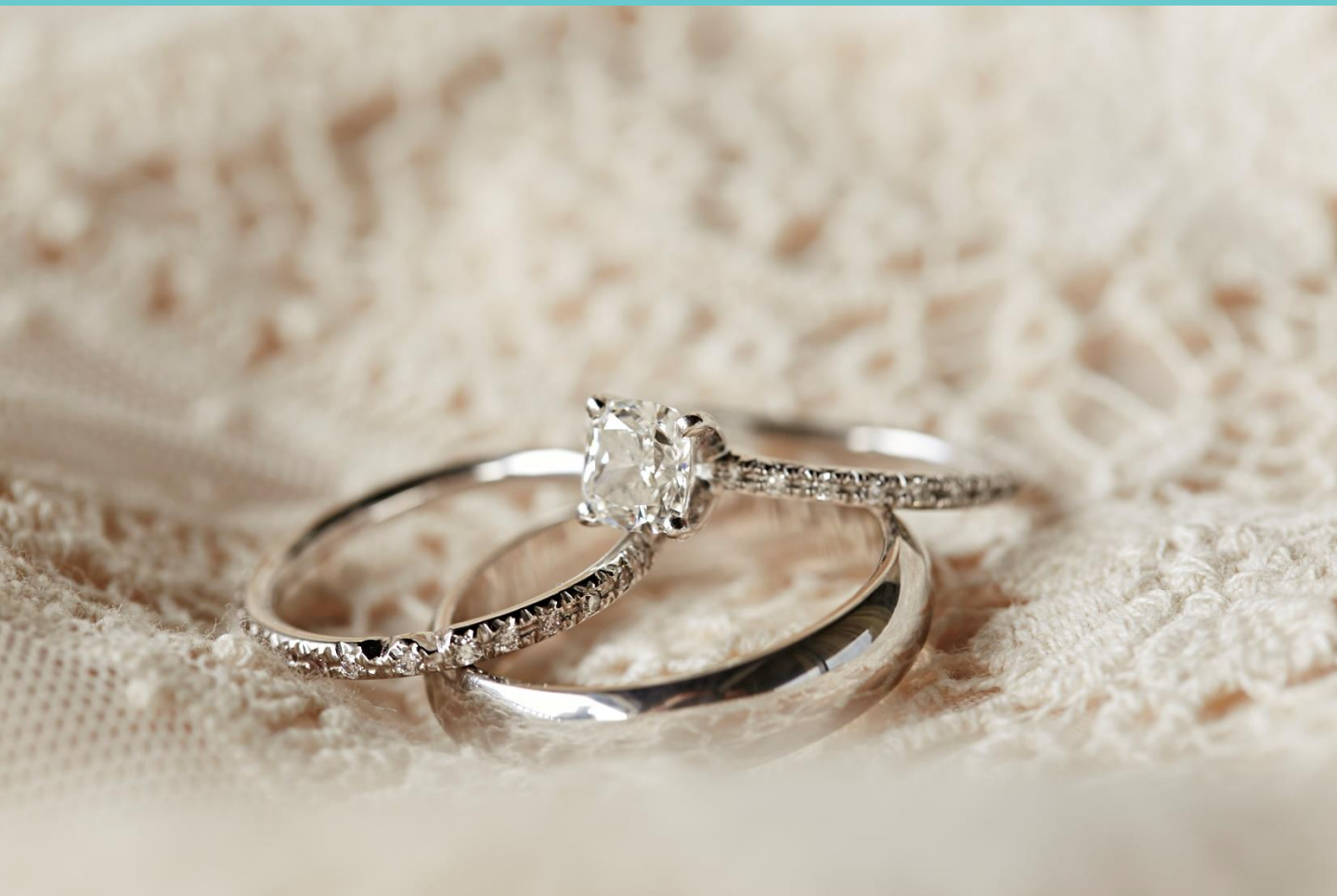


The 7 Secrets To Becoming A Successful Marriage Celebrant





Marriage Celebrants are a unique part of the Australian Culture. There are many reasons why you might have chosen to become a Marriage Celebrant and each of these reasons is important.

I have worked with a number of Marriage Celebrants, helping them turn their dream into a successful business. Now that you have embarked on this path, I would like to point out the 7 things you need to do in order to create a successful Marriage Celebrant business.

1 You must become a Commonwealth-registered Marriage Celebrant.

If you have not already been registered as such, please go here

<https://www.ag.gov.au/FamiliesAndMarriage/Marriage/Pages/Becomingamarriagecelebrant.asp> to learn more.

2 You need to think about how you will set yourself apart

There are over 8,000 Registered Marriage Celebrants and 23,000 Ministers of Religion who can perform Marriage Ceremonies. In 2013, there were around 118,400 Marriages performed in Australia. If you want to build a business that will sustain you, you have to be able to Differentiate yourself from the Ministers and other Celebrants.

As you know, the Ceremonies and Events you create are "all about the couple". But the more you can Differentiate your Services, the easier it is to set yourself apart, and the easier it is to attract clients

Questions you should ask about your own preferences are:

- Indoor or Outdoor Ceremonies
- Non-Church Religious, Non-Religious, or Spiritual
- City or Country
- Formality (or lack thereof)
- Spur-of-the-moment or Highly Planned Events

3 You need to think about the group or groups of people that you want to draw clients from

In Marketing, we call this Market Segmentation. The more you can target a Market Segment, the easier it is to get your message to the couples in that group. While there are a million ways to slice and dice the population, here are a few Market Segments you can think about:

- ✓ Older Couples
- ✓ Young Hip Couples
- ✓ Professional Couples
- ✓ Blue Collar Couples
- ✓ From Different Cultures Couples
- ✓ Lesbian / Gay Couples

4 You need to develop your Unique Message about how you create and perform Marriages

Your Unique Message will be a combination of the types of Marriages you perform (#2) and the people you perform them for (#3). While you can have multiple Unique Messages targeted at multiple Market Segments, you want to be as specific as possible for each message. Otherwise you come across as rather generic, which will not help you build your business.

5 You need to choose your Communication Channels

*Most people do this on the web via **Social Media** like **Pinterest, Instagram, Facebook, etc.** If you have one of these **Channels** you prefer to use in general, you should use that one primarily.*

6 You need a Website

In order to manage your Unique Messages to your Market Segments, and have a central place for people you meet in your Communication Channels to get more information on How You Work With Couples, you need a Well Designed Website. The design is important because it will help you further Differentiate yourself. Design is also important because you want people to be able to navigate to the area of the site that has the information they need.

7 You need a Logo

Your Logo should be the final piece of Differentiation for your services. Many new businesses fail to have a good Logo designed, and end up looking both generic, and not too serious about their business. Find a great designer to make a Logo you love, and display it prominently on your Website!

I sincerely hope that you have found this information useful. I wish you the best of luck as you create a sustainable business around your commitment to help people commit to each other. And if you want my help with an **Awesome Logo**, a **Great Website**, or anything else to do with **your marketing**, please give me a call on 02 9907 7777 or go to <http://www.web4business.com.au/marriage-celebrants/> to see how I can help you with your business.

Ivana Katz

Websites 4 Small Business

