



Who Are Your Priorities and Why?

By Brian Kelm

Professionally, who impacts your wedding outcome the most?

Based on the vision, theme, and kind of experience you want to create, your answers may vary from other couples. This planning process is individual to you, unique, and should be as personalized as your love story.

There are three different things that define a wedding priority:

1. You reserved this professional earlier than others.
2. You invested (\$) a little more of your budget.
3. They have the greatest impact to deliver your wedding experience.

The must-have professionals you reserve, combined with the desired outcome you want to create is what your planning process is all about. Being a priority, starts with the people doing the work to create a tangible product or delivering an intangible experience. Without the people and their expertise, the product or service can't be delivered. All of the professionals you may do business with will be considered and reserved as time progresses based on need.

On average, there are 13-15 professionals every engaged couple will consider for their wedding experience. Your priorities are the top 1-3 professionals that have the skills, talent, and ability to deliver your wedding results. Not all wedding professionals are considered equal based on the individual outcome you are looking to create and who you feel can best create your desired results. It is perfectly okay to have different priorities than other couples and friends. Simply because you are different people with a different love story, and want something different out of your wedding experience.

Defining your priorities is best done as a couple through conversations about what you want to your wedding to look and feel like - for

you, your parents, immediate families, and friends. Then, seek to find the necessary professionals who can deliver your desired wedding experience. By being on the same page as a couple, you both are heard, understood about what matters and can be in alignment with reserving the professionals you can't live without to create this experience.

Once you have your top three priority professionals, your foundation has a firm base to build on with other professionals working together to create a personalized timeline with special moments that none of your guests will ever forget. Creating your personal wedding experience can be simple, productive, and filled with creativity if you adopt a "priorities first" mindset. It's a different way of thinking and looking at your professionals. It goes to the heart of what matters to you most on your wedding day and who you trust most to deliver those results for you and your families.

Questions to ask yourself to help determine your priorities:

1. Professionally, who impacts my wedding experience the most?
2. What kind of wedding experience and outcome do I want to create and why?
3. Professionally, who gives me the most value? (Experience, ideas, commitment, abilities, skills, talent, training, customer experience)

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