

Sand+Lace Agency

BONUS

The Essential

STARTER GUIDE

WALKING YOU THROUGH THE 9
STAGES OF WEDDING PLANNING

Get started like a pro when we guide you
through the 9 stages of wedding planning!



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In the words of the bride, congratulations on your engagement! This guide is your passport to a stress-free and exhilarating wedding planning journey. From envisioning your dream wedding to walking down the aisle, we're here to help you navigate this exciting adventure with confidence and joy.

The wedding is the stage for your big day is an adventure filled with creativity, decisions, and moments that will last a lifetime. It's about turning your dreams into a beautiful reality, filled with love, laughter, and unforgettable memories.

Remember, in this guide, we'll cover the essentials to kickstart your wedding planning journey without overwhelming you with unnecessary details (yet!). From envisioning your wedding theme to making those critical vendor decisions and everything in between, consider this guide your go-to companion as you begin this incredible chapter of your life.

Our goal is to help you create a day that reflects your individuality and love for each other. Remember, this is YOUR wedding – a celebration of your love story and unique personalities. Embrace the journey, enjoy the process, and get ready to create a day that reflects your individuality and love for each other.

Let's dive in and start crafting the wedding of your dreams!





PREPPING

Welcome to the exciting world of wedding planning! This page is all about setting the stage for your dream wedding – from visualizing your perfect day to understanding the basics of budgeting.

Creating Your Vision Board

Your wedding should reflect your unique love story and personalities. Begin by creating a vision board filled with themes, colors, and styles that resonate with you both. Explore Pinterest, magazines, and online inspiration to gather ideas that speak to your hearts. This collage of inspiration will serve as the cornerstone of your planning journey.

Budgeting Basics

Ah, the "B" word – budget! While it might not be the most glamorous aspect of planning, establishing a budget early on is crucial. Take some time to discuss your financial priorities and outline a realistic budget. Consider elements like venue, catering, attire, and more. Remember, this is your blueprint for making informed decisions and ensuring you allocate funds to the aspects that matter most to you.

Tip: Start a Wedding Planning Binder

Consider starting a dedicated wedding planning binder or using digital tools to organize your inspiration, budget spreadsheets, vendor contacts, and important timelines. This will be your go-to resource throughout the planning process, keeping everything neatly in one place. Our membership offers this and much more.

Next Step: Dive into Themes and Budgeting

Now that you've got a glimpse of what's ahead, let's dive deeper into themes and learn more about budgeting. Get ready to explore your dream wedding's potential!

CHOOSING YOUR DREAM TEAM!

Your wedding vendors will play a pivotal role in bringing your vision to life. Here's a glimpse into selecting the perfect team for your special day.

Key Vendors to Consider

1. **Venue:** Your wedding's backdrop sets the tone. Explore venues that resonate with your vision – whether it's a seafront gem, a charming garden, or an elegant Parisian ballroom.
2. **Photographer/Videographer:** Capturing timeless moments is crucial. Look for photographers whose style aligns with your vision, and don't forget to ask about packages and portfolios.
3. **Caterer:** Food is an experience. Sample menus and discuss catering styles to ensure your guests are treated to a delightful culinary journey.
4. **Entertainment:** From DJs to live bands or unique performers, choose entertainment that complements your vibe and keeps the celebration alive.

Tips for Initial Vendor Meetings

- **Prepare a list of questions:** Ask about availability, pricing structures, included services, and their experience with weddings similar to yours.
- **Schedule appointments:** Arrange meetings with potential vendors to discuss your vision and gauge compatibility.
- **Trust your instincts:** Building rapport with your vendors is essential. Ensure you feel comfortable and confident in their abilities to bring your vision to life.

Next Step: Exploring Vendor Options Your journey in selecting the perfect vendors is just beginning. Dive into researching and reaching out to potential vendors to discover the ones who will make your dream wedding a reality!



"Say goodbye to limitations and embrace a world of limitless possibilities. Regardless of your budget or background, craft your dream celebration effortlessly."

@weddingtrailblazers

CRAFTING YOUR TIMELINE

Welcome to the phase where time becomes your best friend in the wedding planning process. Building a timeline is key to staying organized and ensuring a smooth planning journey.

Creating Milestones

1. **Initial Planning Phase:** This is the brainstorming phase. Spend time envisioning your dream wedding, creating mood boards, and outlining priorities.
2. **Research and Vendor Selection:** Start exploring venues and vendors. Initiate inquiries and schedule meetings to lock in your dream team.
3. **Setting Dates and Contracts:** Once vendors are chosen, secure your wedding date and sign contracts. This step ensures that key aspects are confirmed.

Setting Deadlines

1. **Early Bookings:** The early bird gets the worm! Many venues and vendors are booked well in advance, so aim to secure them at least a year before your wedding date.
2. **Six Months Out:** Finalize details such as guest lists, invitations, and attire selections.
3. **Two Months Before:** Finalize details with vendors, review contracts, and confirm arrangements.

Next Step: Dive into Your Planning Timeline

Begin outlining your personalized planning timeline. Consider the advantages a wedding planning membership offers in organizing and guiding you through each milestone. Your dream wedding is closer than ever!

NAVIGATING GUEST LIST AND INVITATIONS

Welcome to the part where you bring your nearest and dearest together! Managing your guest list and invitations is a heartfelt aspect of your wedding planning journey.

Compiling Your Guest List

1. **Start Early:** Begin by creating a preliminary guest list with input from both sides. Consider immediate family, close friends, and important acquaintances.
2. **Finalizing the List:** As you progress in your planning, finalize your guest list. Keep in mind venue capacity, budget, and the atmosphere you envision.

Managing RSVPs and Invitations

1. **Invitation Styles:** Explore various invitation styles that match your wedding theme. Consider digital options, classic cards, or creative alternatives.
2. **When to Send:** Send save-the-date cards approximately six to eight months before the wedding. Invitations should follow at least two to three months before the big day, allowing guests time to plan.

Next Step: Delve into Guest List Management

As you begin drafting your guest list and invitations, consider the added perks a wedding planning membership provides. Explore the assistance and resources available to ensure a seamless and enjoyable process.

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WEDDING PLANNING AGENCY

DRESSING YOUR DREAMS

Your wedding attire is not just a dress; it's a reflection of your style and personality.

Exploring Bridal Attire

1. **Finding Inspiration:** Begin by exploring bridal magazines, Pinterest boards, and bridal fashion websites to gather inspiration for your ideal wedding attire.
2. **Visiting Bridal Shops:** Schedule appointments at bridal boutiques to try on various styles, silhouettes, and designs. Consider bringing close friends or family for support.

Finding the Perfect Fit

1. **Fittings and Alterations:** After selecting your dress, plan for fittings and alterations to ensure a perfect fit. Start these processes several months before the wedding.
2. **Accessories and Completing the Look:** Explore accessories like veils, jewelry, and shoes that complement your chosen attire. Consider how these elements enhance your overall look.

Next Step: Begin Your Bridal Attire Journey

As you embark on your quest for the perfect wedding attire, consider the added benefits offered by a wedding planning membership. Explore the wealth of resources available to guide you through this exciting process.



Expertise meets affordability

Unlock the gateway to your dream wedding with our comprehensive wedding planning subscription—where expertise meets affordability, guiding you seamlessly from I do to happily ever after.

DESIGNING THE DECOR

Welcome to the creative realm of wedding décor! Your wedding's visual elements set the ambiance and reflect your unique style and taste.

Décor Elements and Inspiration Boards

1. **Defining Your Style:** Start by identifying your preferred décor elements – floral arrangements, table settings, lighting, and more. Create inspiration boards to visualize your ideas.
2. **Exploring Themes:** Consider themes that resonate with your vision. Whether it's rustic, modern, vintage, or whimsical, let your imagination soar.

DIY and Cost-Saving Decor Tips

1. **Handcrafted Touches:** Embrace DIY projects for personalized touches. Consider creating signage, or wedding favors to add a unique flair.
2. **Budget-Friendly Options:** Look for cost-saving alternatives without compromising on elegance. Renting décor items, decorating with fruit or repurposing elements can be both savvy and stylish.

Next Step: Explore Decor Possibilities

As you delve into wedding décor, consider the added support provided by one of the services that we offer. Utilize the resources available to infuse your wedding with unique and captivating design elements.

FOOD, FUN, AND ENTERTAINMENT

Food, entertainment, and the overall ambiance are key elements in creating a memorable celebration.

Exploring Culinary Options

1. **Menu Selection:** Consider your preferences and guest demographics while selecting menus. Explore various cuisines, dietary options, and serving styles.
2. **Tastings and Finalizing Menus:** Schedule tastings with potential caterers to sample dishes and finalize menus that align with your vision.

Creating a Lively Atmosphere

1. **Entertainment Options:** Decide on entertainment that complements your style – live music, DJs, or interactive experiences like photo booths or games.
2. **Planning Engaging Activities:** Consider fun activities or surprises for guests, ensuring they're entertained throughout the celebration.

Next Step: Dive into Culinary and Entertainment Planning

As you immerse yourself in planning delectable menus and engaging entertainment, leverage the resources and recommendations offered by us through one of the services we offer. Embrace the guidance to curate an unforgettable experience for your guests!

MANAGING THE BIG DAY

Managing the logistics and ensuring everything falls into place on your wedding day is key to a smooth and stress-free celebration.

Creating a Day-of Timeline

1. **Detailed Schedule:** Work with your wedding planner or coordinator to create a detailed timeline. Include timings for preparations, vendor arrivals, ceremonies, and more.
2. **Assigning Responsibilities:** Delegate tasks to trusted individuals to manage various aspects, allowing you to relax and enjoy your day.

Finalizing Details

1. **Vendor Confirmations:** Reach out to vendors a few weeks before the wedding to confirm details and address any last-minute concerns.
2. **Reviewing Contracts:** Ensure all contracts are reviewed and understood, clarifying any queries well in advance.

Next Step: Embrace the Final Preparations



WRAPPING UP AND NEXT STEPS

Congratulations you are almost there! As you bid adieu, let's summarize and prepare for the exciting journey ahead.

Recap of Key Points Reflect on the milestones covered in this guide – from envisioning your dream wedding to navigating vendors, guests, attire, and the big day itself.

Utilizing Your Learnings

1. **Take Action:** Start implementing the insights gained from this guide into your wedding planning process.
2. **Explore Further:** Use this guide as a stepping stone to dive deeper into each aspect of wedding planning.

A Wedding Planning Subscription

Consider exploring the advantages of our wedding planning subscription, which offers the flexibility to upgrade, downgrade, pause or terminate every month, making planning on your own terms simple! On the next page we will explain you further how it works.

Next Step: Your Personalized Planning Journey

Your wedding planning journey is unique, and this guide is just the beginning. Embrace the freedom to explore, create, and craft the wedding day you've always dreamed of.

Enjoy the Journey!

Remember, amidst the planning chaos, it's essential to enjoy the journey. Cherish the process and celebrate the love that brought you here.



PLANNING ON YOUR OWN, WITH FULL GUIDANCE OR A SUBSCRIPTION?

At Sand+Lace Agency, we comprehend the uniqueness of each couples journey. With over a decade dedicated to full-service wedding planning, we've recognized that no two couples' paths are alike. Our insight stems from realizing that brides possess the capability to plan their weddings flawlessly, provided they have access to comprehensive resources. Understanding these diverse needs propelled us to create a platform that empowers brides with all-encompassing tools for their individual planning odysseys.

Planning Your Wedding on Your Own:

- **Cost:** The cost varies significantly based on your choices. DIY weddings can be cost-effective but may involve spending more time researching vendors, managing logistics, and potentially missing out on vendor discounts available through planners.
- **Benefits:** Complete control over decisions, but it might require extensive time and effort.

Hiring a Mid to High-End Full Service Wedding Planner:

- **Cost:** Wedding planners' fees can range from a few thousand to tens of thousands, typically ranging from 10% to 20% of the total wedding budget.
- **Benefits:** Expert guidance, industry connections leading to potential vendor discounts, reduced stress, and professional management throughout the process.

Wedding Planning Subscription

- **Cost:** Cost-effective with an expense of €210-250 per month, granting access to various resources, templates, expert advice, and potential vendor discounts.
- **Benefits:** Provides diverse resources, guidance, vendor connections and recommendations, potentially leading to cost savings. It offers flexibility, allowing you to plan at your pace and seek professional advice when needed.

Why the Subscription Works in Your Benefit:

- **Cost-Effective:** The membership provides valuable resources and expertise at a fraction of the cost of hiring a full-service planner.
- **Diverse Resources:** Access to a wide range of planning tools, templates, checklists, and vendor recommendations in one place.
- **Flexibility:** Plan at your own pace, accessing professional guidance when necessary without committing to a full planner's fee.
- **Potential Cost Savings:** Membership discounts, a growing community of brides who share tips and tricks and access to cost-saving tips could lead to significant savings while planning.

The Wedding Planning Retreat (in an intimate group or 1:1)

- **Cost:** The cost of The Wedding Planning Retreat varies, depending on the size of your group. This ensures that you receive a personalized pricing structure that aligns with your specific needs and preferences.
- **Complete Devoted Attention:** Whether in an intimate group setting or a personalized 1:1 experience, The Wedding Retreat guarantees the undivided attention of your dedicated wedding planning companion.
- **Efficient Planning:** Accelerate your wedding planning journey and craft your entire celebration within just 7 days. The focused attention ensures that every detail is meticulously addressed, making the most of your time.
- **Inspirational Environment:** Immerse yourself in an environment designed to inspire. The retreat provides a backdrop that fosters creativity, allowing you to envision and refine the details of your dream wedding.



THE DIFFERENCE BETWEEN SERVICES

In the labyrinth of wedding planning, the path you choose can significantly impact your journey. To assist in navigating this decision, we've compiled a comparative analysis of three distinct approaches to wedding planning. Each avenue – planning independently, hiring a full-service wedding planner, or utilizing a wedding planning subscription – possesses its unique advantages and considerations.

This comparative guide aims to shed light on the intricacies of each method, empowering you to make an informed choice tailored to your vision, budget, and planning preferences.

Feature	Planning on your own	Full Service Wedding Planner	Wedding Planning Subscription	Wedding Planning Retreat
Expert Guidance	None	Extensive	Once per month	Extensive ++
Time Commitment	Extensive	Moderate	Flexible	Extensive
Cost Effectiveness	Potential cost savings	Moderate	Cost-effective, flexible	Moderate
Resource Access	Limited	Comprehensive	Comprehensive, diverse resources	Comprehensive, diverse resources
Personalization & Control	High control, but may lack expertise	Expertise, high control	High control, expert support	High control, expertise ++

BONNUS READY TO DIVE IN?

Thank you for embarking on this journey with us. We hope this guide has been an insightful companion as you step into the wonderful world of wedding planning.

Your unique vision deserves nothing less than a celebration that reflects your love story. As a token of our gratitude, we'd love to offer you a special bonus – **a 10% discount coupon on your first month of planning with our subscription. Use code FIRSTMONTH.**

Let this guide be your compass, guiding you through the exhilarating chapters of your wedding tale.

Happy planning!

Credits: all weddings depicted in this free guide are planned and styled by Sand+Lace Events. The photographer's are Sarah Taylor Photo & Film (page 1, 3, 7, 10, 12) and Days Made of Love (page 2, 4, 16)