

t h e v e n u e  
**blueprint**

# **5 Quick Fixes to Increase Bookings This Month**

Made for wedding and  
events venues

# WELCOME!

Great news—your 5 Quick Fixes to Increase Bookings This Month checklist is ready!

Inside, you'll find simple but powerful tweaks you can make today to turn more enquiries into confirmed bookings. No fluff, no complicated strategies—just real, actionable fixes that work.

The venues that implement these small changes see results fast—so don't just save this and forget about it! Take 10 minutes to go through it now and start making those quick wins.

If you have any questions (or just want to chat about how to get your venue fully booked), book your free action call.

**Book Your Free Action Call**

## **Fix 1: Make Your Website a Sales Machine**

**✗** Mistake: Your website is confusing or missing key info.

**✓** Quick Fix:

Display clear pricing, availability, and high-quality images upfront.

Use a direct call to action (e.g., “Book a Venue Tour”).

Remove any unnecessary clicks—make it easy for people to enquire.

## **Fix 2: Follow Up Like a Pro (No More Ghosting!)**

**✗** Mistake: Sending boring, forgettable follow-ups.

**✓** Quick Fix: Use a 3-step follow-up sequence:

**1** First message: A warm, friendly response that highlights your venue’s unique selling points.

**2** Second message (3–5 days later): Answer common concerns (e.g., “Our key dates are filling up fast—let me know if you’d like first dibs!”).

**3** Final follow-up: “We’re closing bookings for this season soon. Let me know if you’d like to secure a date.”

### **Fix 3: Make Your Pricing Work for You**

**✗** Mistake: Complicated or unclear pricing that confuses potential clients.

**✓** Quick Fix:

- If you can't display full pricing, offer a 'starting from' price and an easy-to-download guide.
- Keep your packages clear and simple—too many options = decision fatigue.
- Highlight any limited-time offers to create urgency.

### **Fix 4: Use Social Proof to Build Trust**

**✗** Mistake: Not showing enough proof that people love your venue.

**✓** Quick Fix:

- Add testimonials, Google reviews, and real event photos to your website and socials.
- Share behind-the-scenes content from real bookings.
- Create before-and-after transformations of your venue to showcase its potential.

## Fix 5: Stop Posting, Start Selling

✗ Mistake: Social media posts that don't lead to enquiries.

✓ Quick Fix:

- Every post should have a call to action (e.g., “DM us for availability,” “Book a tour,” “Download our pricing guide”).
- Show real clients enjoying your venue instead of just aesthetic shots.
- Use Instagram Stories with polls & Q&As to engage potential clients.



# READY TO TAKE ACTION?

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You've got the checklist – now it's time to put those quick fixes into action and watch your venue fill up with bookings.

Remember, these small changes can have a huge impact. It's all about getting the basics right and making it easy for potential clients to say yes.

Need help with implementation? Want to chat about what's next for your venue? I'm here for you!

Book a free consultation call and let's make your venue the go-to spot for your ideal clients.

**Book Your Free Action Call**