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How to make perfect wedding planner for making unforgettable event by [Aman Kumar](#)

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Wedding planner is the person who should be well confidence for perfect wedding planning. A wedding planner's role and responsibilities are basically similar to service industry jobs, and the first rule of any service industry is, 'customer is the king'. It takes tremendous amount of patience and understanding, when it comes to serving people and catering to their demands. You may attend a school to learn the premise of planning a wedding. However, the tact of dealing with clients has to come from within. Learn more about what are the duties of a wedding ceremony planner?

Join any professional wedding planner Institute

At first join in a reputed institute or a school that teaches you the basics of how to become a wedding planner. The need to register with these schools is to get a certification, which is your key to enter the wedding planner's market. Importantly, these schools teach you how to set up a wedding, what is the role of a facility arranger, running a wedding business, working with clients, increasing your manpower, proportion of service charges to be charged, wedding location as per wedding budgets and so on. These are all matters of common sense, which we apply in our day-to-day lives too. However, a little brush up is always good.

Register Your Business

Once you have the certification, there is no looking back. With the documentation, abide by your city or state guidelines to start dealing. Complete the formalities such as, registering the firm, drafting the memorandum of association, articles of association, obtaining a license and registering the name. Once your name is registered, you will have to design your business card, business board and draft advertisements.

Advertising of your business

After registration, you should have to advertise your firm. According to statistics, there are 10,000 wedding planners in US alone. So, get realistic, about investing. You will have to invest well in advertising to earn a handsome return on investment. The cheapest and effective way of advertising is on the World Wide Web, Google AdSense, Internet marketing, flyers and not to forget, word of mouth publicity. Once you have some money rolling in, invest in a well-designed website for your firm. People look for wedding planners, because they don't have time. Thus a quick tour on the website, while at office, will give them an idea about you.

Now your business will be started, have a fully functional website and the money rolling in, but don't think it's over yet. This is just half the battle won. Appoint an attorney to look after every agreement you sign with your customers. This will protect you from any discrepancies and misunderstandings, if any in the future.

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