AN EMBRACING EXCELLENCE FIELD GUIDE

# Consult & Book

THE FIRST MEETING · THE BOOKING · THE SECOND MEETING

The two conversations that win the wedding.

WAYNE & ROSANNE PREVETT
Executive Life Celebration Coaches
7,000+ life celebrations · 2,000+ officiants and celebrants certified · @the3kofficiant

PREFACE

# A Note From the Authors

I've spent the better part of thirty years officiating weddings and training the people who officiate them. In all that time, I've never once seen a great ceremony happen by accident. The ones that land — the ones a couple replays for years — are almost always won long before the day itself, in two quiet conversations most guests never see.

The first is where trust is earned and the booking is made. The second is where a booked couple becomes a ready one. I've watched gifted, warm-hearted officiants lose beautiful couples simply because they never learned to run those two meetings with intention. And I've watched others — no more talented — book nearly everyone they met, because they made people feel understood and then, without apology, asked for the work.

That difference isn't charisma. It's craft — and craft can be taught. That is what these pages are for.

— Wayne & Rosanne

Founders, Life Celebrations Academy

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INTRODUCTION

# Two Conversations, One Relationship

Almost everything a couple will feel on their wedding day is decided long before it — across two conversations. The first books them. The second prepares them. Get these right and the ceremony almost runs itself; get them wrong and no amount of polish on the day can rescue the trust you never built.

This guide walks both conversations end to end: the first consultation (we'll call it C1), the booking that follows it, and the second consultation (C2) that turns a signed couple into a ready one. None of it is about a script you perform. It's about being the calm, prepared professional a couple instinctively wants standing beside them.

> A wedding day is won or lost long before the wedding day.

One note on the law: every marriage carries legal requirements, and they differ from place to place. This guide stays deliberately general on the paperwork — learn the exact rules where you serve, and fold them into the moments marked here as the legal essentials.

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CHAPTER ONE

# The Three Values

Connection, Choice, Competency — the posture beneath every consultation.

Before the tactics, the posture. Three values sit underneath every consultation you will ever run. They are not steps — they are the way you show up.

## Connection

You are a stranger being invited into one of the most intimate days of two people's lives. Connection is earned in the first ninety seconds — warmth, eye contact, genuine curiosity about them, not your packages.

## Choice

This is their ceremony, not your template. Your job is to open doors, not to march them down a hallway. When a couple feels real ownership over the shape of their day, they relax — and a relaxed couple trusts you to guide the parts they don't know.

## Competency

Warmth without competence is a pleasant chat that books no one. The couple needs to feel, quickly, that you have done this many times and that nothing about their day will catch you off guard. Competence is what lets your calm actually reassure them.

> Couples don't book the most impressive officiant. They

> book the one who made them feel understood.

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CHAPTER TWO

# The First Consultation

## C1 — from hello to booked.

C1 has one job: to earn the booking by making the couple feel understood and reassured. Aim for forty-five minutes — long enough to connect, short enough to stay crisp.

### Set the stage

(cid:127)Meet somewhere neutral, quiet, and comfortable — not rushed, not loud.

(cid:127)Arrive early. Secure the table and seating so you're settled before they walk in.

(cid:127)Bring your tools ready to go: your ceremony outline open, notepad, a beautiful pen.

(cid:127)Dress the part — professional, but warm and approachable, not severe.

### Greet, seat, and warm up

Stand to greet them. Congratulate them warmly and get them seated. Open with the couple, not the paperwork: 'So — how are the plans going?' Let them talk. You are learning who they are and, quietly, how they make decisions together.

### Read the couple: the context questions

(cid:127)Date, time, and venue — and is it set, or still moving?

(cid:127)Roughly how many guests? Indoors or outdoors?

(cid:127)Who's standing up with you — and does anyone have a role?

(cid:127)Are there things you absolutely want — or absolutely don't?

Keep to questions they can actually answer. Nothing shakes a couple's confidence faster than being quizzed on details they haven't reached yet.

### The legal segue

Once they feel understood, bridge gently to substance: 'There are a few things every marriage has to include to be legal — the vows, the legal declaration, and signing the required documents. Everything around those is yours to shape.' This shows competence and reassures them the rest of the day is theirs.

### Walk the ceremony order, then ask

Turn the screen toward them and walk your ceremony outline top to bottom, plainly and without rushing. Then — and this is where most ‘good’ consultations quietly fail — actually ask for the booking: ‘Would you like to use my services?’ Then stop talking, and let them answer.

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> A consultation that never asks for the booking is just a

> pleasant conversation.

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CHAPTER THREE

# Booking

## Turning a yes into a commitment.

A verbal yes is a warm feeling, not a booking. Convert it while you're together.

### Secure the date

The rule is simple and non-negotiable: no deposit, no booking. A date is only held once money changes hands. Say so kindly and clearly — couples respect a professional who runs a real business.

### The agreement & your systems

(cid:127)Put the essentials in writing: date, time, venue, fee, deposit, and balance-due date.

(cid:127)Open a folder for this couple where every note, draft, and document lives.

(cid:127)Enter the date in your calendar with deposit-paid and balance-due flags, and send a clean

- invoice.

> A date is only held when money changes hands. Everything

> else is a maybe.

And one rule that saves you every time: never collect the balance on the wedding day. Arrive as their calm, trusted officiant — not the person chasing a payment while the photographer waits.

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CHAPTER FOUR

# The Second Consultation

C2 — from booked to ready.

C1 won their trust. C2 delivers on it — a booked couple becomes a prepared one, and you gather everything you need to write the final ceremony. Aim for two to three weeks out: close enough that details are firm, early enough to fix anything that isn't.

(cid:127)Come prepared: bring the folder, your correspondence, and any draft they've seen.

(cid:127)Lock the logistics: confirm place, date, time, who's involved, and the running order.

(cid:127)Walk the content: go through their ceremony piece by piece and confirm every reading and

- reader.

(cid:127)Collect the balance — now, not on the day.

(cid:127)Send them off calm, then build the final script from what you gathered.

> Your job in the second meeting is simple: send them out

> lighter than they came in.

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> The consultation is where a ceremony is really built. Book Two — The Accomplished Wedding Officiant goes far deeper.

NOW WHAT?

# There is a next step.

Over thirty years we have trained and certified more than 2,000 officiants and celebrants. We are more than a ‘get ordained online’ organization — we care deeply about the people we invest in. Wherever you are in your journey, there is a next step, and we would like to walk it with you.

**Keep reading, free.** The whole Embracing Excellence library, all 365 Pro Tips and every field guide — open to everyone, no membership needed.

**Go deeper — the books.** This guide named the thing. The books teach it. **Book One — I’m Ordained, Now What?** for your first ninety days. **Book Two — The Accomplished Wedding Officiant** for the craft and the business. **Book Three — Making the Most of the Moment** for the three minutes a couple never forgets.

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