AN EMBRACING EXCELLENCE FIELD GUIDE

The First 21 Days

THREE WEEKS · ONE STEP AT A TIME

Your first three weeks as a wedding officiant — one step at a time.

WAYNE & ROSANNE PREVETT

Executive Life Celebration Coaches · Founders, Life Celebrations Academy

7,000+ life celebrations · 2,000+ officiants and celebrants certified · @the3kofficiant

FROM THE AUTHOR

A Personal Note

Congratulations — and welcome. If you've just begun your journey as a wedding officiant, you're likely feeling a mix of excitement and "okay… now what?" That's exactly why Rosanne and I created this guide.

Over the past thirty-plus years we've officiated thousands of life celebrations and trained and certified over 2,000 passionate people. In all of it, we've learned that the officiants who thrive aren't the most naturally gifted — they're the ones who start well and stay the course. You don't need a hundred things done today. You need the right one.

So here's how this works: one simple, doable step each day for three weeks. Don't rush ahead. Do today's step, then close the guide until tomorrow. Momentum matters more than speed.

— Wayne & Rosanne & Rosanne Prevett, Life Celebrations Academy

WEEK ONE

Getting Started

Day 1 — First Things First

Make sure you understand what makes you legally able to officiate where you live and serve. Rules differ by place — confirm yours before you take a single booking. Then set up a simple system to keep track of every enquiry and wedding.

Day 2 — Write Them Down

Write down why you're doing this and what you hope it becomes. These notes are your anchor — you'll return to them on the hard weeks. Keep them somewhere you'll actually see them.

Day 3 — Secure Your Website

Register a simple, memorable domain and put up a basic site — who you are, what you offer, and how to reach you. It doesn't need to be fancy today; it needs to exist. Couples and vendors will look you up.

Day 4 — Clarify Your Mission

In one or two sentences, answer: who do you serve, and what do you want every couple to feel? A clear mission quietly shapes every decision that follows — your pricing, your words, your presence.

Day 5 — Set Some Goals

Set a few concrete, reachable goals for your first year — ceremonies officiated, relationships built, skills sharpened. Vague hopes drift; written goals pull you forward.

Day 6 — Create Your Space

Set aside a dedicated place to work — even a corner. Officiating is a craft, and a craft deserves a workbench. A defined space tells your brain this is real.

Day 7 — Organize Your Tools

Gather and organize the tools of the trade: your ceremony scripts, your consultation questions, your contract, a reliable microphone plan. Know where everything is before you need it.

Day 8 — Build Your Materials

Put together the basics of your brand — business cards, a simple logo or wordmark, a consistent look. First impressions start before you ever say a word.

DAYS 9–13

Research

Day 9 — Create a Research Strategy

Before you dive in, decide what you're looking for and where you'll record it. Build a simple database or document to capture everything you learn this week — it becomes your map of the local market.

Day 10 — Know the Legal Landscape

Research the marriage requirements where you'll officiate — what's legally required of you and of the couple, and how licences work in your area. Never guess at the legal parts; know them cold.

Day 11 — Understand Your Demographics

Who are the couples in your area? Their ages, budgets, styles, and what they tend to want in a ceremony. The better you understand your market, the better you can serve and reach it.

Day 12 — Study Other Officiants

Look at other officiants and industry specialists near you — their services, their positioning, their fees. Not to copy them, but to understand the landscape and where you'll stand in it.

Day 13 — Map the Venues

Identify the ceremony venues in your region — where weddings actually happen near you. These are the rooms you'll one day stand in, and the relationships you'll build next week.

DAYS 14–18

Relationship Development

Day 14 — Create a Strategy

Marketing in this field is about relationships, not ads. Make a list of who to reach first — the people and places most likely to send couples your way — and a simple plan to connect with them.

Day 15 — The Gatekeepers

Venues are gatekeepers: they meet couples before you do, and a trusted officiant on their preferred-vendor list is gold. Begin building genuine relationships with the venues you mapped.

Day 16 — Other Professionals

Photographers, DJs, planners, and caterers work every wedding you do. They refer officiants they trust and enjoy working with. Introduce yourself; be someone they'd want on the team.

Day 17 — Dress for Success

How you present yourself shapes who trusts you. Dress professionally for every meeting and ceremony — not to impress, but to signal that you take this, and them, seriously.

Day 18 — Your Elevator Pitch

Prepare a short, warm way to say who you are and what you do — something you can deliver naturally in thirty seconds. You'll use it more than any other tool you build.

DAYS 19–21

Review & Reaffirm

Day 19 — Review Your Training

Go back through your training materials and resources. Now that you've done the groundwork, they'll land differently — you'll catch things you missed the first time.

Day 20 — Review Your Presence

Look at your website and social media as a couple would. Is it clear, warm, and consistent? Tighten anything that doesn't yet reflect the officiant you're becoming.

Day 21 — We Are Here for You

You've built a foundation in three weeks that many officiants never build at all. Revisit your steps, finish anything unfinished, and stay the course. This is the beginning — and you don't have to walk it alone.

NOW WHAT?

There Is a Next Step

> Twenty-one days is the start. Book One — I'm Ordained, Now What? is the whole first ninety.

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.

Ask us something today. Voice Message Coaching is open to everyone, from $27 CAD. Send us a voice message and we reply — no appointment, nothing to book.

Stop doing this alone. The Crossroads is our members’ community — the Officiants Café twice a month with us, the Our Ceremony builder, ready-to-use website templates, ceremony scripts and business tools.

Get certified. Wedding Officiant, Funeral Celebrant and New Life Celebrant certification, live with Wayne and Rosanne. Open to anyone, anywhere. No experience required.

Start anywhere you like — **lifecelebrationsacademy.com**

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