AN EMBRACING EXCELLENCE FIELD GUIDE

Marketing the Officiant Brand

FACEBOOK · INSTAGRAM · TIKTOK

Getting found, getting booked, and getting referred.

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

PREFACE

A Note From the Authors

We've spent the better part of the past thirty years training and certifying wedding officiants, first through our own practice and later through Life Celebrations Academy, where we have now worked alongside over 2,000 officiants and celebrants across Canada and the United States. Between us we have had the honour of officiating more than 7,000 ceremonies, establishing life-celebration businesses and ministries, and leading a team that officiated thousands more.

None of that matters if couples can't find you. I've watched genuinely gifted officiants struggle to book ceremonies, not because their craft was lacking, but because nobody outside their existing circle knew they existed. Meanwhile, I've watched newer officiants build thriving practices largely because they understood one thing early: in this business, your marketing is often a couple's very first ceremony experience with you, long before they ever book a consultation.

This guide is different from the others we've written. It isn't about character or craft — it's a practical teaching guide to the three platforms where I've seen officiants build real, sustainable businesses: Facebook, Instagram, and TikTok. Each one works differently, rewards different content, and reaches a different kind of couple. Treating them identically is the single most common marketing mistake I see.

I wrote this book to give officiants a clear, unpretentious starting point — not a growth-hacking playbook, but a grounded sense of what each platform is actually for, and how to show up on it in a way that still feels like you. My hope is that you'll close this book with a simple plan you can actually execute this week, rather than one more thing to feel behind on.

Thank you for spending this time with us. It's a subject we care about deeply, and we're glad to share it with you. Where a personal story appears in these pages, it is Wayne's unless we say otherwise.

— Wayne & Rosanne

Founders, Life Celebrations Academy

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INTRODUCTION

Getting Found Before You're Getting Booked

Couples rarely find their officiant the way they find their venue or their photographer, by scrolling a curated marketplace. Far more often, they stumble across a name on Facebook through a friend's wedding photos, a face on Instagram through a hashtag, or a voice on TikTok through a video that made them stop scrolling. Marketing, for an officiant, mostly means showing up well on these three platforms — before a couple ever books a call.

The mistake I see most often is treating all three platforms as one job: write a post, add a photo, cross-post it everywhere. Each of these platforms rewards a different kind of content, reaches a different kind of couple, and asks something different of you. Facebook rewards community and trust. Instagram rewards visual proof of your work. TikTok rewards personality and discovery. Treating them the same wastes effort on all three.

This isn't a book about growth hacks or chasing virality. It's a practical, platform-by-platform guide to showing up consistently, authentically, and well — in a way that still sounds like you, and still attracts the kind of couple you actually want to marry.

> You don't need to be everywhere. You need to be genuinely present on the two or three platforms where your couples already are.

Three platforms. One question running underneath all of them: if a couple found only this post, would it make them want to meet you?

CHAPTER ONE

Facebook

The community platform. Where trust gets built and referrals get made.

Facebook is where couples go to ask their friends, not just to look at strangers. Local wedding-vendor groups, community pages, and a couple's own network of friends who've gotten married recently — this is where Facebook earns its keep. It rewards officiants who show up as part of a community, not just a business posting into a void.

What Works

- A complete, active Business Page — reviews, photos, clear contact info, and consistent posting.
- Genuine participation in local wedding-vendor and community groups, not just drive-by self-promotion.
- Longer-form storytelling posts: a couple's story, a moment from a ceremony, a lesson learned.
- Encouraging couples to leave reviews and tag you in their wedding albums.
- Small, well-targeted local ads aimed at recently engaged couples in your service area.

Common Mistakes

The most common mistake is treating a Facebook Page like a billboard — all promotion, no participation. Facebook's algorithm, and its users, both favour genuine engagement: comments, shares, and conversation. A second common mistake is neglecting reviews. On Facebook, in particular, a handful of specific, story-driven reviews does more work than any ad copy you could write yourself.

A Quick-Start Plan

- Claim and completely fill out your Business Page, including service area and booking link.
- Join three to five local wedding-vendor or community groups and introduce yourself genuinely.
- Ask your next five couples, by name, to leave a review within a week of their wedding.
- Post one longer story-style update every week — not just a photo, a moment.

> On Facebook, the algorithm rewards what your community already rewards: showing up like a neighbour, not a billboard.

An Example

An officiant I trained spent months posting polished flyers to her Page with almost no engagement. On my advice, she stopped posting flyers entirely and instead posted one honest paragraph a week — a nervous groom, a grandmother's blessing, a rainstorm that turned into a blessing in disguise. Within two months, couples were commenting, sharing, and tagging her in their own posts. Her bookings didn't come from an ad. They came from people talking about her in the comments.

CHAPTER TWO

Instagram

The portfolio platform. Where couples decide if your style fits their day.

Instagram is where couples go to look, not just to ask. By the time a couple lands on your Instagram profile, they've usually already decided you're a real contender — now they're checking whether your style, your presence, and your past ceremonies match the day they're imagining. This platform rewards visual proof over explanation.

What Works

- A profile grid that looks like a portfolio — consistent, high-quality ceremony photos and reels.
- Short video clips of real ceremony moments: vows, the kiss, a reaction shot from the crowd.
- Collaborating with photographers, planners, and venues who tag each other in posts.
- Using a small set of relevant, local hashtags rather than generic wedding tags.
- Instagram Stories for behind-the-scenes moments — rehearsals, travel to a venue, prep.

Common Mistakes

The most common mistake is posting inconsistently or with low-quality, poorly lit photos — on a visual platform, that reads as a lack of professionalism even if your ceremonies are excellent. A second mistake is never appearing in your own photos. Couples are hiring you, not just a service; a grid with no visible officiant tells them nothing about who will actually be standing at the front of their ceremony.

A Quick-Start Plan

- Ask every photographer you work with for two or three usable photos or clips afterward.
- Post at least one reel a month showing a real moment from a real ceremony.
- Reach out to three local photographers or planners to build a tagging relationship.
- Keep a simple, consistent visual style — the same tone and colour feel, post to post.

> A couple can read your website. Only Instagram shows them what it will actually feel like to stand in front of you.

An Example

One officiant on our team had beautifully written testimonials but almost no photos of himself actually officiating — every post was text on a plain background. Couples kept asking, politely, "what does he look like when he's up there?" The moment he started posting even simple phone-shot clips of real ceremonies, his inquiries doubled within a season. Couples weren't

doubting his skill. They just couldn’t picture him doing the job until they could actually see it.

CHAPTER THREE

TikTok

The discovery platform. Where strangers become couples who already feel like they know you.

TikTok is the one platform where a couple who has never heard of you can end up watching your video before they've even started planning their wedding. It rewards personality, native short-form video, and a genuine hook in the first two seconds — far more than production value or polish. Couples come to TikTok to be entertained first; being convinced to book you is a byproduct of that.

What Works

- Short, native-feeling videos — filmed and edited to look like TikTok, not repurposed from elsewhere.
- A strong hook in the first two seconds: a question, a surprising line, an unexpected moment.
- Behind-the-scenes officiant content: what a consultation actually looks like, a funny rehearsal moment.
- Using trending sounds and formats when they genuinely fit, rather than forcing every trend.
- Posting consistently — TikTok rewards frequency and experimentation more than any other platform here.

Common Mistakes

The most common mistake is posting a polished, Instagram-style video with no hook and calling it a day — TikTok's algorithm moves on from unengaging content within seconds, and so do its users. A second mistake is disappearing after a few videos that didn't immediately perform. TikTok rewards volume and iteration; the officiants who eventually break through are usually the ones who posted dozens of videos, not the ones who posted three perfect ones.

A Quick-Start Plan

- Film three short videos this week using only your phone — no fancy editing required to start.
- Open each video with a question or a hook, not a slow introduction.
- Post at least three times a week for a month before judging whether "it's working."
- Show your actual personality — humour, warmth, nerves and all. Polish isn't the currency here.

> On TikTok, couples don't discover your credentials first. They discover you — and decide whether they like you before anything else.

An Example

An officiant I coach was convinced TikTok “wasn’t for older couples” and resisted it for a year. On a whim, she posted a thirty-second video of the strangest question a couple had ever asked her during a consultation. It reached far more people than anything she’d posted elsewhere — including several couples in their forties and fifties who commented that they’d never expected to find their officiant on TikTok, but there she was.

AT A GLANCE

Facebook vs. Instagram vs. TikTok

If you only have time for one platform this month, use this to decide which one matches what you're actually trying to accomplish.

> FacebookInstagramTikTok

Primary Purpose

- Community & trustVisual portfolioDiscovery & personality
- Photos and reels of realShort, hook-driven native

Best Content

- Stories, reviews, group posts ceremoniesvideo
- Several times a week,

Posting Rhythm

- A few times a weekA few times a week minimum

Audience

- Asking friends for adviceEvaluating fit and styleBrowsing to be entertained

Mindset

- Converting interestedReaching couples who've

Best For

- Local reputation and referrals couplesnever heard of you

> Pick the platform that matches the couple you want to reach — then actually show up on it, every week.

CONCLUSION

Your Simple Cross-Platform Plan

You don’t need to master all three platforms this month, and you probably shouldn’t try. Pick one platform to lead with, based on where your couples already spend their time, and give it your real, consistent effort for at least a season before judging the results. Layer in a second platform once the first one feels like a habit, not a chore.

If you only take one idea from this book, let it be this: consistency on one platform beats sporadic effort on three. A Facebook Page updated weekly will outperform three neglected profiles every time. Start narrow, get genuinely good at showing up, and expand from there.

> The best marketing plan is the one you’ll actually keep doing in week six.

> Book Two — The Accomplished Wedding Officiant takes marketing all the way to becoming the officiant venues recommend by name.

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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