AN EMBRACING EXCELLENCE FIELD GUIDE

The Moment You're Missing

THREE MINUTES · UNSCRIPTED · UNFORGETTABLE

Every wedding contains it. Most ceremonies let it pass.

WAYNE & ROSANNE PREVETT

Executive Life Celebration Coaches · Founders, Life Celebrations Academy

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

THE PREMISE

There Is a Moment in Every Ceremony

There is a point in every wedding where the room opens. The shuffling stops. The noise drops. Everyone is looking at the same two people, and for a few minutes a hundred and fifty guests are listening harder than they will listen all year.

It arrives whether you use it or not. It is not something you create; it is something that happens, somewhere after the vows are settled and before the pronouncement, and it lasts about three minutes.

> Most officiants walk straight through it. Not because they are careless — because nobody ever told them it was there.

This guide is about that gap. What it is, what it costs you, and how to tell whether you are currently missing it. It is not a training manual and it will not teach you to build one. It will show you what you are walking past.

A question worth sitting with

After thirty years of officiating, the question we are asked most often by guests is not about paperwork or timing or what to wear. It is this: — how long have you known them?

We had usually met the couple twice.

WHAT'S INSIDE

The Moment You're Missing, Section by Section

01 The Premise — There is a moment in every ceremony, and it arrives whether you use it or not.

02 What It Looks Like When It's Absent — Six things that fill the space instead.

03 What It Looks Like When It Lands — Three couples, years later. None of them remembered the ceremony. All of them remembered this.

04 An Honest Self-Diagnostic — Eight questions. Answer them quickly and do not soften anything.

05 Why It Is Not Talent — The one belief standing between most officiants and this.

How to use this guide

Read it in one sitting — it is short on purpose. Then answer the eight questions in section four honestly. If you finish and think you have been walking past this for years, that is the correct response, and it is the reason we wrote it.

THE PROBLEM

What It Looks Like When It's Absent

The moment does not vanish when you ignore it. Something else fills it, and there are only ever about six things. You will recognise every one of them, because you have sat through them at other people's weddings.

- Generic warmth. Love is patient, love is kind, marriage is a journey. True, and about nobody in particular.
- Sentiment with no spine. Beautiful words that ask nothing of the couple and are forgotten by the reception.
- The stand-up routine. The officiant is enjoying this considerably more than the couple is.
- Filler. Something to say between the vows and the rings, because silence felt awkward.
- Length. A moment that was working at three minutes and stopped working at nine.
- Nothing at all. Vows, rings, pronouncement, done. Efficient, professional, and gone from memory by Tuesday.

What it actually costs

You will still be paid. The couple will still thank you. Nobody will complain, which is precisely why this can go on for a decade without correcting itself.

> The cost is invisible: the wedding that does not get talked about, the referral that never comes, the couple who liked you and cannot say why anyone else should book you.

THE OPPORTUNITY

What It Looks Like When It Lands

Here is what we mean, and we are going to use three true ones rather than describe it in the abstract.

The photographer put the camera down

Halfway through a moment, a photographer we had worked with many times stopped shooting, knelt down in the aisle, and listened. Afterwards he told us he had photographed hundreds of weddings and had never once put the camera down.

The couple in the car

An email arrived some weeks after a wedding. The couple had privately decided to divorce before the day — they were going to get through it and tell the families quietly that week. On the drive home he turned to her and said they did not actually want a divorce; they wanted a better marriage and had never known how to get there.

They are still married. Nothing clever did that. Four simple principles did, spoken in about three minutes.

The stranger in the bank

Standing in a queue, somebody tapped Wayne on the shoulder. “You don’t know who I am, but I was at a wedding you did over ten years ago. The words you shared that day have stayed with me, and they have made our marriage the best it possibly could have been.”

> Ten years. A guest, not the couple. From three minutes he had never been told to expect.

THE HONEST PART

Are You Missing It?

Eight questions. Answer them quickly, and do not soften anything — nobody is reading this over your shoulder.

- At your last wedding, was there a point where you spoke directly to the couple about something true, and not from a script?
- Could you write down, right now, what that couple most needed to hear?
- Did you know that before the day, or are you working it out now?
- In your consultation, did you ask a single question whose answer you could not have guessed?
- Have you ever had a guest — not the couple, a guest — seek you out afterwards to talk about something you said?
- Are your ceremonies distinguishable from one another six months later?
- Do couples book you because someone described what you said, or because you were available?
- If a couple asked why they should choose you over the officiant charging half your fee, would your answer be about the ceremony or about you?

How to read your answers

There is no score. But if you hesitated on more than two of those, you are almost certainly walking past this moment at every wedding you do — and you are in the large majority.

THE MISCONCEPTION

This Is Not Talent

The most common reason officiants never attempt this is a belief that some people can speak into a room and some people cannot, and that they are the second kind.

That belief is wrong, and it is expensive. A florist does not improvise an arrangement in front of the guests. A chef does not invent the meal at the pass. Nobody else in this industry wings the thing they were hired for — and the officiant, who carries the fewest props and the most words, has the least excuse of anyone.

> It is a craft. Crafts are learned. And the officiants who get good at this get good on purpose, not by accident of personality.

There are four disciplines underneath it, a method for finding your material in a single consultation, and a way of preparing so that you can stand there with three words on a card and nothing between you and the couple. None of that is instinct. All of it is teachable.

That is what “Making the Most of the Moment” is for — Book Three in this series, and the only book we know of written about these three minutes. It carries the four disciplines, the method, the mechanics, a checklist, and eight moments written out in full exactly as they were delivered.

> This guide was only ever meant to tell you the moment is there. The book teaches you what to do with it.

One thing you can do at your next wedding

Do not build anything yet. Simply notice it. Somewhere after the vows are settled, the room will open — you will feel the attention gather. Note where it happens and how long it lasts.

Once you have felt it, you will not be able to walk past it again.

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**

FOLLOW THE 3K OFFICIANT @the3kofficiant · Facebook · Instagram · TikTok

© 2026 R. Wayne Prevett and Rosanne Prevett. All rights reserved.

This material, including all written content, frameworks, ceremonies, and training resources, is the intellectual property of R. Wayne Prevett and Rosanne Prevett. No part may be reproduced, distributed, transmitted, adapted, or used in any form without prior written permission, except for brief quotations with proper attribution. Unauthorized use is strictly prohibited.