AN EMBRACING EXCELLENCE FIELD GUIDE

The Officiant's Starter Kit

Everything you need to begin officiating with excellence.

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

LIFE CELEBRATIONS ACADEMY

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FROM THE FOUNDER

A Personal Note From Wayne

Thank you for downloading our Starter Kit. No matter where you are on your officiant journey, we are here for you.

We desire to do everything we can to help guide you towards excellence in every encounter and endeavour.

We have spent the past 30+ years immersed in the world of Life Celebrations. We have officiated thousands of Life Celebrations and trained and certified over 2,000 passionate people, inspiring each of them to greatness. We hope that you will trust us to be your guide.

Wayne & Rosanne Prevett

Founders, Life Celebrations Academy

OUR PURPOSE

Why the Academy Matters

We founded the Academy to address a critical gap within the wedding industry: the lack of professional standards for Wedding Officiants.

Despite being the only legally required presence on the wedding day, the role of the Officiant is often entrusted to individuals with little to no formal training, certification, or oversight.

This lack of structure has resulted in a proliferation of underqualified officiants, ultimately diminishing the quality and consistency of ceremonies.

As professionals committed to excellence in every aspect of the wedding experience, we believe it's time to elevate this essential role to the standard it deserves.

> OUR CONVICTION
>
> The Officiant is the one person the wedding cannot happen without. That role deserves training, standards, and pride of craft — and that is exactly what the Academy exists to build.

GETTING STARTED

About the Starter Kit

Welcome, and thank you for downloading our Starter Kit. This Kit is for the person who is new to this exciting journey of officiating wedding ceremonies.

Honestly, we could fill pages with helpful information — but that is not possible here.

So we have put together a small sample of some of the countless resources we have used over the years and shared with the over 2,000 Officiants and Celebrants we have trained and certified.

> THE GOAL
>
> We know these resources will be a great help to get you started on your journey towards excellence.

THE FRAMEWORK

Recommended Ceremony Order

- Musical Prelude
- Processional
- Welcome & Opening Words
- Family & Guest Affirmations
- Reading (scripture or romantic)
- Words to the Couple
- Statement of Intent
- Vow Exchange
- Ring Exchange
- Reading (scripture or romantic)
- Sign License
- Ceremonial Element
- Announcements
- Closing Words
- Official Declaration
- Kiss
- Presentation
- Recessional
- Musical Postlude

THE FRAMEWORK

The Ceremony Order, Explained

Musical Prelude The music playing as your guests arrive. There are three common options: no music, live music, or a DJ.

Processional The part where the parents, guests of honour, and the bridal party make their way to the front to begin the ceremony.

Welcome & Opening Words The Officiant welcomes everyone to the ceremony and shares some thoughts about what the ceremony is all about.

Statement of Intent A traditional element (a legal requirement in some places) stating that the couple intend to marry each other and are doing so of their own free will.

Affirmation of Families and/or Guests The point where family and/or guests are asked to affirm their support for the couple — and/or the bride is “given away.”

THE FRAMEWORK

The Ceremony Order, Explained

First Reading or Special Music To add depth and character, the Officiant or a guest reads either a scripture reading or a romantic reading of the couple's choice.

Words to the Couple At this point in the ceremony, we take 2–4 minutes to motivate and encourage the couple.

Vow Exchange Where the couple share their intimate thoughts and promises. They can write their own words or choose more traditional vows.

Ring Exchange The part of the ceremony where the couple exchange a token of their commitment to each other.

Second Reading A spot for another reading or special music.

Signing the License The part of the ceremony where the couple sign the marriage license.

THE FRAMEWORK

The Ceremony Order, Explained

Closing Words / Announcements At this point, we thank everyone for being there and give direction as to what is happening next.

Official Declaration Legal wording officially declaring the couple married.

Kiss You better know what this one is all about!

Presentation of the Couple With the couple's guidance as to their name choice, we present them for the first time: "Ladies and gentlemen, it is an honour to present to you, for the first time…"

Recessional The ceremony is over and the couple walk back down the aisle to a favourite piece of music.

Musical Postlude Music played as the guests leave and enjoy some refreshments.

THE CONSULTATION

Small-Talk Questions

The following are some common ice-breaker questions to ask couples when you meet them at your first consultation. They build confidence between you and the couple, and clarify the context for the ceremony. You cannot deal with ceremony content if you do not know the ceremony context.

- How many guests will you have?
- Will your ceremony be inside or out?
- Will your guests be seated or standing?
- Will you have attendants? How many?
- Any ring bearers or flower girls?
- Will you see each other before the ceremony?
- Is there anything you want — or do not want — to see happen in your ceremony?

You cannot walk through the ceremony order until you have learned the answers to these questions. It is very important to never make assumptions.

THE CONSULTATION

Leading an Outstanding Consultation

- Arrive early and get set up.
- Do not be late, or you will have already lost the couple's confidence.
- Lead the conversation — do not have an open discussion. The couple needs your guidance.
- Use the ceremony order as a guide.
- Ask small-talk questions to determine your context. Context determines content.
- Know the ceremony language so you appear knowledgeable and competent.
- Lead with confidence and the couple will book.
- Ask them to book.

> THE HINGE
>
> Confidence is the product. The couple is not buying a script — they are buying the certainty that you have this handled. Lead well, and the booking takes care of itself.

ON THE DAY

Leading an Unforgettable Ceremony

- Arrive 30 minutes before the ceremony. Do not be late…ever!
- Dress professionally at all times. Avoid clergy garb, as it can come across as arrogant.
- Use a hand-held, wireless microphone for outdoor ceremonies. Ask the couple to arrange it.
- Memorize your opening and closing words.
- Communicate with passion and professionalism.
- The ceremony is not about you…ever!

> REMEMBER
>
> You are the calm, competent centre of the room. When you are prepared, present, and unhurried, the couple relaxes — and so does everyone watching.

BUILDING THE BRAND

Tips for Marketing

- Have a website with your prices listed.
- Build a Facebook page dedicated to your services.
- Create a simple business name that reflects your brand or region.
- Don’t hide your fees.
- Marketing is all about building relationships with wedding professionals and other Officiants.
- Couples are not your clients — the wedding pros are.
- Use calm, neutral colours on all marketing materials.
- Consult a specialist for marketing help.
- Attend wedding trade shows as a paying vendor.
- Develop a marketing plan and stick to it.

> IT’S ALL ABOUT RELATIONSHIPS
>
> Vendors book you again and again; couples book you once. Invest where the repeat business lives.

THE STANDARD

Our Top Ten Tips for Success

1. Know and live by your ‘why’. This is the only way you will stay motivated in tough times.
2. Invest your time to learn everything you can about officiating weddings. It is a craft that must be perfected.
3. Be determined to be the best. The industry has an abundance of awful officiants. Don’t add to the mess.
4. Dress professionally at all times. Every consultation and every ceremony deserves you at your best.
5. Settle for nothing less than excellence. Never embrace apathy.
6. Never back out of a commitment. Only arrogant Officiants do that.
7. Be authentic. Fake people do not make great Officiants.
8. Always have a backup plan. You cannot miss a wedding for any reason except hospitalization.
9. Meet couples in person if possible. Building intimacy in relationships helps you serve them with excellence.
10. Partner with the best in the industry. Join us, and we will invest in your pursuit of excellence.

YOUR TOOLKIT

Your Resources

These are the companion resources that pair with this Kit. Each is a sample of materials we have used and refined over the years:

- Sample Ceremony Order
- Ceremony Order Explained
- Sample Booking Contract
- Sample Ceremony Script
- Sample Ceremony #1
- Sample Ceremony #2
- Sample Ceremony #3
- Sample Policies

A NOTE ON USE

These are samples of materials we have used over the years. It is wise to adjust them to fit your own context and brand.

Book One — I'm Ordained, Now What? is the starter kit in full.

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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