



The Sandcastles Guide to Starting and Managing Your Own Wedding-Planning Business: How to Enjoy a Career in One of Today's Most Exciting Professions

Shari Beck

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From the author of *The Proverbs Principle* and *Weddingology* comes the ultimate guide for anyone who wants to become a wedding planner. Renowned wedding expert Shari Beck leads you through the complex steps of starting your business and keeping it running profitably. *The Sandcastles Guide to Starting and Managing Your Own Wedding-Planning Business* is the most detailed and informative book to date on the subject. If it's not in this book, you don't need to know about it! This complete business guide offers advice on such topics as Getting Started in Business, Working with Clients, The Psychology of Weddings, Setting up Your Office, Creating a Web Site, Running an Efficient Business, Bridal Show Production, Financial Management, Promoting Your Business, Your Support Team, The Professional You, and much more! Even if you have no previous business experience, you will find yourself thinking and acting like a CEO overnight!

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