



Start Your Own Event Planning Business: Your Step-By-Step Guide to Success (StartUp Series)

The Staff of Entrepreneur Media, Cheryl Kimball

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START YOUR OWN EVENT PLANNING BUSINESS AND CELEBRATE ALL THE WAY TO THE BANK!

Weddings, graduations, birthday parties, anniversaries, and conferences—what do these all have in common? Everyone would rather hire someone else to plan and run them! That someone can be you.

Take your passion for event planning to the next level with in-the-trenches advice and tools you need to start, run, and grow a successful business. From writing a solid contract to finding reliable vendors, our experts help you identify your niche, teach you how to scout potential clients, evaluate the competition, market your business, and more.

Discover how to:

Identify a niche and establish yourself within the industry

Build a loyal customer base for large and small events

Implement targeted strategies for planning commercial, political, civic, social events, and more

Promote your business, events, and yourself with Pinterest, Instagram, and other social and online marketing tools

Develop proposals, vendor agreements, contracts, and manage day-to-day operations and costs

Keep within budget using money-saving tips and industry-tested ideas

Plus, gain valuable insights from interviews with practicing event planners, and stay on track with checklists, worksheets, and other resources.

Everything you need to make your event planning business a successful reality is right here—get the party started today!



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