10 Fatal Follow Up Myths

MYTH #1 - Once you follow up with the lead, it's up to them to get back to you.

TRUTH - 80% of sales are made on the fifth to twelfth contact. If you're not following up at least 5 times you are missing out on 80% of your potential sales!

MYTH #2 - Brides and grooms read the mass emails you send to promote your business.

TRUTH - Brides have a new power they've developed because they are bombarded with non-stop advertising; they deal with unwanted advertising by IGNORING IT COMPLETELY, and most of set up a "wedding spam" email for registering on wedding websites and going to bridal shows. Your email is buried in a heap of spam.

MYTH #3 - In order to make a personal connection with the bride you have to write a personal response to each and every email.

TRUTH - If you're writing a personal response to each one from scratch, *you are wasting a colossal amount of time.* You can still be personal and customize your response without sacrificing the effectiveness of your [wedding business](#) follow up.

MYTH #4 - Trying to sell the bride every time you contact her is the best way to book more weddings.

TRUTH - She's going to need to have contact with you 5-12 times before she buys. It's not on going to happen immediately when the lead comes it, so don't scare her away by pitching her before you even know what she wants.

MYTH #5 - You should wait a little while before responding to a phone call or email so you don't look desperate.

TRUTH - Studies by both the Kellogg School of Management and InsideSales.com show that if you wait only ONE HOUR to respond, your chance of booking the wedding decreases by 21 times. The very best time to respond is within FIVE MINUTES.

MYTH #6 - The best way to book the bride is to tell her why you're the best and what makes you different from the competition.

TRUTH - The bride only cares about her wedding, her wants and her problems. If you talk about yourself she's going to tune you out. If you actually want to book the leads coming in, you need to make it all about HER.

MYTH # 7 - Always start your email with, "Congratulations on your engagement!"

TRUTH - She sees those words and immediately stops reading because your email looks like more wedding vendor spam. If you want her to read your email, or even open it in the first place, it has to intrigue her right away.

MYTH #8 - If the bride is interested in your services, she'll set up a meeting with you.

TRUTH - Most of the time they WON'T take that next action unless you specifically tell them to do it. Clearly lay out the next action they should take in every communication.

MYTH #9 - You need to follow up with every lead you can get to book more weddings.

TRUTH - Not all leads are created equal. Sort through them and weed out all the locations that aren't a good match for the kind of couples you want to work with. You need to have a SYSTEM for following up with those leads automatically so that you don't waste any of your time on useless follow up.

MYTH #10 - You'll remember to follow up with those brides and grooms because it's too important to forget.

TRUTH - If you don't have a reliable system, you WILL lose leads. Your follow up system should include a way to capture leads, contact information, automatically initiate a follow up sequence on autopilot, and remind you of any manual follow up.

For more [free wedding marketing strategies](#), visit BookMoreBrides.com.

Action Steps:

1. Read over the 10 Fatal Follow Up Myths

2. What mistakes are you making? Write them down.

3. What is one action you can take to stop making this mistake? Write it down below.