



Planning a wedding can be extremely stressful. There's no other period in your life where the expenditure of time, money, and emotions churn together to create a perfect storm as much as when you're trying to create The Most Important Day of Your Life!



Being engaged is one of the most exciting times in your life, but it can cause some unexpected challenges, and at times it can get downright chaotic. So, let's help you get organized and get into a more manageable mindset.

Your life is already busy, and now you've got to find time to plan a wedding, with all the emotions and multitude of details that come with it. We know you want to make wise choices from the get-go. And that's what we're here to help with.

SMART Wedding Planning

A lot needs to happen in order for you to realize your ideal wedding, no matter how big or small it may be. To get there, you've got to be *SMART* about your decisions. Your choices should be:

S **Specific** to your priorities and needs

M **Manageable** within your budget, time frame, and comfort zone

A **Articulated** clearly communicated to family and vendors

R **Realistic** of expectations

T **Timely** made with enough information and with enough time to execute them

This book gives you the *SMART* approach to develop and refine your wedding vision, bring it to life within your particular budget and timeline, and manage your family and vendors to get the best results.

SMART wedding planning includes the Three Cs of what it *really* takes to produce the wedding you want: Communication, Comprehension, and Calculation. You will need to:

- **Communicate** with your family and partner, as well as your vendors.
- **Comprehend** what it takes to produce the wedding you envision.
- **Calculate** the real cost of your wedding.

Almost from the moment you announce, “We’re engaged!” the tension starts to mount. Within days (or hours), the questions start coming: When’s the date? What’s your color scheme? Do you have a venue/photographer/dress?

Your stress level rises as to-do lists start swirling in your head. Your first instinct might be to try to get a head start by making appointments to try on dresses or visit venues. Our advice? The first thing you should do is press pause.

Wedding planning requires you to look at the big picture. Every decision you make, from the venue you choose to the size of your guest list to the number of bridesmaids, will affect other decisions down the road. This road may be new to you, and it’s difficult to know what lies ahead, so it’s important to take your time and plan your journey.



If you’re going to have the wedding you envision, then shopping for your dress or finding your venue is not step one. These are all exciting and important aspects of planning but prioritizing, budgeting, and research need to be done before those steps are started.

