

FOR WEDDING PLANNERS

# AI for the work you do between *the magic.*

*Save time on first drafts.*

*Keep the human part yours.*

A PRACTICAL INTRODUCTION



# AI is an assistant — *not the planner.*

*It is especially good at the work that begins with a blank page.*

## ◆ Let AI draft

Emails, checklists, timelines, comparisons, captions, and first-pass ideas.

## ◆ You decide

Tone, taste, trust, vendor relationships, and what is right for each couple.

# AI helps across the *client journey*.



*Choose one repeated task. Let AI give you a starting point.*

# Eight places to start *tomorrow*.

- 01 Lead replies  
Fast, warm, on-brand first drafts
- 02 Vendor comparisons  
Turn notes into a clear recommendation
- 03 Client briefs  
Find priorities and unanswered questions
- 04 Timelines  
Create a workable first version
- 05 Budget reviews  
Spot missing categories and tradeoffs
- 06 Guest experience  
Welcome guides, signage, FAQs
- 07 Marketing  
Captions, blog ideas, newsletters
- 08 Your playbook  
SOPs that make the business repeatable

# A five-part *prompt recipe*.

- |   |         |                                               |
|---|---------|-----------------------------------------------|
| 1 | Role    | You are helping a wedding planner.            |
| 2 | Context | Here are my notes / this couple's priorities. |
| 3 | Goal    | Create a first draft of...                    |
| 4 | Format  | An email / table / timeline / checklist.      |
| 5 | Voice   | Warm, polished, direct, playful, luxury...    |

# Let's turn one inquiry into *a warm reply*.

## A REAL INQUIRY

*“Hi! We’re getting married next fall — maybe October, somewhere outdoorsy. Around 100 people? We’re feeling a little overwhelmed and don’t know where to start. Do you do this kind of thing?”*

*— Jamie*

## PASTE THIS PROMPT

You are helping a wedding planner. Draft a warm, confident reply to the inquiry on the left. Thank them, reflect back the two details that matter most, ask three helpful questions, and invite them to a discovery call. Keep it under 180 words.

*Then read the first line aloud and change it so it sounds like you. That edit is the whole point.*

# Turn a lead email into a *thoughtful reply*.

## COPY / PASTE THIS

You are helping a wedding planner. Draft a warm, confident response to this inquiry. Thank them, reflect back the two details that matter most, ask three helpful follow-up questions, and invite them to book a discovery call. Keep it polished, personal, and under 180 words.

Inquiry: [paste anonymized email here]

*Then: make the first sentence sound like you before you hit send.*

# Turn client calls into a *planning brief*.

## **COPY / PASTE THIS**

You are helping a wedding planner. Read these client-call notes and create a one-page planning brief with: their top priorities, style words, budget sensitivities, decisions still needed, potential risks, and five smart questions for our next meeting. Use a calm, clear format.

Notes: [paste anonymized notes here]

*This is the kind of task where AI helps you notice what is missing.*

# Build a first-pass *wedding-day timeline*.

## COPY / PASTE THIS

Create a first-draft wedding-day timeline for a 120-person outdoor wedding. Ceremony is at 5:30 p.m.; family photos happen before the ceremony; dinner follows cocktail hour; the exit is at 10:00 p.m. Include vendor arrival times, key handoffs, and a short rain-plan checklist. Make assumptions visible so I can adjust them.

*A first draft is not a final schedule. It is a faster place to begin.*

# Three simple *guardrails*.

- |    |                    |                                                                                                   |
|----|--------------------|---------------------------------------------------------------------------------------------------|
| 01 | Protect privacy    | Remove names, financial information, contracts, and sensitive details before pasting anything in. |
| 02 | Verify the details | AI can sound certain and still be wrong. Check dates, pricing, vendor facts, and logistics.       |
| 03 | Keep your voice    | Use the draft as raw material. Your judgment and relationships are the actual value.              |

START SMALL

# Pick one repeated task *this week.*

*Use AI to create a first draft.*

*Keep what helps. Change what doesn't.*



More time for the work only you can do.