



**DEAR NEWLY ENGAGED...  
(AND THE FOLKS WHO LOVE THEM)**

**WEDDING DAY FAST  
APPROACHING?  
TRYING TO DO IT ALL?**

*Maybe you need a little help...maybe you need a lot!*



**pattie Taylor Brown, *The Event Goddess*, offers:**

Coaching for DIY Wedding Planners, Page 2

“Day Of” Wedding Coordination (Specializing in Unique Venues), Page 3

Complete Wedding Planning and “Day Of” Coordination, Page 4

**BONUS 1 - Which wedding plan is best for you?**

Take our eye-opening 2 minute survey on page 5

**BONUS 2 - What kind of venue is best for you?**

Take our clarifying 2 minute survey on page 6

*p.s. Need a venue? The Event Goddess can scout for you!*

**BOOK YOUR FREE 15 MINUTE PHONE CONSULTATION TODAY!**

Have your list of questions & concerns ready...we'll cover a lot!

**[PATTIE@ROCHESTERCATERER.COM](mailto:pattie@rochestercaterer.com) • 585 244-2870**



# DIY Wedding Coaching *by The Event Goddess*

*pattie Taylor Brown*

*Direct: (585) 244-2870*

## **Dear “Do-It-Yourself” Wedding Planner,**

You have a “take-charge” personality. Logical *and* creative, you've the time, energy, Pinterest boards and helpful friends to figure out the venue, bridal party, flowers, and “Save The Date” guest list. Starting out, wedding planning is so exciting!

### **Then the middle happens...**

Doubt starts to creep in. Costs have blossomed beyond the (admittedly low) budget. You don't know how many hors d'oeuvre are enough, and your mom (or beloved's mom) begins to voice strong opinions about *everything*.

### ***Maybe if you could just talk to someone...someone who has experience***

But then, things straighten out, people fall in line, and wedding planning is rolling right along, again. You're a master of wedding planning with your timelines and spreadsheets and favors, oh my! But wait, what? Your Maid of Honor gets her dream gig in a place far, far away, starting immediately and your caterer declares bankruptcy. Yikes!

***You need someone – not family nor friend –  
to help you get your wedding planning mojo back on track.***

**THE EVENT GODDESS' COACHING SESSIONS TO TALK. IT. OUT.  
PHONE OR FACETIME CALLS UP TO ONE HOUR IN LENGTH: \$100 HOUR  
SAVE MONEY! WITH A “THANK GODDESS” PACKAGE OF  
5 HOURS FOR ONLY \$60 HOUR**

**Gentle Nudging • Laughter • Sage Advice • *Peace of Mind***

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**“Day Of” Wedding Co-ordination**  
*by The Event Goddess*  
*pattie Taylor Brown*  
*Direct: (585) 244-2870*

**Dear “Almost There” Wedding Couple,**

Congrats! You were able to make it to a couple of months before the wedding without too much drama or mishap but now you're feeling like you'd really like to relax and enjoy your wedding day without having to deal with minutia or minions.

***You just need someone – not family nor friend - to depend on for the “Big Day.”***

*Please note: You may book the Event Goddess at any time, but with this plan her services do not start until 2 months before your Big Day. At that point you'll share your details, vendor info, and timelines with The Goddess.*

**And then she'll say “Ok, let's see what you're forgetting.”**

- Need help with setting up decor AND taking it down? Easy. Last minute tweaks to the wedding day schedule? No prob. Vendor does a no-show? Still, no prob.
- Having your wedding/reception in an unique venue such as a tent in the backyard or a turn of the century mansion? She has lots of helpful advice on dealing with those mischievous details of unique sites.
- Concerned about the weather? Ah, The Event Goddess offers “work arounds.”
- Most importantly, The Event Goddess can also be your “human shield” between you and any distracting demands of vendors. Allowing you to enjoy your BEST DAY EVER!

**“DAY OF” WEDDING RECEPTION COORDINATION  
STARTS TWO MONTHS BEFORE YOUR WEDDING DAY**

**ON-SITE TIME\*: \$2000 FOR UP TO 10 HOURS • \$300 AN HOUR AFTER 10 HOURS  
THE EVENT GODDESS NEEDED AT REHEARSAL? TO BE DISCUSSED  
THE EVENT GODDESS TRAVELS TO ANYWHERE IN THE WORLD.**

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Complete Wedding Planning Package  
by *The Event Goddess*  
*pattie Taylor Brown*  
Direct: (585) 244-2870

**Dear “Destination Rochester” or Super Busy Wedding Couple,**

Have heavy demands on your time? Live outside of Rochester? Don't want to burden your mom with all of the details of planning? The Event Goddess' "Complete Wedding Planning Package" is the plan for you.

**Helpful Timelines, Realistic Spreadsheets, Unlimited Phone Calls  
and The Event Goddess on Site**

The Event Goddess works with you to oversee every detail of the planning process, allowing you, your fiancée, family and friends to enjoy a relaxing wedding day.

- Full access to easily understood, reality-based timelines and budget spreadsheets!
- As many phone calls, Facetimes and Skypes as it takes to make sure all is going smoothly.
- Assist with selection/booking of ceremony & reception venues, hotels for guests, transportation.
- Suggest, review contracts and/or book vendors.
- A listening ear and a helping hand for when things go sideways because they will occasionally, *temporarily*.
- Ceremony & Reception logistics including but not limited to: bridal party wrangling, processional directing, sewing, babysitting & managing vendors.
- Help with set up and break down of décor; work with venue on table settings
- Most importantly, The Event Goddess will also be your “human shield” between you and any distracting details/demands of vendors.

**COMPLETE WEDDING PLANNING WITH “DAY OF” COORDINATION  
STARTS AT \$4900 FOR UP TO 12 MONTHS OF COMPLETE PLANNING  
THE EVENT GODDESS NEEDED AT REHEARSAL? TO BE DISCUSSED  
THE EVENT GODDESS TRAVELS TO ANYWHERE IN THE WORLD.**

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What kind of planning help do you need?  
*The Event Goddess pattie Taylor Brown*  
 Direct: (585) 244-2870

## Which Wedding Plan is best for you?

**Just CIRCLE the closest answer:**

We're having an indoor reception .....	YES	NO	NOT SURE
We're having an outdoor (tent) reception .....	YES	NO	NOT SURE
I live within one hour of the reception site .....	YES	NO	NOT SURE
My career/boss is easy going .....	YES	NO	NOT SURE
My family lives within 1 hour of the reception .....	YES	NO	NOT SURE
I'm comfortable talking about money with my family.....	YES	NO	NOT SURE
My mom has an easy career/family .....	YES	NO	NOT SURE
There'll be a lot of out of towners at the wedding.....	YES	NO	NOT SURE
My MIL has an easy career/family .....	YES	NO	NOT SURE
I'm comfortable talking about money with my fiancée.....	YES	NO	NOT SURE
I'm at ease with being the center of attention .....	YES	NO	NOT SURE
I'm comfortable negotiating contracts .....	YES	NO	NOT SURE
My Maid/Matron of Honor has lots of free time .....	YES	NO	NOT SURE
I want to relax the week before our big day .....	YES	NO	NOT SURE
I want to relax on our big day .....	YES	NO	NOT SURE
I want to feel energized at the end of our reception.....	YES	NO	NOT SURE

\*\*\*\* \*

**Mostly "YES"?** "Day-Of" Wedding Coordination is perfect for you

**Mostly "No"?** You need HELP. "Complete Wedding Planning with Day-Of Coordination" will give you the support and confidence to enjoy planning and an amazing and smooth wedding day!

**Equally "Yes" and "No."** Depending on your answers, you may need a little help with "DIY Coaching" or a lot with "Complete Wedding Planning with Day-Of Coordination"

**Mostly "Not Sure"?** *Congrats!* You're at the beginning of planning and understandably confused. "DIY Wedding Coaching" is a great way to start!

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Help you find the perfect venue?  
*The Event Goddess pattie Taylor Brown*  
 Direct: (585) 244-2870

**Need a VENUE? Don't know where/how to start?** Venue "scouting" is included in the Complete Wedding Planning Package. **BUT, if you ONLY need to find a venue,** The Goddess charges \$108 to give you as many available options, based on your answers below.

•••

**What is THE DATE you desire?** \_\_\_\_\_ **Alternative Date, if you have one?** \_\_\_\_\_

**Which ONE are you seeking?** Ceremony ONLY • Reception ONLY • Both in ONE location

**Your estimated guest count is:** 75 or less • 75-150 • 150-250 • 250-350

**The area you would like to stay within:**

Rochester Area • Canandaigua Area • Fingerlakes • Other \_\_\_\_\_

**CIRCLE the ONE closest answer:**

There'll be a lot of out of towners at the event.....	YES	NO	NOT SURE
We're ok with sharing the space with other parties nearby .....	YES	NO	NOT SURE
We like urban locations, like coffee shops, theaters.....	YES	NO	NOT SURE
We like historically significant buildings, like mansions .....	YES	NO	NOT SURE
We like natural locations – tent, park, barn, vineyard.....	YES	NO	NOT SURE
We'd like a deeply romantic vibe.....	YES	NO	NOT SURE
We'd like a fun & funky vibe.....	YES	NO	NOT SURE
Its mandatory that the venue is handicap accessible .....	YES	NO	NOT SURE
We can afford to rent a venue that is \$700-\$2500 .....	YES	NO	NOT SURE
We can afford to rent a venue that is \$2500+.....	YES	NO	NOT SURE
We're okay driving up to 30 minutes to an event site.....	YES	NO	NOT SURE
We're okay driving 30-60 minutes to an event site .....	YES	NO	NOT SURE
We're okay with taking trash out in our cars at event end .....	YES	NO	NOT SURE
It's important that the venue be memorable.....	YES	NO	NOT SURE
Bringing in our own caterer is mandatory.....	YES	NO	NOT SURE
Bringing in our own alcohol is mandatory.....	YES	NO	NOT SURE
We want the venue for at least 12 hours.....	YES	NO	NOT SURE

**ARRANGE for VENUE SCOUTING SERVICE:** After completing this survey, email to pattie, along with any important notes about your event. **You and pattie will then have a pre-arranged 15 minute chat. If all agree to go forward, a \$108 fee will be charged to your CC.** Pattie will endeavor to find available locations that closely fit your survey answers. She'll email you with results, then you're responsible for contacting venue and placing reservation.