

Enquiry-to-Booking Conversion

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a playbook to convert enquiries into bookings — fast personal response, a great consultation and proposal, addressing price and trust objections, follow-up and closing with an advance — so you win more of the enquiries you already get. Use it to raise conversion. For enquiry capture use the Booking & Enquiry Management tool.

Purpose of this tool & output

Convert more enquiries into confirmed bookings

How the output is used

Use it to convert more enquiries into confirmed bookings — an enquiry-to-booking conversion process across response, follow-up and close.

Important cautions

Respond fast and personally (couples book whoever connects and reassures first), reframe price to value and trust, use social proof, follow up persistently, and close with an advance to lock the date. Speed and connection convert more than the lowest price.

Companion documents

- Social Media & Portfolio Marketing
- Instagram Growth Strategy
- Website & SEO
- Wedding Listing Sites Strategy
- Reels & Video Content Strategy
- Paid Ads Plan

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