

# The Perfect Bride Worksheet

Make Every Bride, Your Favorite Bride!

Who is your ideal bride? This is hands down one of the most important pieces of advice I ever received (the advise came from Alison Harper of Alison Harper & Co. Please go stalk her on social!) If you are thinking to yourself something along the lines of "She's between the ages of 28-32, she is college educated, and she has a high paying job." we are going to have a lot of fun because you are gonna be doing some DEEP thinking on this one. But don't worry, it's really fun!

Your dream bride will become a huge part of everything you do in your business. You will need to keep her in mind for everything! Like when you are designing a logo, when you are setting your prices, and especially when you are designing your website.

Your dream bride may be based on someone you know or may be a lot of little different traits from people you know or real brides that you have worked with. Either way, she will be a real person in your mind and again, a big part of your business.

Side Note: I don't want this to be too "woo-woo," but I want to let you all know how passionate I am about this particular topic! I am the type of person who goes into everything pretty skeptical, but I am also willing to try anything if it comes with an amazing testimonial from an incredible business woman.

When Alison Harper told me to sit down, create my dream bride, and put her on paper, you best believe that I listened! But what I didn't expect was for it to really work and work quickly! From that moment on, it seemed like almost every bride that sat in my chair was her! There were even moments when I was getting a little creeped out by how many things they both had in common.. Same job, same car, lived in the same neighborhood, and even the same dog! Now I am not saying that just because I created this person in my mind and out her down on paper that, BAM, she appeared. I am saying that by writing it down, that is already incredibly helpful in attracting what you want, but you also need to always be thinking about how you are going to attract her to your company. Keep her in mind in every decision you make and she will find you every time!

## Age

Pick one age. She is a real person after all and I certainly don't go around telling people that I am between the ages of 28 and 32. Just sayin.

## Beauty Routine

Does she love a full Kim K. look or is she more of a Meghan Markle?  
Maybe she is somewhere in between.

*Hair*

*Makeup*

## Hobbies

Pick or create at least 3 hobbies.

Yoga/Pilates

Wine

Craft Beer

Dog Park

Crossfit

Climbing

Swimming

Cycling

Baking

Cooking

Painting

Archery

Knitting/Crocheting

Books/Reading

Sewing

Fishing

Shopping

Kayaking

Hunting

BBQing

Antiquing

Gardening

Your Own:

## *Education*

Did she go to college?

Which One?

What did she study?

## *Love Life*

How did she meet her other half?

How was she proposed to?

## *General Questions*

Is she a cat or a dog person?

Where do they live?

What kind of car does she drive?

Where is she from?

Does she have any pets?

What is her spirit animal?

## *Final Question*

What is her name? First and last please (Her maiden name, not her married name).

## *Your Perfect Bride*

See that wasn't so hard, was it? Awesome! Well now that you have all of the details, we just need to put it together into a small profile paragraph, if you will.

(Name) is a (age) year old (job) who loves (her pet or favorite animal.) She works at (workplace) with (details about her job), but in her free time you will find her (hobby or hobbies.) (Name) met her fiance (how they met) and they currently live in (where they live.) She is originally from (hometown) and (explain how she got to where she is now.) In the beauty department, (Name) likes to (explain beauty routine.)

Here is mine:

Emily Treply is a 28 year old marketing specialist who is mildly obsessed with her fur babies, Jack and Spartacus. She works at a medium sized tech start-up, where she is one of the few women in the company, but in her free time she LOVES doing yoga and climbing. Emily and her fiance met at CU during their sophomore year and they have been inseparable ever since. She is a Colorado native and now lives in the trendy Tennyson neighborhood in Denver. Since Emily works with mostly dudes and is pretty active in her free time, she doesn't really do much in the beauty department. Her everyday work look consists of chapstick, mascara and a messy bun, but she may jazz it up on the weekends with some shadow and blush if she is going to check out a new craft brewery or go wine tasting with the squad.

Did I follow the template exactly? No. Make it your own, honey. And remember, the more you know about your perfect pride bride, the more it will help you in the long run!

*Continue to next page . . .*

*Your Perfect Bride*

Put her down here.