

10 steps to get your wedding business 2026-ready

Now that you're equipped with all the insights you need to make 2026 your year, it's time to put them into action. Take this checklist and run with it.

1

Update your pricing

How to do it:

With 74% of wedding pros offering prices or pricing ranges on their website—and 77% of couples saying pricing is the most important factor when deciding which vendors to contact—transparency is no longer optional.

If you're concerned about fluctuating supply costs or seasonal changes, include clear disclosures noting that pricing may be subject to change. This builds trust while protecting your margins.

2

Refresh your 2026 marketing strategy

How to do it:

Use your marketing materials to highlight what makes your offerings distinct—and who they're best suited for. Showcase work that reflects your point of view and the kinds of couples you want to attract.

Sharing trends you're excited about can also help signal alignment and spark conversations with couples who want something current but personal.

3

Assess your check-in frequency with couples

How to do it:

Couples increasingly expect an ongoing connection throughout the planning process, not just a handful of formal meetings.

Consider offering more frequent—but shorter—touchpoints, whether through quick calls, texts or DMs, and be clear about how and when couples can expect to hear from you. Tools like our iOS app can help streamline this communication.

4

Follow the latest trends—and save examples for easy access

How to do it:

Staying current isn't about chasing every trend; it's about understanding what's resonating culturally so you can translate it thoughtfully for your couples.

Curate inspiration you're drawn to and use it as a conversation starter to show couples you're informed and engaged. For ongoing inspiration, follow @WeddingPro on Instagram for industry trends and ideas.

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5

Add or refine services

How to do it:

You don't have to reinvent your business. Look at your most popular offerings and consider thoughtful extensions that appeal to couples seeking personalization or more budget-conscious options.

Introduce new services alongside updated pricing so couples clearly understand their options from the start.

6

Organize your offerings into flexible packages

How to do it:

Budget-friendly, all-inclusive and custom packages can all coexist when designed with flexibility in mind.

Give couples clear starting points to reduce decision fatigue, while allowing them to swap elements—like trading an engagement shoot for extra wedding-day coverage or replacing a service with a DIY-friendly alternative—based on their priorities.

7

Advertise a willingness to travel and service new types of events

How to do it:

Update your branding and copy to reflect where and how you're willing to work, whether that's neighboring markets, different event sizes or additional celebration types.

Use your social channels and advertising to showcase this range so couples can easily see if you're a fit.

8

Invest in yourself

How to do it:

Growth doesn't always mean buying new gear. Investing in yourself might include education, certifications, workshops, creative experimentation—or, when it makes sense, upgrading equipment that expands what you can offer.

Follow trends, assess your goals and make intentional investments that strengthen your long-term value.

9

Update your Storefront

How to do it:

Make sure your Storefront reflects your current offerings and positioning. Venues can add 360-degree virtual tours, while any vendor can upload videos, refresh imagery and request digital reviews after each event.

Look to standout Storefront examples for inspiration and ways to refine your own.

10

Audit the software and tech you use to run your business

How to do it:

Review the tools you're paying for and the value they deliver.

Identify opportunities to consolidate, upgrade or adopt solutions with AI-powered features that help you work more efficiently and focus on higher-impact work.



Want to connect with higher-quality matches? Discover how partnering with WeddingPro and having online Storefronts on our platforms can help you reach your goals faster. [Request a free demo now.](#)