

THE BUSINESS OF WEDDINGS

CREATING A QUESTIONNAIRE



Creating a questionnaire for your business is important for a few reasons.

It allows you to learn from each experience and get feedback from your clients to improve your services.

I am sure many of you have filled in feedback questionnaires before from companies like Amazon.

It is also a great way of soliciting testimonials from clients to use your on social media and ask them to leave you reviews on Google or Facebook.

HOW TO CREATE A QUESTIONNAIRE

The easiest way to share a questionnaire with clients or suppliers is to share a document on Google Drive.

This allows them to easily type in their comments and you can also direct them to your Google reviews page and Facebook page.

You can also individually invite your clients to comment on the document without having to constantly email it out, just send them a link.

The number of questions in your questionnaire should depend on the information you wish to collect but in the case of weddings we are really just looking to extract a testimonial out of that client.

Don't make your questionnaire too long or difficult, people are busy and don't want to answer difficult questions or spend an hour answering your questions, you want quick answers and feedback.



WHAT QUESTIONS SHOULD I ASK?

Here is a list of possible questions you can put into your questionnaire after you have completed a wedding or event.

What made you decide to hire a wedding planner?

What has been the biggest difference to hiring me as opposed to planning your wedding yourself.

Was the planning experience what you expected?

Is there anything you feel should be added to the services?

Would you recommend a wedding planning service to friends?

What was the biggest help having a wedding planner?

Would you be willing to write or leave me a testimonial?

Here you can add a link to your Google reviews or Facebook page.

WHAT QUESTIONS SHOULD I ASK?

Here is a list of possible questions you can put into your questionnaire after you have completed a wedding or event if you are a supplier.

Did you find the information and communication with me prior to your wedding informed and clear?

Were my services what you expected on the day?

Is there anything you feel you would like to add?

Would you recommend me to a friend or family?

Have you been happy with the results of my services for you?

Would you be willing to write or leave me a testimonial?

Here you can add a link to your Google reviews or Facebook page.

