

Creating A Better Profile

In the seven years I've been operating Celebrante there's one truth that is more obvious than any other – some profiles work and some don't. The search for the reasons why have formed the most commonly asked questions in all that time.

Fundamentally, Celebrante will continue to generate enquiries and those enquirers will continue to be more and more selective.

Celebrante's long term success, and yours, relies on helping prospective clients find the right celebrant for their needs by endeavouring to match their expectations to what you, their potential celebrant, has to offer.



Do they know what they're looking for?

Most people don't really know what they're looking for. The truth is they want someone who fits their *perception* of what a celebrant should be. This boils down to what you look like and how you come across in your profile text.

Understand that there are three basic, and incorrect, assumptions that every enquirer initially makes:

- That all celebrants are equally trained and experienced
- That all celebrants do the same job on the day
- That all celebrants charge the same fee

You and I know that these assumptions are false but your potential customer doesn't. All they're trying to do is find someone who fits their image of a celebrant and the assumptions just give them a framework.

Your profile is there to help them discover more about *who you are* as a celebrant and *not what you do* because *who you are* is what might match their image. The things that you do just fits, or doesn't fit, their assumptions.

Reality Check

There are two truths that need to be stated here:

The first is that people place emphasis on what they imagine a celebrant should look like. This doesn't mean that celebrancy is a beauty contest - it isn't. Some of the most successful profiles have contained seriously "different" photos! What those photos did though was to capture the essence of the particular celebrant and helped convey their personality to their eventual customer.

The second is that there will always be "tyre-kickers" - people who are just shopping around for a price. The good thing here is that tyre-kickers shy away from profiles that exude personality!

The lesson here is don't try to be all things to all people. All that will happen is that you'll get a lot of enquiries you're unlikely to convert into appointments. The more unique you can make your profile, the more representative of you and your personality you can tailor it, the greater quality of the enquires you receive will be.

What Constitutes an Effective Profile?

There are three parts to a profile:

- Your search results photo
- Your search results text
- Your main profile

The photo you select is the very first thing that people see and needs to represent you. That doesn't mean you have to use a standard head and shoulders shot - one lady has a psychedelic swirl - but that's not a bad place to start. Oh, and ideally one taken within the last couple of years. You may look older that you did 20 years ago but that may be exactly what someone's looking for!

The text you use for the search results is often called the "Introduction Text" and it should be just that - an introduction. Introduce yourself but just keep it to 250 characters or less.

This should then lead them to the real you as described in your main profile.

The Main Profile

Here is where you really get to show and tell.

You get to add two extra photos which should also be representative of you. At this stage, people don't need to see photos of you in action and they're unlikely to want to see another couple's wedding. They want to see what *you* look like.

Then there's the text. I recommend breaking this down to four parts:

Your introduction should be, like your search results text, an introduction. Say hello in whatever way you would do so if you were meeting someone for the first time.

Then tell them why you became a celebrant. This helps them understand your motivations and drives.

In your third paragraph tell them the things that you love most about your role as a celebrant. This tells them a bit more about you but also helps them get excited about their big day.

Lastly, finish off with a call-to-action. A request for them to now do something to get in touch. Maybe something like, "If you feel I'm the right celebrant for you, send me an enquiry so we can get started".

Whatever wording you come up with, just make sure that it's your words, spoken by you, and that it's as uniquely *you* as it can be.

Then, make sure you keep an eye on your profile statistics and see what improvements take place.

If you need any more help, feel free to give me a call on 02 9888 3755.

Best wishes

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