

Dear Celebrant

News & stats from *Celebrants Online* - www.celebrantsonline.com.au - for the second quarter – Apr-Jun - 2012

1. STATISTICS – Enquiries sent via *Celebrants Online* direct contact forms

- January to March (3 months) 356 enquiries sent to 194 Celebrants from 246 potential clients
- **April to June (3 months) 224 enquiries sent to 129 Celebrants from 174 potential clients**

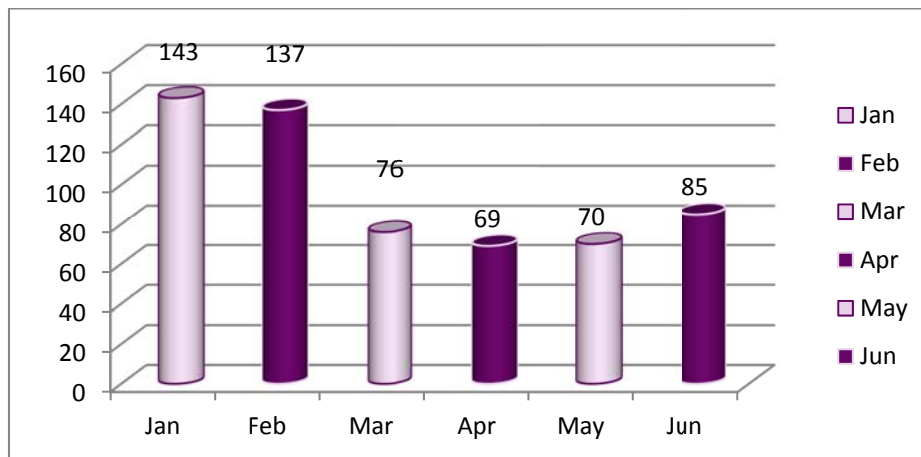
2012 TOTALS TO DATE

- January to June (6 months) 580 enquiries sent to 245 Celebrants from 412 potential clients

Potential clients were seeking celebrants for a range of services – weddings, namings, renewal of vows, a commitment & assistance with legal documents. Weddings dominate, accounting for over 90% of enquiries.

The graph below shows the 2012 Q1 & Q2 results.

Direct contact form enquiries received by month – Jan to Jun 2012



2. STATISTICS, cont.

As an observer of all the enquiries sent to Celebrants via their *Celebrants Online* direct contact form, it is hugely gratifying to see that **so many potential clients send just ONE ENQUIRY to their chosen / preferred Celebrant.**

In the first six months of 2012:

- **77.9% of enquirers contacted just ONE Celebrant** (321 potential clients)
- 13.6% of enquirers contacted two Celebrants (56 potential clients)
- 4.1% of enquirers contacted three Celebrants (17 potential clients)
- 4.4% of enquirers contacted four or more Celebrants (18 potential clients)

Why not take a few minutes to evaluate your *Celebrants Online* profile. Perhaps you can freshen up the text or indulge in a new, even more flattering photo? Ask yourself – ‘How can I make my profile more eye-catching and more appealing?’

Aim for originality in text. Aim to stand out from the crowd. Sell yourself and your qualities as a Celebrant of Choice.

3. OBSERVATIONS

i) As noted above, the majority of potential clients contact just the one Celebrant. However, in order for the Celebrant to convert the enquiry he/she must be available on the requested date. It becomes apparent that sometimes Celebrants aren't available when the enquirer returns to *Celebrants Online* and sends out another enquiry.

ii) Sometimes in enquiry emails, potential clients refer to friends, family or businesses that have recommended or suggested the Celebrant. I always regard these enquiries as coming via *Celebrants Online* as the potential client has gone to the web, located your *Celebrants Online* profile and contacted you via your *Celebrants Online* direct contact form. If your details weren't readily accessible via your *Celebrants Online* profile, that potential client may not have been able to contact you.

iii) I remind myself every so often that the direct contact form is not the only way in which potential clients contact their chosen Celebrant. Many potential clients prefer initial contact to be via telephone. That way they can hear the Celebrant speak, experience tone, timbre, and inflection, engage in conversation and ask questions. One Celebrant, who I know has not received an enquiry via her direct contact form in 2012, wrote to me recently saying, **"Thank you for your site; it is wonderful and I have received many wedding bookings as a result."**

4. CONGRATULATIONS

Congratulations to the following Celebrants who have **shared 92 enquiries** in the first six months of 2012.

- Julie Maclean Geelong/Bellarine page
- Emma Tomlinson Mornington Peninsula page
- David Sharpe Melb-Western Suburbs page
- Elizabeth Treller Central Victoria page
- Pat Lane North East Victoria page

5. VALUE-ADDED SERVICE – BLOG PROFILE

If you'd like to be profiled ** on the *Celebrants Online* blog - <http://celebrantsonline.blogspot.com.au/> - email responses to the following points (and anything else you'd like to share) (a couple of 100 words would be good), plus a couple of photos of you in action and I'll be pleased to add a profile. I aim to put a new profile up every couple of weeks. We'll see!

- Why I chose to become a Celebrant.
- Background or qualifications that help make me a quality Celebrant
- What makes me different / stand-out from the crowded Celebrant market? – personal qualities, service, etc.
- A memorable ceremony I've celebrated.

I'm not after long-winded essays ☺, but this is an opportunity for you to further promote your Celebrant services.

**** Offer not available to Basic Listing subscribers. ****

Wishing you all the best for continued success in your Celebrancy work in 2012.

Kind regards
Penelope

Penelope Maddick
Celebrants Online ~ promoting Celebrants ... online
www.celebrantsonline.com.au AND www.findamarriagecelebrant.com