

# **HOW TO START AN EVENT PLANNING BUSINESS WITH NO MONEY OR LOW BUDGET**

**TIPS TO START BUSINESS WITH LOW BUDGET:**



# Event Planning Business



Starting an event planning business with no money requires creativity, resourcefulness, and a willingness to put in time and effort. While it may be challenging, it's not impossible. Here are some steps to help you get started:

## Learn and research:

Start by learning everything you can about event planning. Attend workshops, seminars, and conferences to acquire knowledge and build your network. Research the market, your competition and the types of events you want to plan.

## **Build your brand:**

Create a brand name and logo for your business. Utilize free online tools to create a website and social media pages. Establish a presence on social media platforms and start networking with event professionals, vendors, and potential clients.

Once you have created your brand name and logo, it's time to focus on building your brand identity. Here are some tips to help you get started:

**Define your brand's values and personality** – Think about what your business stands for and what kind of personality you want to convey to your audience. This will help you create a consistent brand voice across all your marketing channels.

**Develop a brand style guide** – A style guide will help you maintain consistency in your branding across your website, social media pages, and other marketing materials. Your style guide should include guidelines for your brand's colors, typography, imagery, and tone of voice.

**Create a website** – Your website is the online face of your business. Use free online tools like Wix, WordPress, or Squarespace to create a professional-looking website that reflects your brand identity. Make sure your website is optimized for mobile devices and includes clear calls-to-action.

**Establish a social media presence** – Social media is a great way to build your brand's online presence and engage with your audience. Choose the platforms that are most relevant to your business and target audience, and create social media pages that reflect your brand's values and personality.

**Consistently create and share valuable content** – To build a strong brand, you need to provide value to your audience. Create blog posts, videos, infographics, or other types of content that are relevant and useful to your target audience. Share your content on your website and social media pages to attract and engage your audience.

## **Build Skills and Gain Experience:**

Volunteer to help organize events for friends, family, or local organizations. This will give you hands-on experience and help you build a portfolio.

Attend networking events in your community to connect with potential clients and other event professionals.

## **Partner with vendors:**

Partner with vendors who are willing to provide services for free or at a discounted rate. This will help you keep your costs low and build relationships with vendors who can refer clients to you.

To further expand on the idea of partnering with vendors, here are some specific steps you can take:

**Research potential vendors** – Look for vendors who offer services that complement your business. For example, if you run a wedding planning business, you could partner with a florist, a caterer, or a DJ.

**Reach out to vendors** – Once you've identified potential vendors, reach out to them to discuss the possibility of a partnership. Explain how your businesses can benefit from working together and offer specific ideas for collaboration.

**Negotiate terms** – If a vendor is interested in partnering with you, be prepared to negotiate the terms of the partnership. This might include agreeing on a specific discount or determining how referrals will be handled.

**Formalize the partnership** – Once you've agreed on the terms of the partnership, formalize the agreement in writing. This can help ensure that both parties understand their obligations and can hold each other accountable.

•

**Maintain the relationship** – To make the most of your partnership, make sure to maintain a positive relationship with your vendor. Communicate regularly, follow through on your commitments, and look for opportunities to collaborate on new projects. By building a strong relationship with your vendor, you can create a mutually beneficial partnership that helps both businesses grow.



## **Create a business plan:**

Even if you have limited funds, it's important to have a plan in place. This will help you to define your goals, target market, services, pricing, and marketing strategies.

## **Utilize Free Tools:**

Take advantage of free event planning tools and software available online. These can help you with tasks such as budgeting, scheduling, and project management.

Make use of free resources like event planning templates, checklists, and sample contracts available online.

## **Network and Collaborate:**

Attend local business events, community gatherings, and industry meetups. Networking can lead to potential clients and collaborators.

Collaborate with other professionals, such as photographers, caterers, or venues, who may be willing to work with you on a commission basis.

## **Don't forget the details:**

The little details can make a big difference in the success of an event. This includes things like lighting, music, and seating arrangements. Pay attention to these details to ensure that your guests have a memorable experience.

## **Focus on niche events and start small:**

Focus on niche events that require minimal expenses such as birthdays, baby showers, and small weddings. As you gain experience and build your reputation, you can expand to larger events.

Remember, building a business takes time and persistence. As you gain experience and build a client base, you can gradually invest in your business and expand your services.