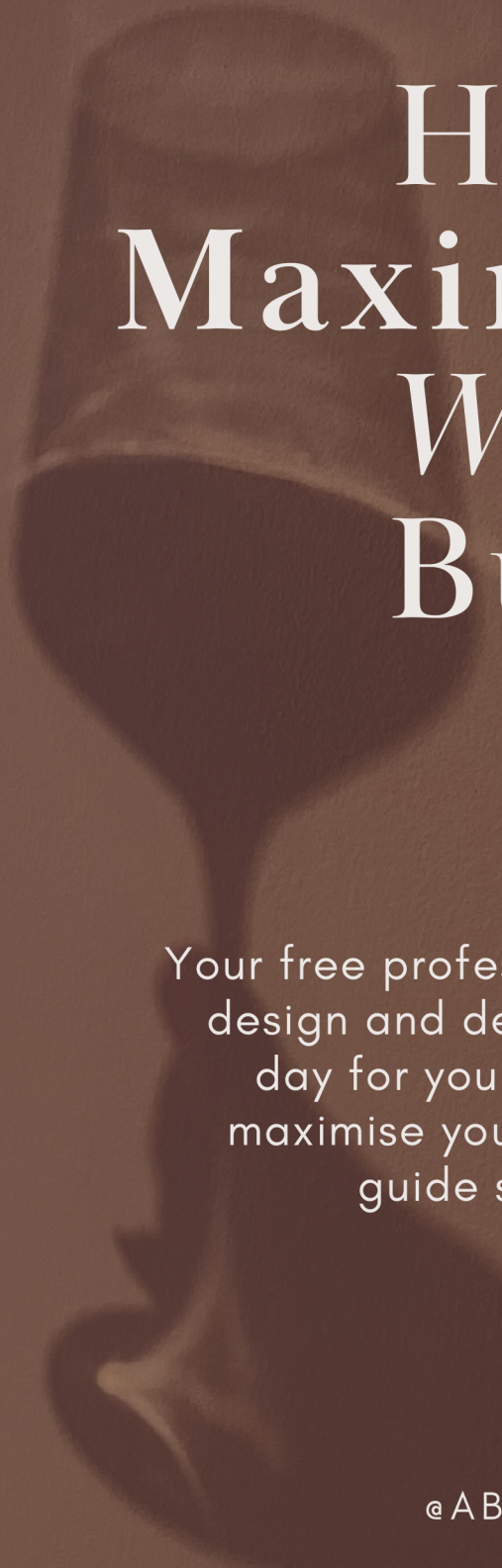


E-BOOK



# How To Maximise Your *Wedding* Budget.

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Your free professional guide to help you plan, design and deliver the most epic wedding day for your loved ones. Learn how to maximise your wedding budget with this guide so you can have it all.

@ABIGAILLUCYDESIGN

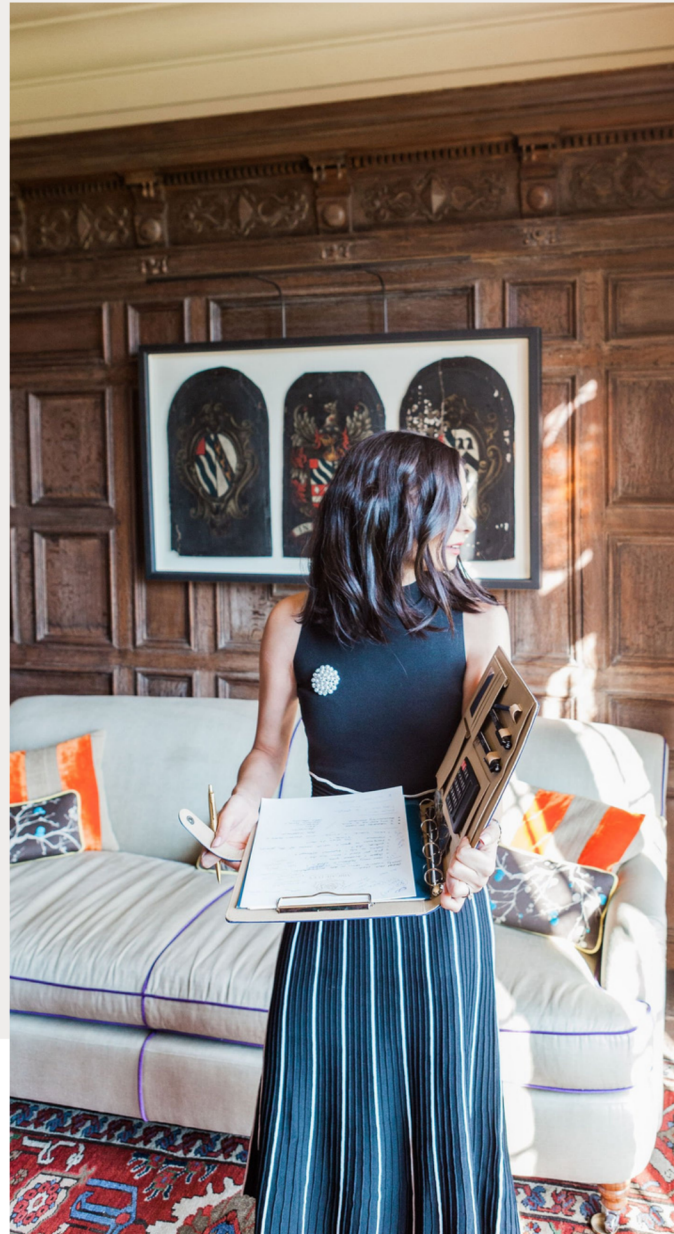


# HELLO *lovely!*

Can I tell you a  
*secret?* 🙊

**IF YOU SPEND YOUR WEDDING BUDGET  
WISELY . . . YOU CAN HAVE IT ALL.**

As a leading UK Luxury wedding planner with over a decade of experience planning small and large weddings across the UK and overseas, I have gained a tremendous amount of experience in helping couples manage and MAXIMISE their wedding budgets. But how do you have it all? How do you create the wedding of your dreams whilst staying within budget? . . . I'm going to show you!





OK. LET'S  
*DIVE* IN!

J U I C Y T I P

# 101

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## ESTABLISH PRIORITIES.

Get clear on the 'deal breakers'. What elements of your wedding day are super important to you, and why? Always ask yourself why - because often this enables you to come up with alternative solutions.

Make a plan with your partner, first, write your top three 'non-negotiables' and then list your flexi options the elements which are not priorities that you don't mind if you do or don't have. We suggest you create a Pinterest board first and foremost this will help you to identify what your dream wedding looks like - which you can then use as a guideline when mapping out your budget.

There are ways to create an impact without spending a fortune but to do this you must concentrate on the key components such as; Venue, Lighting, entertainment + Catering. If you are really unsure how to create the look + feel you want without overspending you book a 1:1 consultation with us so we can give you a POA to follow.



J U I C Y T I P

2022

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## CREATE A REALISTIC BUDGET + TRACK.

On average, couples spend approximately £40,000 on their weddings but more than 50% of couples go over budget - so how do you avoid this from happening?

First, sit down with your partner and decide on a budget that feels comfortable for you. Make this a fun experience talking money doesn't have to be boring, light some candles, open a bottle of wine and open your hearts. Be HONEST about what you want and be realistic as to whether your expectations + visions align with the budget you have set aside. If they do not, I recommend you either wait and save a little extra so you can have your dream day without compromise or revisit your wedding plan.

For example, if you wanted a designer wedding dress, the best film photographer + a luxury venue but your budget doesn't accommodate for all three, maybe you could have a smaller wedding (reducing your guest numbers will reduce your budget), or maybe you could go off season, or rent your wedding dress - be flexible!

Once you have decided on your budget, create a spreadsheet and break down all of your expenses then allocate a set amount to each element. Prioritize the KEY elements and track your expenses. Utilize budgeting tools or apps to track spending if creating a spreadsheet feels overwhelming. Tracking your expenses is so important, do not confirm any purchases without consulting with your tracker first - this will help you avoid unexpected financial surprises and stresses later down the line and ultimately it will stop you from going over.

J U I C Y T I P

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NEGOTIATE WITH  
VENDORS.

Most couples are too afraid to negotiate, but as a wedding professional/vendor, I am here to tell you that if you approach us in a respectful, honest and open manner we don't mind negotiating with you.

Not all vendors will be able to offer you a discount, but if you ask nicely and you are honest about your circumstances from the beginning they may be able to throw in some extras such as; extra edited images from your photographer, a few for more minutes in your video, a few extra invites in case some get damaged. Kindness really does go a long way.

As vendors we are here to serve you, we want you to have the best day and believe it or not we will do all we can to help and support you, so just ask. If you never ask you will never know. Negotiating can save you money. On average, couples negotiate and save about 14% on vendor costs.



J U I C Y T I P

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## CONSIDER OFF-PEAK SEASONS.

Be flexible. We can't have everything all of the time. That's life. There has to be some give and take so be flexible with yourself, and allow space for changes and unfortunate situations - this will help you to avoid disappointment further down the line.

If you want to save some money then consider off-peak seasons or weekdays, maybe this isn't what you dreamt of, maybe you dreamt of having your wedding on a set day/set month of the year but if you are willing to be flexible on this then you could save yourself an awful lot of money. Money which you can use towards those designer Manolo's you've always wanted or the dress of your dreams!

Choosing off-peak wedding seasons (usually January to March or November) can save up to 20% on venue costs.

J U I C Y T I P

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## REFINED GUEST LIST MANAGEMENT.

This is quite a simple suggestion but you wouldn't believe the amount of money you can save from just cutting down your numbers.

Refine your guest list, ask yourself; who do you want there? who really matters to you? And who have you just invited because you feel like it's the right thing to do, or who have you invited just to keep another person in your family happy?

Keep the guest list in check. On average, each guest can contribute up to 40% of the total wedding expenses. Therefore, by reducing the guest count, couples can potentially save a substantial portion of their budget. The exact percentage of savings will vary depending on factors such as the overall budget, venue costs, and catering expenses. However, it's not uncommon for couples to save anywhere from 10% to 20% or more by trimming down their guest list.



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## BORROW OR RENT YOUR DECOR/DRESS.

Wedding dresses, decor, and even some accessories can be bought secondhand or rented, cutting costs substantially. The amount saved by renting a wedding dress instead of buying varies depending on factors such as the designer, style, and rental service.

However, on average, renting a wedding dress can save couples approximately 50% to 70% compared to purchasing a new dress. It has become a popular trend in recent years, celebrities such as; Kaley Cuoco's "The Big Bang Theory" rented her wedding dress and Anne Hathaway famously rented hers for her nuptials to Adam Shulman.

Some great websites for renting dresses from are; Rent the Runway, Vow to Be Chic, Azazie, Adorn the Hunter, HURR Collective + Nearly Newlywed.

J U I C Y T I P

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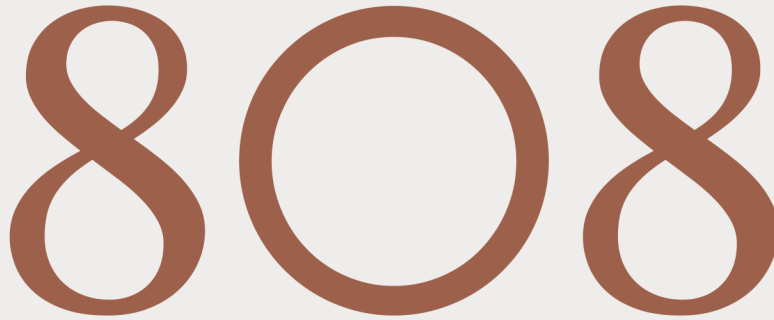
ALWAYS PLAN FOR  
CONTINGENCIES.

Planning for contingencies is essential for mitigating risks and ensuring that you can effectively navigate unforeseen challenges during the wedding planning process and on the big day itself. By having a contingency fund, alternative arrangements, and clear communication channels in place, you can maintain peace of mind and focus on celebrating your love without unnecessary stress or disruptions.

We always recommend in the beginning planning stages that when couples are creating their budget sheet and allocating funds that you set aside a small percentage of the budget for unexpected expenses or last-minute adjustments. To little pot is extremely helpful should that rainy day occur and if it doesn't it's still a win because you've got a little extra to throw at your wedding day or honeymoon!



J U I C Y T I P



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FOCUS ON THE MOST  
IMPACTFUL EXPERIENCE  
ELEMENTS.

Focus on the elements that will make the most impact. I'm going to tell you some honest truths here... You can order all the flowers in the world but if you haven't got the fundamentals right your wedding day won't have that 'wow' impact.

The pretty details are not what make a wedding impactful. It's the experience, the feeling you leave your guests with that is what they will remember.

Our key elements: The venue; book a venue which is a wow factor in itself the prettier the venue the less you have to spend on decorating it, Lighting; done right it can be so transformative - lighting changes the look and feel of a space, entertainment; don't overlook this ensure you book entertainment that engages with your guests and leaves them with an ever lasting feeling, catering; ensure your guests are not left hungry! Keep the food and beverages flowing! The flowers, the decorations are beautiful bonuses but you don't actually need to go big on these elements - if you get the fundamentals right you can keep the decor simple and still create a luxurious lasting experience for your guests.

J U I C Y T I P

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## BE CREATIVE WITH WEDDING FAVORS.

Guests appreciate thoughtful favours, but limiting or personalizing them creatively can save money. By embracing creativity and incorporating personal touches, you can save money on your wedding favours while still delighting your guests with thoughtful and memorable tokens of appreciation.

Whether homemade treats, DIY crafts, or customized keepsakes, the key is to infuse each favour with love and gratitude for those who share in your special day - you don't have to spend a fortune it's the thought that counts.

Here are some inexpensive favour ideas for you: Homemade cookies/biscuits, Handmade candles, plant seeds or succulents, olive oil Jars or mini shots for your guests to toast with.

F I N A L L Y , T H E  
S E C R E T S A U C E

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## REVIEW CONTRACTS THOROUGHLY.

Couples often underestimate additional costs not included in vendor quotes. We cannot stress enough how important it is to carefully review your contracts and clarify any potential hidden fees before signing.

If you have done what we suggested in point 7 and have allocated a contingency fund then this should cover you should any unexpected charges arise (but it's always better to be prepared for this!).



# **BONUS EDITION**

## **The 5 Biggest Mistakes Couples Make When Planning A Wedding!**

### **OVERLOOKING BUDGET MANAGEMENT**

Failing to set a realistic budget and sticking to it can lead to overspending. Couples often get carried away with extravagant ideas without considering long-term financial implications, causing stress and strain on their relationship. This can make for a very unhappy and unhealthy planning experience.

### **IGNORING COMMUNICATION**

Another major issue we commonly see is a lack of effective communication between the couples during the planning process. This often results in misunderstandings, disagreements, and hurt feelings. It's crucial for couples to openly discuss their expectations, preferences, and concerns to ensure they're on the same page at all times.

### **NOT PRIORITIZING NEEDS VS. WANTS**

Couples often get caught up in trying to fulfil every desire rather than focusing on what truly matters to them. Making decisions based on societal pressure or others' expectations rather than their own preferences can lead to regret and dissatisfaction. You cannot please everybody (even if you try!) most couples save for years just to have this once in a lifetime special day - don't waste your time or money on an experience that doesn't feel authentic to you. Memories cannot be remade. It is your day, so do it your way!

### **PROCRASTINATION**

Waiting until the last minute to make important decisions or complete tasks can result in rushed planning, increased stress, and compromised quality. We see couples doing this all the time!! As a couple, you should establish a timeline together in the very beginning and adhere to the deadlines set to ensure a smooth and enjoyable planning process.

### **NEGLECTING SELF-CARE**

Amidst the chaos of wedding planning, couples often forget to take care of themselves and prioritize their well-being. Neglecting your self-care will ultimately lead you to burnout, tensions will rise and you will ruin all enjoyment of the planning process. It is essential as a couple to schedule regular breaks, split the tasks evenly (if you don't have a wedding planner) so neither of you is taking on too much, practice stress-relief techniques, work out regularly, eat well and support each other emotionally throughout the journey. And remember point 2... communicate at all times!

N E W   S E R V I C E



## POWER HOUR.

**This service is for the couples who are planning their own wedding, for the couples who need expert guidance but can't afford the fees of a full time wedding planner.**

### Included:

- Run through of your current wedding plans, guidance and advice
- Help maximising your budget & saving costs
- A bespoke plan of action for you to follow
- Bundle of free downloadables: budget tracker and seating/table plan chart
- Abigail will also recommend/intro you to the best suppliers matched to your specific requirements/wedding budget/location.

Investment /  
£300 (Including VAT)

**Email us to book today!**  
**[hello@abigail-lucy.com](mailto:hello@abigail-lucy.com)**

# IN OUR JOURNAL



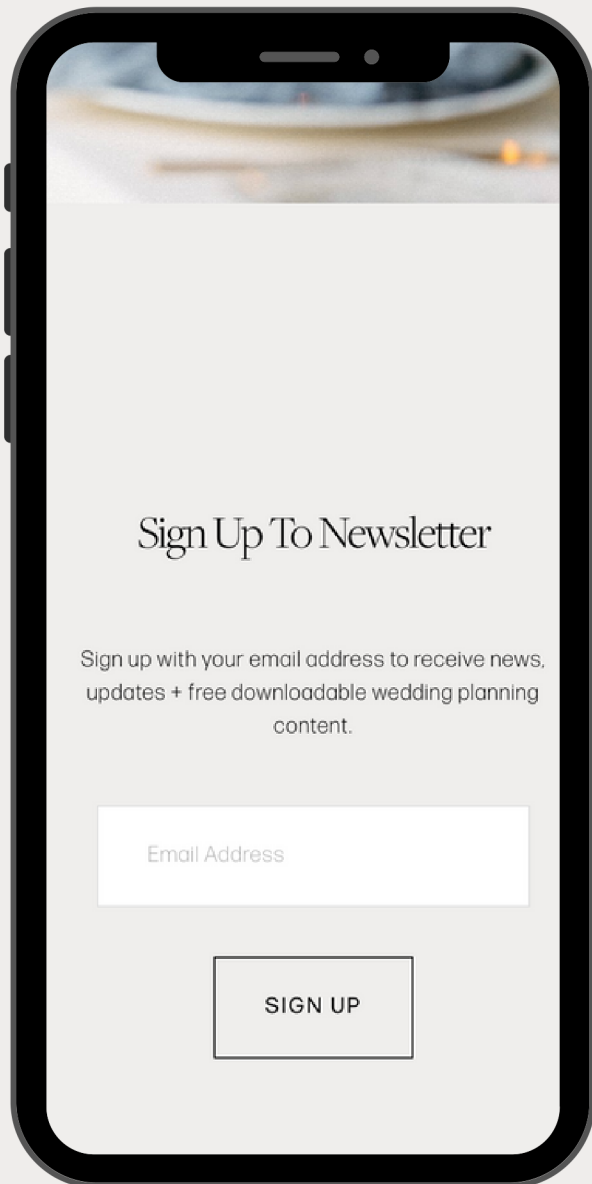
Your Wedding Day Is A Magical Celebration Of Love, Commitment, And The Beginning Of A New Chapter. It Is **EXCITING** And As You Embark On This Wonderful Journey Together You Should Savour Every Moment Along The Way. But Whilst Planning A Wedding Is A Wonderful Experience, It Is Also Hard, Overwhelming And Incredibly Stressful At Times.

**The Truth Is** You Are Right, Hiring A Wedding Planner Is A Big Investment And It's Not For Everyone. It Is A Very Personal Decision To Make And Not One That Should Be Made Lightly. But Hiring A Wedding Planner Is Also An **EPIC INVESTMENT** For So Many Reasons And **We're About To Tell You Why...**

**READ FULL  
POST.**

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