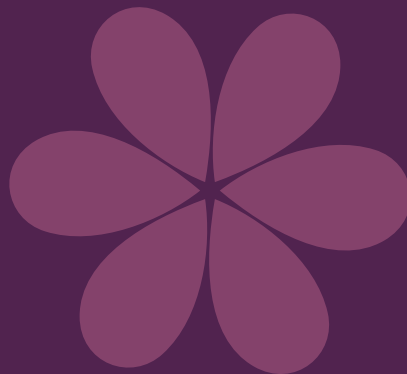

BETTER BOOKINGS AUDIT

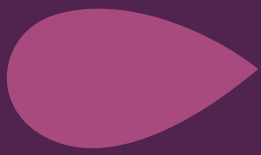
Because bookings shouldn't be so hard.

A quick five-part audit to find the
weak spots and know what to fix first.



JeriSolomon.com

[@JeriSolomon.Co](#) | Jeri@JeriSolomon.com



YOU JUST WANT TO DO THE WORK

You didn't start your business because you love following up on proposals.

You didn't choose this work because you wanted to spend your time wondering why someone inquired and then disappeared.

You want to do the work.

Design the flowers. Plan the event. Take the photos. Feed the guests.

Create the experience.

But before you get to any of that, you have to get the booking.

And sometimes that part feels like a slog.

You're showing up. You're answering inquiries. You're sending proposals. You're trying to stay visible.

Still, the right clients aren't always moving forward.

When that happens, it's easy to assume you need more leads, more followers or a new website.

Maybe.

But the real problem may be somewhere else.

This audit will help you look at five parts of your business, find the weak spots and decide what to fix first.

Because booking shouldn't take more energy than the work itself.



This audit will help you find the weak spots and decide what to fix first.

For each statement, mark:

Yes = 1 point

No or Not Sure = 0 points

Score each section separately. Your lowest score is where you should start.

Before you focus on getting more leads, make sure you know what your business actually needs.

CHECK YOURSELF

- ☐ I have a clear revenue goal.
- ☐ I know which services or offers are most profitable.
- ☐ I know how many events or clients I can realistically take on.
- ☐ I know where my best leads usually come from.
- ☐ I know which service I most want to sell right now.

YOUR SCORE: ____ / 5

WHAT TO LOOK FOR

If you don't know what you need more of, it's hard to make smart decisions about marketing, pricing or capacity.

More work isn't always the answer.

You may need more profitable work, better-fit work or fewer clients at a higher investment.

COMPLETE THIS SENTENCE

Right now, my business needs more _____
because _____.

TIP: Be specific.

Not "more clients."

More of what kind of clients, for which service and at what level of investment?

You don't have to be everywhere. You do have to show up somewhere consistently.

CHECK YOURSELF

- ☐ I know where my best potential clients spend time or look for referrals.
- ☐ I use at least one visibility strategy consistently.
- ☐ My marketing clearly explains what I do and who I help.
- ☐ I stay connected with past clients, vendors or referral partners.
- ☐ I'm not relying on social media as my only source of visibility.

YOUR SCORE: ____ / 5

WHAT TO LOOK FOR

Visibility might include:

- Social media
- Networking
- Referral relationships
- Vendor partnerships
- Email marketing
- Advertising
- Speaking
- Community or industry involvement
- Search engines
- Venue relationships

The right strategy is the one that reaches the people most likely to hire or refer you.

COMPLETE THIS SENTENCE

This month, I'll increase my visibility by_____.

TIP: Choose one place where your best clients or referral partners already are.
Don't choose five things.

Choose one thing you'll actually do.

Your website should help potential clients decide whether it makes sense to contact you.

They shouldn't have to investigate your entire online presence to understand what you do.

CHECK YOURSELF

- ☐ It's immediately clear what I do and the geographic area I serve.
- ☐ Potential clients can see who is behind the business.
- ☐ My values and approach are clear.
- ☐ I provide enough pricing information for clients to self-qualify.
- ☐ I clearly explain how to inquire and what happens next.

YOUR SCORE: ____ / 5

WHAT TO LOOK FOR

Your website needs to answer the questions clients are asking before they submit an inquiry:

- What do you do?
- What area you serve?
- Who will I be working with?
- What's important to your business?
- Is this likely to fit my budget?
- What happens next?

COMPLETE THIS TASK

Ask someone who doesn't know your business well to look at your home page for ten seconds. Then ask them:

What do I do?
Where do I work?
What should you do next?

TIP: Price transparency will look different for every business. A DJ may list packages. A florist may share a starting investment or an example of what a certain budget includes. The format may vary. Giving no information at all creates unnecessary friction

Your inquiry process should collect enough information to determine whether there may be a fit.

CHECK YOURSELF

- ☐ My inquiry form asks for the information I need to evaluate the opportunity.
- ☐ My form isn't so long that a good potential client may abandon it.
- ☐ I ask about budget or investment expectations in a useful way.
- ☐ My response clearly explains the next step.
- ☐ I respond within the timeframe I promise.

YOUR SCORE: ____ / 5

WHAT TO LOOK FOR

Too few questions means you spend time chasing basic information.

Too many questions create work for someone who hasn't decided whether they want to work with you yet.

The sweet spot gives you enough information to determine:

- Availability
- Location
- Event type
- Scope
- Budget
- General fit

COMPLETE THIS TASK

Review every question on your inquiry form.

For each one, ask:

Do I need this answer before deciding whether to have a conversation?

If not, move it to a later step.

Most businesses stop too soon. Life gets busy. A proposal gets buried. Silence doesn't always mean no.

CHECK YOURSELF

- ☐ Every inquiry receives a clear response.
- ☐ I follow up after sending information, pricing or a proposal.
- ☐ My client knows the proposal deadline, how long their date is held and when I'll follow up.
- ☐ I send a final message to close the loop.
- ☐ I track why potential clients don't book when I have that information.

YOUR SCORE: ____ / 5

WHAT TO LOOK FOR

A strong follow-up process helps the client make a decision and keeps opportunities from disappearing simply because everyone got busy. It also gives you better information about why people aren't booking.

COMPLETE THIS TASK

Create a simple three-part follow-up plan:

Follow-up 1: Check in and answer questions.

Follow-up 2: Remind them of the next step or deadline.

Follow-up 3: Close the loop.

TIP: Your final message might say:

I haven't heard back, so I'm going to close your inquiry for now. If your plans are still moving forward and you'd like to reconnect, please reach out.



YOUR RESULTS

YOUR SCORES

Business Check: ____ / 5

Visibility Check: ____ / 5

Website Check: ____ / 5

Inquiry Check: ____ / 5

Follow-Up Check: ____ / 5

TOTAL SCORE: ____ / 25

WHAT YOUR SCORE TELLS YOU

21-25: Your booking foundation is strong.

Most of the pieces are in place.

Look at your “no” answers. Those are the gaps to tighten before you add another strategy, platform or system.

16-20: A few weak spots are getting in the way.

Your business has a solid foundation, but one or two parts of the booking process need attention.

Start with your lowest-scoring category. Fixing that area may make the entire process work better.

10-15: Booking is harder than it needs to be.

Several gaps may be creating extra work, missed opportunities or inconsistent results.

Don't try to fix everything at once. Begin with your lowest-scoring category and choose one action from that section.

0-9: Start with the foundation.

There are several places where your business needs more clarity or consistency.

That's useful information.

Choose the category that affects your ability to book the right work most directly. Fix one piece before moving to the next.



YOUR MOST IMPORTANT SCORE

Your total score gives you the big picture. Your category scores tell you where to look first.

If your lowest score is the Business Check:

Get clear about what you need to sell, how much you need to earn and how much work you can realistically take on.

If your lowest score is the Visibility Check:

Focus on getting in front of more of the right potential clients and referral partners.

If your lowest score is the Website Check:

Make it easier for potential clients to understand what you do, whether you're a fit and how to take the next step.

If your lowest score is the Inquiry Check:

Review what you ask, how quickly you respond and whether you clearly lead the potential client forward.

If your lowest score is the Follow-Up Check:

Create a consistent process for following up, setting deadlines and closing the loop

WHAT WILL YOU FIX FIRST?

Which weak spot is most directly affecting your bookings right now?

Your first priority: _____

The action you'll take: _____

Complete it by: _____

NEED HELP FINDING THE BEST NEXT STEP?

You may know something isn't working without being able to see exactly what's causing it. That's where I come in.

I help event professionals look at the whole business, and find the right area to fix first.

SCHEDULE A FREE DISCOVERY CALL WITH JERI

JeriSolomon.com | [@JeriSolomon.Co](https://www.instagram.com/JeriSolomon.Co) | Jeri@JeriSolomon.com