
7-DAY
WEDDING
PLANNING
Email Sequence
7 READY-TO-USE EMAILS TO ENGAGE, SUPPORT AND GUIDE YOUR WEDDING AUDIENCE
Better Planning Brighter Days
Inbox
Sent
Drafts
Starred
More
Day 1 – Welcome to Your Journey
Day 2 – Budget Mistakes
Day 3 – Where to Start
Day 4 – Hidden Costs
Day 5 – Your Timeline
Day 6 – Stay Organised
Day 7 – Your Next Step
Plan
Organise
Celebrate

7-Day Wedding Planning Email Sequence

The 7-day email sequence

Day	Email topic	Purpose
1	Your Wedding Planning Journey Starts Here	Welcome and deliver the free guide
2	The Wedding Budget Mistake Most Couples Overlook	Give useful budget advice
3	Where Should You Actually Start?	Help subscribers prioritise
4	The Hidden Costs That Catch Couples Out	Build trust through practical advice
5	The Wedding Planning Timeline Made Simple	Introduce checklists
6	Stop Trying to Remember Everything	Introduce the buyer's planning resource
7	Your Wedding Planning Next Step	Encourage a purchase without pressure

Email 1, Your Wedding Planning Journey Starts Here

Your Wedding Budget Guide Is Here! 💍

Hi [First Name],

Congratulations on your engagement!

Planning a wedding is an exciting experience, but it can also bring a surprising number of decisions, expenses and unexpected details.

One of the biggest challenges couples face isn't necessarily the cost of the wedding itself.

It's knowing where the money is going before they commit to spending it.

That's why I've put together a free guide called **7 Wedding Budget Mistakes That Could Cost You Hundreds**.

Inside, you'll discover some of the common budgeting mistakes couples make, along with practical ways to avoid them.

Download your free guide here:

[INSERT FREE GUIDE DOWNLOAD LINK]

Here's one simple tip to get you started:

Before booking anything, sit down together and choose the three things that matter most to you about your wedding.

It might be the venue, the photography, the food or simply having everyone you love together.

Once you know your priorities, it becomes much easier to decide where to spend and where you can comfortably save.

Over the next few days, I'll share more practical wedding planning tips to help you stay organised, manage your budget and enjoy the journey.

For now, enjoy your free guide!

Warm wishes,

[YOUR NAME]

[YOUR BUSINESS NAME]

Email 2 — The Wedding Budget Mistake Most Couples Overlook

The wedding budget mistake that's easy to miss

Hi [First Name],

When couples start planning their wedding, they often begin by looking at the big expenses.

The venue. The dress or suit. The photographer. The catering.

But there's one thing that can make even a carefully planned budget go off track.

Forgetting about the smaller expenses.

Things like alterations, delivery fees, extra decorations, postage, supplier travel charges and last-minute purchases can add up surprisingly quickly.

Individually, these costs might not seem like much.

Together, they can make a noticeable difference to your final wedding bill.

Here's a simple way to stay ahead of them.

Create a separate section in your wedding budget called "Additional Costs."

Whenever you receive a supplier quotation, ask:

- Does this price include everything?
- Are there delivery or travel charges?
- Will I need to pay extra for setup or collection?
- Are there any optional extras I should know about?
- When is the final payment due?

And whenever possible, keep a little money aside for expenses you haven't anticipated.

You don't need a perfect budget from day one.

You just need a realistic one that you can update as your plans develop.

Tomorrow, we'll look at something equally important: deciding what to organise first.

Happy planning!

[YOUR NAME]

Email 3 — Where Should You Actually Start?

Engaged? Start with these 3 wedding decisions

Hi [First Name],

One of the most common questions newly engaged couples ask is:

"Where do we even begin?"

There are venues to research, guest lists to prepare, outfits to choose and dozens of suppliers to consider.

It's tempting to start with the exciting details.

But before getting caught up in decorations and colour schemes, there are three decisions worth making first.

1. Agree on your wedding budget.

Decide how much you're comfortable spending, taking into account any confirmed contributions and your other financial commitments.

2. Prepare an estimated guest list.

You don't need every name finalised immediately.

However, knowing whether you're planning for 30, 80 or 150 guests can make a big difference when comparing venues and catering options.

3. Choose your preferred wedding date or season.

Your date affects venue availability, supplier bookings and potentially the overall cost of your wedding.

Once you've made these three decisions, the next steps become much clearer.

You can begin researching suitable venues, comparing prices and creating a realistic planning timeline.

Here's a little challenge for today:

Write down your estimated budget, guest count and preferred wedding date.

Even if the answers are only estimates, you'll have a useful starting point.

And remember, you don't have to organise your entire wedding this week.

One decision at a time is enough.

Warm wishes,

[YOUR NAME]

Email 4 — The Hidden Costs That Catch Couples Out

5 wedding expenses couples often forget 💐

Hi [First Name],

Have you ever looked at a wedding package and thought:

"That actually seems quite affordable!"

Then you start adding the extras.

Suddenly, the price looks very different.

It's not always because suppliers are doing anything wrong. Sometimes the advertised package simply doesn't include everything you need.

Here are five wedding expenses worth checking before you commit.

1. Clothing alterations

Your wedding outfit may need adjusting, and alterations aren't always included in the purchase price.

2. Supplier travel charges

Photographers, makeup artists and other suppliers may charge extra for travelling beyond a certain distance.

3. Setup and collection fees

Decorations, flowers, furniture and hired equipment may come with delivery, setup or collection costs.

4. Extra guests

Adding a few more guests can affect catering, seating, stationery and favour costs.

5. Last-minute essentials

Small purchases during the final weeks can add up if you haven't allowed for them.

Here's my favourite budgeting habit:

Before paying a deposit, ask for a written breakdown of the full expected cost.

Check what's included, what's optional and whether anything could change the final amount.

A few questions now can prevent unpleasant surprises later.

And if you've already booked some suppliers, it's not too late to review your agreements and update your budget.

Happy planning!

[YOUR NAME]

Email 5 — The Wedding Planning Timeline Made Simple

What should you book first for your wedding?

Hi [First Name],

Wedding planning becomes much easier when you stop treating everything as equally urgent. Some arrangements need attention well in advance. Others can comfortably wait until closer to the wedding.

A simple planning timeline can help you tell the difference.

Here's a general example.

Around 12 months before

Focus on your budget, guest estimates, preferred dates, venues and important suppliers.

9–6 months before

Work on major supplier bookings, wedding outfits, invitations and ceremony arrangements.

6–3 months before

Review guest responses, finalise important details and begin building your wedding-day schedule.

During the final 3 months

Confirm bookings, check payment deadlines and prepare final guest information.

During the final 30 days

Review supplier arrangements, finish seating plans and prepare important items.

During wedding week

Pack essentials, confirm responsibilities and hand over practical tasks to trusted helpers. Of course, every wedding is different.

If you're planning a wedding in six months rather than twelve, you'll simply need to combine some of the earlier steps. The important thing is knowing what needs your attention next.

Today's tip: Choose three wedding planning tasks for this week instead of trying to tackle everything at once. Small, steady progress makes a big difference.

Tomorrow, I'll share a simple way to stop important details slipping through the cracks.

Warm wishes,

[YOUR NAME]

Email 6 — Stop Trying to Remember Everything

You don't need to remember every wedding detail

Hi [First Name],

Here's something worth remembering during wedding planning:

You don't have to keep everything in your head.

Between supplier appointments, payment deadlines, guest responses and wedding-day arrangements, there's a lot to keep track of.

And the closer your wedding gets, the easier it can be to forget small but important details.

One of the simplest solutions is to use a checklist.

Not a complicated planning system.

Just a clear list of what needs doing, when it needs doing and what's already complete.

For example, you could keep separate checklists for:

- Venue and supplier bookings
- Wedding budget and payments
- Guest invitations and RSVPs
- Wedding outfits and accessories
- Final 30-day preparations
- Wedding week essentials

This makes it easier to review your progress without starting from scratch every time.

It also means you can share responsibilities with your partner or trusted helpers.

If you'd prefer a ready-made starting point, I've put together a wedding planning resource designed to help you organise these details in one place.

Take a look here:

[INSERT PRODUCT OR PLANNING RESOURCE LINK]

Whether you use a printed checklist, a notebook or a digital planner, the most important thing is finding a system that works for you.

Your wedding should be something you look forward to, not a list of things you're worried about forgetting.

Happy planning!

[YOUR NAME]

Email 7 — Your Wedding Planning Next Step

A little more planning, a lot less wedding stress 💍

Hi [First Name],

Over the past few days, we've covered some of the most useful foundations of wedding planning.

We've talked about setting a realistic budget, spotting overlooked expenses, choosing your priorities and organising your timeline.

If there's one thing I'd love you to take away from this series, it's this:

You don't need to plan a perfect wedding. You need a plan that works for you.

Your wedding doesn't have to look like anyone else's.

You don't need to spend money on traditions that aren't important to you.

And you certainly don't need to organise everything in one weekend.

What helps most is having a clear place to record your decisions, track your progress and keep important details together.

That's why I've created [INSERT PRODUCT NAME].

It's designed to help you move through the planning process with practical guidance and useful checklists, without constantly wondering what you've forgotten.

You can explore it here:

[INSERT PRODUCT LINK]

If it's right for you, wonderful.

And if you're still deciding how you'd like to organise your wedding, that's absolutely fine too.

Keep using the tips from this email series and take things one step at a time.

Most importantly, remember what all this planning is really about.

Celebrating your relationship and beginning an exciting new chapter together.

Wishing you a beautiful wedding and a wonderful future!

[YOUR NAME]
[YOUR BUSINESS NAME]