

7 HABITS OF A WILDLY SUCCESSFUL LUXURY EVENT SUPPLIER

EVENT
BUSINESS
HUB



Hi Lovely,

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hank you for downloading my guide
'7 habits of a Wildly Successful Event
Designer'.



I am going to talk you through some of the habits I would highly recommend YOU adopt if you are serious about growing and scaling your events business. The most successful suppliers in the world didn't get there by fluke, they adopted habits into their everyday lives that geared them up for success. If you want REAL success in your business then I would highly recommend you start creating new habits today. I am going to guide you along the way so that you can start implementing those habits right now that will help you to achieve the business of your dreams!

Debbie x
Business Growth Mentor
Founder of the
Luxury Event Business Hub

Habits are so important.

They grow stronger and stronger over time and become more and more automatic. This is why its SO important that you have the right ones! Habits make it possible for us to do things without spending tons of mental effort and as busy event professionals we all know how valuable our time is to us and more so how beneficial a clear head is to us to give us more creative mindspace.

So here are my top tips for making the most out of this guide.

- 1) Print out the guide – your going to want to make notes.
- 2) Find a quiet space for approx. 20-30 mins and dedicate yourself some well deserved YOU time.
- 3) Read through the 7 habits of a Wildly successful event designer.
- 4) Answer the questions below.
- 5) Make a commitment to yourself.
– This going to be your game changer.

Are you ready to get started?

Here you go...

7 Habits of a Wildly Successful Event Supplier



Habit 1 Become a visibility King or Queen

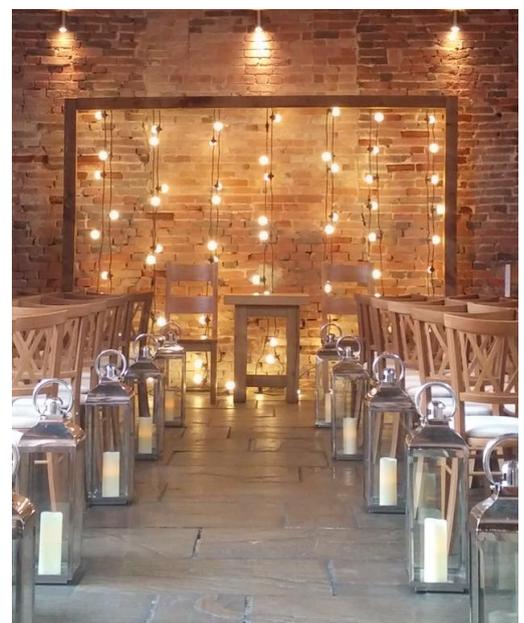
If you want to grow your business your ideal client needs to be able to find you! If you shy away this is never going to happen. Use every opportunity you can find to get yourself seen. This may be at a wedding fair, through a facebook live, regular daily social media posts, interviews, collaborations and more.

When you're doing live events make sure you get as many photos/video footage as possible of your work and your posting content that you feel reflects you as a brand and how you want to be perceived.

Habit 2 Keep Focussed

Keep focussed on the things that are going to help you make money. It's so easy to get distracted playing with pretty things or sourcing new products when you may not have put the focus into selling the products you've got. Don't be a magpie and avoid shiny object syndrome!

It may be you have multiple projects on the go at one time. Keep focussed on one at a time, the one that is going to make you more money. A great place to start is by making a list of everything your working on and prioritise the most important ones.



7 Habits of a Wildly Successful Event Supplier



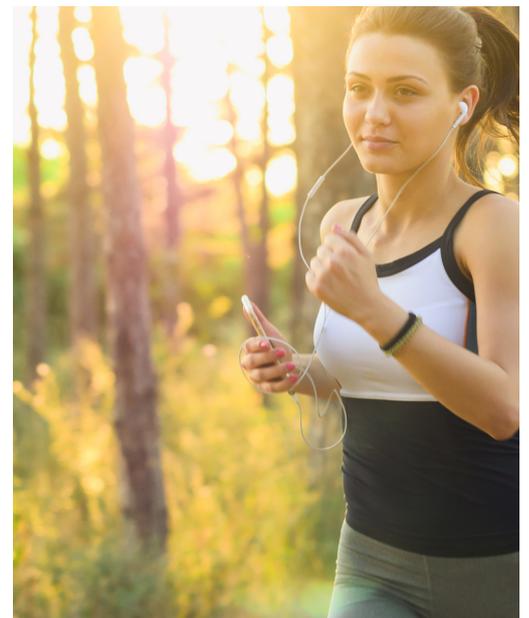
Habit 3 Be on top of your Finances

Knowing the state of your finance affairs back to front is one of the best ways to make sure the cash keeps flowing. Staying on top of your finances means you can avoid unforeseen business debt and have enough money to invest in and grow your business.



Habit 4 Make time for yourself

Leading the crazy life of an event designer, well you know can be crazy! So much to do, from sales, marketing, admin, creations, setting up etc. It's so easy to burn out if your not making time for yourself. Eating, exercising and giving yourself downtime is so important so that you can operate at the top of your game.



7 Habits of a Wildly Successful Event Supplier



Habit 5

Get yourself super organised.

If your planning on growing your'e going to be dealing with multiple clients, lots of logistics, lots of details and lots of new enquiries! Ensure you put in time saving organisational practices and processes from the start otherwise you'll be getting yourself in a pickle and will be spending all your time doing admin (which is not making you money!).

Habit 7

Believe in Yourself

This is one of the biggest and best habits you can adopt. Believe in yourself and allow yourself to dream big – you'll eventually grow into those shoes and it gives you a goal as to where you want to be. If you don't believe you can do it, why will others? Confidence in your own ability is so important. A great place to start is by celebrating your wins every day and congratulating yourself on the little steps you are taking towards your bigger goal. (ie write down what you've achieved each day).

Habit 6

Create your own trends

Lead the way by creating your own trends. Don't be scared to design new ideas and test them in the market. The more you do this, everyone will get to know you for your own unique style. Copying what others are doing is never going to make your company stand out from the crowd.

Bonus Habits

I'M SUPER PASSIONATE ABOUT WANTING YOU TO SUCCEED IN YOUR BUSINESS, SO HERE'S A SPECIAL BONUS ESPECIALLY FROM ME TO YOU!

SO I REACHED OUT TO SOME OF MY INTERNATIONAL EVENT DESIGNER FRIENDS AND ASKED THEM WHAT ARE THE HABITS THEY HAVE ATTRIBUTED TO THEIR SUCCESS.

PS. IF YOU HAVEN'T HEARD OF ANY OF THESE AMAZING DESIGNERS, GO CHECK THEM OUT, THEIR WORK IS UNBELIEVABLE!

What Preston Bailey had to say (the most famous designer in the world had to say....



1. READ THE MORNING PAPERS AND WRITE 3 PAGES EVERY DAY, IT'S A GREAT WAY TO RELEASE ONE'S CREATIVITY, AND LET GO IN WRITING ALL OUR FEARS AND ANXIETIES.

2. AT ALL TIMES, TRY AT LEAST 5 NEW BUSINESS IDEAS, AND HOPEFULLY ONE WOULD BE SUCCESSFUL.

3. ADAPT TRUE FAITH REGARDLESS OF HOW DIFFICULT THINGS ARE AND HAVE BLIND FAITH THAT IT GETS BETTER.

What Melissa Andre had to say....

1. I MAKE HUNDREDS OF DESIGN DECISIONS EVERYDAY. AND I BELIEVE DEEPLY IN DECISION FATIGUE - YOUR WILLPOWER GETS TIRED WHEN YOU USE IT TOO MUCH AND I LIKE TO SAVE IT'S POWER FOR DESIGN AND CREATIVE DECISIONS WHENEVER POSSIBLE. SO, IN ORDER TO MAXIMIZE MENTAL RESOURCES I CHOOSE NOT TO MAKE CERTAIN DECISIONS DAILY. I NEVER DECIDE WHAT TO HAVE FOR BREAKFAST OR LUNCH DURING THE WEEK, OR WHEN TO WORKOUT OR WHAT TIME, OR WEAR TO WORK WHEN I DON'T HAVE MEETINGS, ETC. ALL OF THOSE DECISIONS NEVER CHANGE/ THEY STAY THE SAME SO I NEVER HAVE TO THINK ABOUT THEM.

2. I READ PAPER BOOKS EVERY NIGHT. I DON'T FALL ASLEEP TO SCREENS. I READ ABOUT 50 BOOKS A YEAR- ALL NONFICTION. CONSUMING A DIVERSE COLLECTION OF BOOKS AND ART IS GREAT FOR INCREASING CONFIDENCE IN YOUR THINKING.

3. I SLEEP 8 HOURS A NIGHT AND EAT VERY CLEAN

4. MANY OF MY DAILY HABITS REVOLVE AROUND MAKING SURE THAT MY BRAIN AND BODY ARE IN ULTIMATE CONDITION TO PERFORM FOR ME :). WHEN YOUR BODY HAS TO WORK EXTRA HARD TO RID YOUR BODY OF UNHEALTHY FOODS OR MAKE UP FOR YOUR ENERGY LEVELS FROM LACK OF SLEEP OR SORT THROUGH BRAIN FOG, ETC. IT CAN'T PERFORM IT'S BEST IN THE AREAS I NEED IT TO- LIKE THINKING CREATIVELY - SO I TRY MY BEST TO AVOID DEPLETING MY BODY/BRAIN FROM WHAT I PERSONALLY NEED THEM TO DO FOR ME



What Jeff Leatham had to say....

1. LOYALTY
2. ALWAYS FOLLOWING MY DREAM AND INTUITION
3. BEING KIND AND LETTING MY PERSONALITY BE AS IMPORTANT AND PART OF MY WORK AND DESIGN



What Jean Charles Vaneck had to say.....



1) I LEAD A VERY HEALTHY LIFESTYLE TO BALANCE WITH THE INTENSE AND STRESSFUL WORK. THE MORE I BECAME SUCCESSFUL, THE MORE I TOOK CARE OF MY EATING, MENTAL AND PHYSICAL. I QUIT SMOKING, DRINKING ALCOHOL, SLEPT MORE, IMPROVED MY GYM ROUTINE, MEDITATE ETC THAT HELPS ME A LOT WHEN I HAD TO DEAL WITH DIFFICULT SITUATION AND HUGE PRESSURE

2) WORKING HARD ON THE WAY WE SHOWCASE OUR WORK. NOT ONLY HAVING THE BEST PHOTOGRAPHER AND VIDEOGRAPHER, BUT ALSO THE WAY WE DISPLAY OUR IMAGES ON INSTAGRAM, WHERE AND WHEN WE CHOOSE TO PUBLISH THEM. IT IS CRUCIAL TO BE CONSISTENT IN MARKETING AND TO CONTROL A LUXURY IMAGE

3) I USED MY OWN IMAGE TO SELL MY PRODUCTS, WHICH IS A SERVICE AND NOT PALPABLE. THERE IS NOT A PERFECT RECIPE FOR MARKETING YOU HAVE TO TRY DIFFERENT THINGS UNTIL YOU REALISE WHAT WORK AND WHAT DON'T. SHOWING MY FACE ON OUR VIDEO AND PHOTO HAS WORKED A LOT FOR ME

4) DON'T FOLLOW THE TRENDS AND TRY TO REPLICATE WHAT OTHERS PLANNERS/DESIGNERS DO. RATHER CREATE A TREND, BE AN EXPERT IN YOUR FIELD AND CREATE ORIGINAL CONTENT BY DOING THE OPPOSITE OF EVERYONE ELSE. IT MAY BE HARDER TO GET CLIENTS AT FIRST; BUT IT WILL PAY OFF ON THE LONG RUN BECAUSE YOU ARE BEING SEEN AS AN ARTIST, A VISIONNAIRE, AND A LEADER. PEOPLE MAY DECIDE TO LIKE YOU OR NOT, BUT AT LEAST YOU CATCH ATTENTION



Pick just 2 of the habits

The next step is to pick just 2 of the habits above that you think you will find the easiest. (You can do more if you like)

HABIT 1

HABIT 2

Now take each habit and think about the tiniest steps you could do to help you commit to that habit. This is your promise to yourself, so don't rush this because I want you to commit to what you write down. Let me give you an example. – Your new habit could be Become a Visibility King or Queen, your commitment could be, commit to posting an Instagram post every single day. Or it could be Get yourself Really organised, so your commitment could be every night before you go to bed you write yourself a to do list for the next day. Make sense? If it doesn't I want to know, just drop me an email at debbie@eventbusinesshub.com and I will explain more.

Habit 1 I WANT TO ADOPT THE FOLLOWING HABIT. (EG BECOME A VISIBILITY QUEEN)

MY COMMITMENT TO MYSELF IS (THIS IS YOUR MINI HABIT – EG CREATE AN INSTAGRAM POST EVERY DAY)

Habit 2 I WANT TO ADOPT THE FOLLOWING HABIT. (EG BECOME A VISIBILITY QUEEN)

MY COMMITMENT TO MYSELF IS (THIS IS YOUR MINI HABIT – EG CREATE AN INSTAGRAM POST EVERY DAY)

Habit 3 I WANT TO ADOPT THE FOLLOWING HABIT. (EG BECOME A VISIBILITY QUEEN)

MY COMMITMENT TO MYSELF IS (THIS IS YOUR MINI HABIT – EG CREATE AN INSTAGRAM POST EVERY DAY)

SO NOW IT'S TIME TO GET STARTED. PRACTICE PRACTICE PRACTICE YOUR HABIT EVERY SINGLE DAY UNTIL IT COMES NATURAL TO YOU AND YOUR AUTOMATICALLY DOING IT. ONCE YOU HAVE DONE THIS, IT'S TIME TO MOVE ONTO THE NEXT HABIT YOU WANT TO ADOPT.

REMEMBER YOUR DOING THIS FOR YOU, TO SHOW UP FOR YOU AS YOU DESERVE ALL THE SUCCESS IN THE WORLD AND THIS IS THE BEST PLACE TO START.

Habit 4 I WANT TO ADOPT THE FOLLOWING HABIT. (EG BECOME A VISIBILITY QUEEN)

MY COMMITMENT TO MYSELF IS (THIS IS YOUR MINI HABIT – EG CREATE AN INSTAGRAM POST EVERY DAY)

Habit 5 I WANT TO ADOPT THE FOLLOWING HABIT. (EG BECOME A VISIBILITY QUEEN)

MY COMMITMENT TO MYSELF IS (THIS IS YOUR MINI HABIT – EG CREATE AN INSTAGRAM POST EVERY DAY)

YOUR PROMISE

I (INSERT YOUR NAME HERE) AM COMMITTED TO MAKING POSITIVE CHANGE IN MY BUSINESS. I KNOW THAT I NEED TO MASTER MY OWN HABITS TO SUCCEED AND I AGREE TO COMMITTING TO THE ABOVE HABITS

_____ (SIGN HERE)

I would love to hear your wins and your habits you have created for yourself, drop me an email at debbie@eventbusinessbub.com if you want to share, its also totally fine if you want to keep these to yourself.

Debbie Marks

Debbie Marks is a leading event decor expert, designer, planner and stylist based in the UK. Debbie has been in the events industry for over 23 years and has a real love for all things creative. Debbie has a passion for helping other creative entrepreneurs, especially ones who have a strong desire to succeed and are real go-getters. She's learnt so many lessons over the years and loves passing this on to others in her industry helping them to scale their businesses and convert enquiries into sales!



Debbie is the founder and CEO of Qube Events & Productions an award-winning Creative Events & Decor which she started 13 years ago, whilst she was on maternity leave from her full time job. She set herself the goal of making a success of her company within 9 months so that she didn't have to go back to work. She never went back! Now Debbie plans and styles over 300 events a year across the UK. Debbie is also an expert in planning Jewish Weddings & Bar/Bat Mitzvahs.

Debbie xxx

She's two-time national winner of the Wedding Industry Awards for Best Venue Stylist in the UK, official stylist of the National Wedding Show and no.1 best selling author of the Amazon. Bestseller, Mumpreneur on Fire 4. Debbie has managed and styled corporate events for some of the UK's major companies such as BMW, Avon, Mini and Unilever as well as styled several celebrity/footballer weddings and the Queen Charlotte's ball. Debbie has been featured in Forbes, OK Magazine, Telegraph & BBC.

Debbie is a judge for the Wedding Industry Awards and is an industry speaker. If you need someone to push you in the right direction and teach you the lessons of how to create a successful events decor/hire company, Debbie is your go to girl! When she's not working, she's spending time doing creative activities with her 2 little girls.

Now that you have identified some of the habits you personally need to adopt to take you on your journey to up levelling your business, which I hope you have found helpful, I want to invite you to join me for more free tips and hints and join our community of like minded entrepreneurs where we support and encourage you in growing and scaling the business of your dreams in the events world. Come and join us in my [FREE facebook group 'Luxury Event Business Hub'](#)

— “ —

“What if I fail? Oh,
but my darling, what if
you FLY?”

— ” —

