



10 Reasons Savvy Brides Choose to Work with Calligraphy Etc.

“I love Calligraphy Etc.! They custom created my favorite thing about my wedding - the invitations! I loved how they turned out!” - Amanda

1. Savvy brides know it's smart to work with the experts.

At Calligraphy Etc. we are passionate about paper - specifically, wedding invitations. It's what we do, and we do it well.

The world of wedding invitations and wedding etiquette is foreign to most people ~ and why shouldn't it be? Most likely, you'll only do this once, so there's no need to study up on all of the available printing methods or many rules and requirements of etiquette to be sure that you're not going to offend any guests or commit an embarrassing faux pas.

Our invitation consultants are experts in all aspects of wedding invitations and are happy to share their expertise to help you select the wedding invitation of your dreams. We'll help you create an invitation that your friends will envy and your grandmother will approve of!

2. Savvy brides love to be treated like royalty.

You deserve a “Wow!” customer experience. You are preparing for one of the biggest days of your life, and it's a big deal!

Just imagine: You arrive for your wedding invitation appointment and are greeted warmly by people who are happy to see you. You are offered a glass of bubbly, coffee or bottled water. You are seated in our custom ordering area, where your invitation consultant reviews what she learned about your event from the Wedding Questionnaire that you completed prior to the appointment. Based on your vision, she share with you some ideas that she has pulled together, as well as information about printing methods, design options, pricing ~ anything and everything you'd like to know. You quickly realize that we are sincere in saying that our primary goal is to help you create your dream invitation that will set the tone for the entire event. You understand what we mean by excellent service... and this is just the beginning.

Our reputation is built on providing friendly, personalized service. We listen to your likes and wants, and we help make that dream become a reality for your Big Day.

For us, helping to create your wedding invitation is not a transaction ~ it's the beginning of a relationship. We are fortunate to have a relationship with our brides that allows us to continue to be a part of other important events in their life after the wedding ~ baby showers, birth announcements, birthday parties, graduation... We are honored to play a part in each of their life's special events, and that means we take our job seriously.

3. Savvy brides want a 100% money-back guarantee.

If for any reason your invitations are not produced as ordered and proofed, they will be we fixed. If the problem cannot be fixed for some reason, we will take back the invitations and refund your money in full.

We are very proactive in resolving any issues that may arise through the process. In fact, in the rare occasion in which we have had an order come in wrong, we have had the issue resolved and the order reproduced without the customer even realizing there was ever an issue.

We are obsessive about details and you have enough to worry about. Let us handle the troubleshooting for you ~ that's what we're here for!

4. Savvy brides want options. Lots of options.

We have worked hard to be able to provide a varied selection of invitation options for our brides. Having multiple options available for any budget is important to us, and we are confident in our selection.

Whether your ideal invitation is a top-of-the-line letterpress design, or a simple, bordered card with thermography or flat printing, we have something for you. Yes, paper may be *OUR* thing, but it doesn't mean that it's everyone's. We understand that, and we just want you to be satisfied with the style that you choose, in regards to style and budget.

5. Savvy brides want invitations that will fit their budgets.

Our price range varies from a low of \$150 for 100 invitations to \$3,000 or more for 100 invitations, with the average around \$1000 for 100 invitations, envelopes and reply sets.

{This represents a wide range of styles from digitally printed flat cards up to letterpress or engraved invitations with all the bells and whistles.}

We will never be the low-price leader, nor do we aspire to be ~ as the saying goes, "you get what you pay for". We take our job seriously, and that means that you're getting the best service we can offer you for a reasonable price. That's definitely not something that is promised to you from a bargain-bin vendor. Does that mean that everything is high priced? Certainly not. We have plenty of options for every budget – it just means that if all you're looking for is a really cheap invitation and zero customer service, we're not the right place for you.

We have worked with many brides on a limited budget to help them achieve the invitation of their dreams by showing them ways to cut costs {another little perk of that expertise we were mentioning}.

If you recognize that your invitation is the first glimpse that your guests will have into your wedding day and that first impressions make a big difference, you're speaking our language!

A word about price-matching:

Occasionally, we hear of a stationery retailer who offers across-the-board discounts on custom invitations. First, for the quality of lines that we carry, this type of discounting often violates the retailer's agreement with the manufacturer. Second, retailers cannot operate for long by discounting like this~ it's often the first sign of a business in trouble and in desperate need for cash flow. At Calligraphy Etc., we take our relationships with our manufacturers very seriously, and after being in business for over two decades, we plan to be around for many, many more. We would not be able to provide the type of service and products that we offer if we were to start matching these discounts. We do, however participate in all manufacturer-sponsored promotions and are happy to pass those savings on to you. These promotions are advertised in our store and on our Facebook page and store blog.

6. Savvy brides love a delightful, one-stop-shopping experience.

If it's paper and personalized items you need for your wedding, we've got you covered.

From engagement party invitations, save-the-date cards, wedding invitations and enclosures, bridal shower, bachelorette/lingerie party and bridesmaids' luncheon invitations, to programs, reception accessories {menus, escort cards, place cards, table cards, custom signage, personalized napkins}, favors, welcome kits/baskets, thank-you notes, wedding party gifts, shower hostess gifts, we do it all.

7. Savvy brides want to work with businesses who are consistent and reliable.

We know that you may have seen some of your favorite stores closing their doors in recent months due to the economy. You have enough to think about without worrying whether you will have to start the process all over with a new stationer, or worse, rise losing your deposits.

You can ease your mind about our plans for the future. Calligraphy Etc. has been serving West Texas for over 21 years, and we are here to stay. Most of our employees have been with us for several ~ they're having too much fun to go anywhere else!

Don't just take our word for it.

Your experience at Calligraphy Etc. is unlike any other wedding invitation boutique, store, website or studio that you will find. This may be hard to believe if you have not worked with us before. So, don't just take our word for it.

We want you to feel comfortable working with us from the get-go.

Familiarize yourself with who we are and what we do to be sure that it's a good fit for you. Read the special documents that we make available on our website. Spend some time looking through our invitation gallery, but keep in mind it is only a small fraction of what we have to offer.

Read all of the accolades from happy brides and other customers who have had exceptional experiences with Calligraphy Etc on WeddingWire, Yahoo and others.

8. Savvy brides like businesses that follow up and follow through.

We try our best to explain the entire process from start to finish. Once your order is placed, we follow up with the manufacturer to be sure that everything is moving along smoothly. We inform you when your proof is ready and when your order will ship and you can expect it to arrive. We check your order for correctness as soon as it arrives, and we call you to pick it up as soon as possible.

We provide you with a timeline for ordering the various stationery pieces and accessories that go along with your wedding and send you reminders when these dates are fast approaching.

We stay on top of the deadlines so that you don't have to. Our helpful reminders won't let you miss an important date or be forced to pay rush fees and expedited shipping to get what you want, when you need it.

We know you're busy ~ and that we're detailed professionals ~ so let us "sweat the small stuff"... it's one less thing for you to have to worry about it!

9. Savvy brides love when a business gives back.

At Calligraphy Etc., we are proud to support local and national charities in various ways throughout the year. When we support the community we live in, we believe everyone benefits. Just a few of the causes we support: Food2Kids, South Plains Food Bank, CASA, Boys and Girls Club, Susan G. Komen for the Cure, Morris Animal Shelter and Ronald McDonald House.

10. Savvy brides love getting their wedding invitations for free.

Yes, your eyes don't deceive you. If you place your order with us, you will have the opportunity to get your wedding invitations for free.

At Calligraphy Etc., the heart of our success is the business that we receive from referrals by our happy customers.

Don't you love it when you can connect one of your friends to a great business and not worry about how it will turn out? With our unique referral program, if you refer four people who order their wedding invitations from Calligraphy Etc. within a year of your wedding day, we will write a check to you for the money that you spent on your wedding invitations. {The sooner you place your order, the more time you will have to make those referrals!}

Seriously, who does that? We do!

Come on in and let us prove ourselves!

Once you've satisfied yourself that Calligraphy Etc. is the one and only place that you want to work with when creating your wedding invitations and accessories, simply call us, email, or schedule an appointment on our website. But don't wait too long ~ appointment slots are limited and can fill up quickly!