



## *What to Expect at Your First Wedding Invitation Appointment*

### *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, a cup of coffee or bottled water. You are seated in our custom ordering area, where your invitation consultant reviews what they have learned about your event from the Wedding Questionnaire that you completed earlier. Based on your needs and vision, they share with you some ideas they have been pulled together, as well as information about printing methods, design options, pricing ~ anything and everything you'd like to know. You quickly realize that they are sincere in saying that their primary goal is to help you create your dream invitation that will set the tone for the entire event. You understand what Calligraphy Etc. means by excellent service... and this is just the beginning!

### *Do I need an appointment to look at wedding invitations?*

We do recommend that you make an appointment, although it is not required. In order to deliver the excellent service that Calligraphy Etc. is known for, we want to be sure that we reserve time just for you, and that all our invitation albums are available just for you {not being passed from bride to bride}, and that we have a dedicated wedding invitation consultant on hand to work with you and answer any questions you may have.

Since we have a busy retail store in addition to our wedding invitation business, it is much more difficult to accommodate walk-ins, and we want to be sure that we have a chance to treat you like royalty. Your Big Day deserves the attention of one of our experts, and the only way to guarantee that is by making an appointment.

### *How long is a first appointment?*

For your first wedding invitation appointment with Calligraphy Etc., we reserve a two hour time slot for you to meet with one of our invitation consultants. While this may seem like a long time, it does take awhile to get familiar with all of the printing and extra options available, and then to start the process of creating the perfect invitation for your wedding.

When your appointment is confirmed, we will send you a link to an online Wedding Questionnaire that we ask you to complete and submit to us at least two days prior to your appointment. {Don't worry, it's quick and easy ~ it's just a way for us to learn more about you, your wedding, and your personal style so that we can better help you create an invitation that matches your vision. Completing the questionnaire helps us do our homework before you arrive, and it helps us get to the fun stuff faster in your appointment!}

## *What can I expect during my first appointment?*

When you arrive for your appointment, the first thing we want to do is go over your vision for your wedding. We spend a little time telling you about the various printing methods available, and showing you samples of designs to serve as inspiration and a starting point. If you have magazine clippings or samples to show us, this is when we will review those and find comparable options.

We will also explain how we can customize a design specifically for you, and we'll show you options for typestyles, ink colors, motifs/icons, patterns, ribbons, pocket folds and envelope liners. We will answer any and all of your questions regarding design, pricing, ordering timeframe and etiquette. If, for some reason, we don't know the answer to a question in the appointment, we will find out promptly and email or call you with that information.

Some clients fall in love with a wedding line, design their invitation immediately, and place their order during the first appointment. For others, they want to see all of the available options, narrow their search, sleep on it, and come back for a second or third appointment to finalize details. Either way is perfectly fine with us. Ultimately, we want you to be 100% happy with your decision, so there is no rush on our end.

After the first appointment, we can continue to work by phone, email and online. We help clients from all over the country, so shipping and working remotely are not a problem.

## *What if I need to change or cancel my appointment?*

Since we only have a limited number of appointments available, and are holding this two-hour time slot just for you, we ask that you please {pretty, pretty please} let us know at least 48 hours in advance if you need to reschedule your appointment. That allows us time to free up for another client, and helps us to quickly reschedule you for a time works better with your schedule. As soon as you know that you won't be able to make it in, please let us know- the earlier the better. We respect your time spent with us, and in return ask that you allow us to give that time to others if you are unable to make your appointment.

We look forward to seeing you!