



The Wedding Venue Energy Assessment

IS YOUR VENUE THRIVING OR RUNNING ON EMPTY?

Score yourself honestly. This assessment will help you see where your venue is strong, where you're at risk, and where to focus your energy for the biggest impact.

1. MARKETING & VISIBILITY		MAX 20 POINTS	YES / ALWAYS 2 POINTS	SOMETIMES 1 POINT	NO / NEVER 0 POINTS	YOUR SCORE
1.	My website is updated, active, and reflects our current venue and offerings.		☐	☐	☐	___
2.	We publish fresh content (blogs, photos, videos) consistently.		☐	☐	☐	___
3.	Our social media shows recent weddings and behind-the-scenes regularly.		☐	☐	☐	___
4.	We create and share video content consistently.		☐	☐	☐	___
5.	Our Google Business Profile is complete, current, and actively managed.		☐	☐	☐	___
weddingvenueowners.com		SECTION 1 SCORE (OUT OF 20)				___
2. WEDDING GUEST EXPERIENCE		MAX 20 POINTS	YES / ALWAYS 2 POINTS	SOMETIMES 1 POINT	NO / NEVER 0 POINTS	YOUR SCORE
6.	We provide guests with helpful information before the wedding.		☐	☐	☐	___
7.	We recommend hotels and make it easy for guests to stay nearby.		☐	☐	☐	___
8.	We highlight local attractions, restaurants, and things to do.		☐	☐	☐	___
9.	We intentionally create a wedding weekend experience, not just a wedding day.		☐	☐	☐	___
10.	We gather feedback from guests to improve future experiences.		☐	☐	☐	___
weddingvenueowners.com		SECTION 2 SCORE (OUT OF 20)				___
3. CONTENT & ASSETS		MAX 20 POINTS	YES / ALWAYS 2 POINTS	SOMETIMES 1 POINT	NO / NEVER 0 POINTS	YOUR SCORE
11.	We capture high-quality photos at nearly every wedding.		☐	☐	☐	___
12.	We capture video content at nearly every wedding.		☐	☐	☐	___
13.	We have a large library of photos we can use for marketing.		☐	☐	☐	___
14.	We organize and repurpose our content across platforms.		☐	☐	☐	___
15.	Our website and marketing tell the story of real weddings.		☐	☐	☐	___
weddingvenueowners.com		SECTION 3 SCORE (OUT OF 20)				___
4. INNOVATION & GROWTH		MAX 20 POINTS	YES / ALWAYS 2 POINTS	SOMETIMES 1 POINT	NO / NEVER 0 POINTS	YOUR SCORE
16.	We continuously learn new marketing strategies.		☐	☐	☐	___
17.	We embrace AI search and modern SEO strategies.		☐	☐	☐	___
18.	We improve our website and content every year.		☐	☐	☐	___
19.	We measure what marketing is working (and what isn't).		☐	☐	☐	___
20.	We try new ideas instead of relying only on what worked in the past.		☐	☐	☐	___
weddingvenueowners.com		SECTION 4 SCORE (OUT OF 20)				___
5. ENERGY & LEADERSHIP		MAX 20 POINTS	YES / ALWAYS 2 POINTS	SOMETIMES 1 POINT	NO / NEVER 0 POINTS	YOUR SCORE
21.	I still get excited giving venue tours.		☐	☐	☐	___
22.	I enjoy sharing my venue on social media and in person.		☐	☐	☐	___
23.	I feel energized more days than I feel overwhelmed.		☐	☐	☐	___
24.	I have time to work ON my business, not just IN it.		☐	☐	☐	___
25.	I feel proud, fulfilled, and optimistic about the future of my venue.		☐	☐	☐	___
		SECTION 5 SCORE (OUT OF 20)				___

SCORING KEY

Yes / Always = 2 points

Sometimes = 1 point

No / Never = 0 points

Your Results

TOTAL SCORE
(OUT OF 100)

___ / 100

Add up your section scores
and see where you stand!



85 – 100 POINTS THRIVING!

Your venue is strong, visible, and positioned for long-term success. Keep building momentum!



65 – 84 POINTS GROWING

You have a solid foundation with room to improve. Focus on your weaker areas to reach the next level.



45 – 64 POINTS RUNNING ON EMPTY

Your venue may be missing opportunities and leaving money on the table. It's time to refocus your energy and strategy.



0 – 44 POINTS AT RISK

You're likely working too hard just to keep up. Your venue (and your energy) need immediate attention and support.

YOUR SECTION SCORES

- 1. Marketing & Visibility ___ / 20
- 2. Guest Experience ___ / 20
- 3. Content & Assets ___ / 20
- 4. Innovation & Growth ___ / 20
- 5. Energy & Leadership ___ / 20

TOTAL SCORE ___ / 100

Your venue is incredible. Let's make sure the world sees it—and that you love running it again. ♥