



# WHAT'S IN YOUR *Bucket?*

THE FIRST STEP TO BUSINESS SUCCESS IS ESTABLISHING YOUR

*Company Foundation.*

POLICIES SHOULD BE CONTINUOUSLY REFINED AND UPDATED WITH EACH NEW YEAR IN BUSINESS.



## *Business Basics*

- LOGO
- WEBSITE
- SOCIAL
- GOOGLE BUSINESS

## *Policies & Terms*

- LIABILITY
- RETAINERS/PAYMENTS
- CONVENIENCE FEE
- ITEM FINALIZATION
- GUEST COUNTS/ATTENDANCE
- RENTAL POLICY/DAMAGES
- CUSTOMER CANCELLATIONS
- SUBSTITUTIONS
- ARTISTIC LICENSE
- PHOTOGRAPHY & PERMITTED USES
- WEATHER CLAUSES
- CHANGES

## *Event Defaults*

- MARKUPS
- EVENT STAFF & LABOR
- SERVICE FEES
- TAXES

## *Financials*

- BUSINESS BANK ACCOUNT
- PAYMENT SCHEDULE
- PAYMENT PROCESSING
- CONVENIENCE FEES

## *Invoicing*

- RETAINERS DUE
- PROPOSALS & CONTRACTING
- AUTO-SEND INVOICE

