

About the Author: Peter Merry

Peter Merry has been helping couples create fun and entertaining wedding receptions since 1992. He has presented seminars on wedding entertainment performance techniques, wedding marketing, sales consultation skills, and the value of solid standards and ethics in business. These seminars have been presented to wedding professionals in over 60 cities across the United States.



He has also frequently been asked to speak locally and nationally for various professional trade associations and conferences, including:

ABC

(Association of Bridal Consultants)

ISES

(International Special Events Society)

NACE

(National Association of Catering Executives)

WMBA

(Wedding Merchants Business Academy)

AWPi

(Association For Wedding Professionals International)



He served in 2003 and 2004 as the National ADJA President.

(American Disc Jockey Association)

He currently serves his clients as their Wedding Entertainment Director™ via his exclusive wedding entertainment company, Merry Weddings, Inc.

His varied entertainment background includes years of public speaking and teaching classes at Saddleback Church, serving as a "Morning Host" for KBRT AM 740, hosting and engineering his own Talk Radio Show on KBRT, and doing Stand-Up Comedy at the Improv.



He was born and raised in Seattle, Washington. He currently lives in Ladera Ranch, California with his wife Lisa.



Peter's infectious passion for creating memorable moments at weddings has caused many to affectionately refer to him as "the fun wedding guy!" To learn more, visit his personal web site: PeterMerry.com.



Finally, Peter's ultimate goal for his book is to promote his ideas on creating fun wedding receptions by landing a guest spot on the Oprah Show. In that effort, he has already given 10 interviews on local morning TV shows all over the United States.

Synopsis

If you could only choose three words to describe your dream reception... WHAT 3 WORDS would you choose? If one of your top choices was...FUN ...then this book was written just for you!

For years the bridal magazines, wedding planning books, and wedding focused television programs have explored every facet of wedding celebrations except for one...the FUN. Brides are being told to shop for “music” and then when their wedding reception arrives, they suddenly realize that what they really needed was talented and appropriate entertainment.

In this ground breaking book, Peter Merry will shine a light on the subject of creating fun and entertaining wedding receptions.

You will learn how to find the right vendors who know how to deliver unforgettably entertaining receptions. You will discover how to map out an agenda that will flow smoothly while encouraging guest involvement. You will also explore ideas for creating memorable moments that can be personalized to fit your style and unique sensibilities so your celebration can truly be...

“THE BEST WEDDING RECEPTION...EVER!”

Topics Covered

- *Personalizing the Wedding Party’s Grand Entrance*
- *Creative Ways to Liven Up the Dinner Hour*
- *The True Value of a Money Dance/Dollar Dance*
- *Memorable Father/Daughter Dance Moments*
- *Last Dance Endings: Forgettable vs. Unforgettable*
- *Tips on Finding Your Perfect Reception Location*
- *Regional Considerations for Your Timeline*
- *The Value of Preparing a Good “Plan B”*
- *Mapping Out a Realistic Budget for Your Needs*
- *Simple Methods for Creating Guest Involvement*

“Peter Merry’s ideas for creating fun wedding receptions are the best I have ever seen!”
-TOM HAIBECK, Author of “Wedding Toasts Made Easy” and “The Wedding MC”

This book was self-published in February of 2007.

In just over two years we have already sold over 10,000 copies!

We have customers who have purchased this book via our web site from:

across the United States, Canada, New Zealand, Australia, United Kingdom, Ireland, Malaysia, and Korea.

We have readers who have registered for free Bonus Chapters via our web site from:

across the United States, Canada, Australia, New Zealand, Singapore, Germany, and the United Kingdom.

Our readers include: Brides & Grooms, Wedding DJs, and other related Wedding Vendors.

Peter Merry’s Contact Information:

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Marketing Plan:

My current efforts to market this book have included:

- Built a high quality, informative web site... <http://www.thebestweddingreceptionever.com>
- Built and am currently updating a blog site... <http://www.tbwreblog.com>
- Set up a YouTube page to promote the book with video clips... <http://www.youtube.com/tbwre>
- Set up a Facebook fan page to promote the book... [Facebook Fan Page](#)
- Submitted the book for sale and review on [Amazon.com](#) and our current rating is 5 stars.
- Offered FREE Bonus Chapters with registration at our web site to track interest and build a database.
- The book has been reviewed and promoted in Mobile Beat magazine for Wedding DJs.
- The book has been reviewed and promoted in Event DV magazine for Wedding Videographers.
- Have done 10 local TV interviews about the book thus far.
- Have done 2 radio interviews and 3 podcast interviews about the book thus far.
- Gave presentations about the book at various Bridal Shows around the country.
- Gave presentations about the book at local Wedding Vendor chapters and national conferences.
- Gave presentations about the book at local, regional, and national Wedding DJ conferences.
- Offered bulk rate pricing for Wedding Vendors who wanted to give the book as gifts to their clients.
- Submitted the book for consideration with a Producer at the Oprah Winfrey Show.

My upcoming plans for marketing this book include:

- Add a discussion forum to the web site where readers can share their creatively fun ideas.
- Add more YouTube “commercials” to our YouTube page.
- Submit the book for review to the major bridal publications and TheKnot.com.
- Secure a publisher who can provide international distribution and promotion.
- Line up at least 30 local TV interviews about the book in 2009.
- Line up at least 30 radio interviews about the book in 2009.
- Line up at least 5 national TV interviews about the book in 2009.
- Give presentations about the book at numerous Bridal Shows internationally in 2009.
- Give presentations about the book at numerous Wedding Vendor conferences internationally in 2009.

Our Target Market is:

- Engaged couples who are in the process of planning their wedding receptions.
- Relatives and friends of engaged couples who are looking for a helpful gift to assist them in their plans.
- Wedding Entertainers who are looking for creative ideas to expand their performance capabilities.
- Wedding Entertainers who are looking for a helpful gift to give to their clients.
- Wedding Vendors who are looking to expand their knowledge of the wedding industry.
- Wedding Vendors who are looking for a helpful gift to give to their clients.

Product Positioning:

This product has a unique place in the wedding information marketplace because:

- The title is naturally appealing to our target market.
- Up until this point, no other wedding planning book or bridal publication has covered this direct subject.
- This book has been written by an experienced wedding entertainer, not a coordinator or a journalist.
- It features high quality images and real life examples of unique ideas and creative agendas.
- It provides a wide range of information that can be helpful to a variety of brides regardless of budget.
- It covers a range of ideas that can be applied regardless of regional differences in reception traditions.
- It is organized to appeal to brides regardless of how far along they may be in their planning process.
- The creative ideas in section 3 are graded with a 1-5 star ranking based on talent and skill requirements.

Cover Design:

REFERENCE-WEDDINGS

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PETER MERRY has been creating fun entertainment at Wedding Receptions since 1992. He owns Merry Weddings and he lives in Southern California with his wife, Lisa. In 2003 and 2004, he served nationally as the ADJA President. (American Disc Jockey Association) He has been a featured speaker for various professional associations and conferences. His entertainment background includes performing Stand-Up Comedy at the Improv, hosting his very own Talk Radio Show, and serving as a Morning Host for KBRT AM 740. He describes himself as a Wedding Entertainment Director™ and he's passionate about helping couples create unforgettably fun wedding receptions.

www.wedguild.com
www.petermerry.com
www.merryweddings.com
www.weddingentertainmentdirector.com
www.thebestweddingreceptionever.com
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BEST WEDDING RECEPTION...EVER!
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PETER MERRY



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