

The **GOLDEN TICKET** *experience*

OCT. 28 | ALL DAY AT SOMETHING NEW



The Golden Ticket Experience is the ultimate in-person, behind-the-scenes experience at Something New in the lovely Colorado Springs. The behind-the-scenes tour and teaching sessions for owners will hold nothing back and include tons of take-home resources! This is a one-day event open to only 10 bridal shop owners and their one guest, so book now!

More Income:

Jordan & I care about teaching you how to have multiple revenue streams. We will share the steps we have taken to ensure income from various areas plus give you "how-to" step by step guides for implementing two additional revenue streams, one that you can implement immediately. First, is a partnership program with local vendors in the wedding industry. You will see our existing offerings of ways partners can advertise and what we charge for each item. We will also share how we sell those items and how to begin. Second, is being strategic on purchasing a location for your business. We will bring in our personal commercial broker to give you some tips on what to look for in a contract and purchase agreement for owning a building in the future. We want to make sure you don't get taken advantage of and know what to expect in the process.

Supporting your partner in owning a bridal store:

Owning a bridal show can be stressful, and it's so easy to take it all home with us. However, there are so many things that you can do to set up healthy habits with your partner so that you both can protect your emotional stamina. We want to discuss some ways that we have managed to balance work, family, and supporting one another. We also plan to share some different ways in which the partner can be involved to the level of their interest and skill set. It really is a family business, and we hope to encourage you so that you can enjoy it more, together.



**PLUS GUEST
APPEARANCES
AND SURPRISES
FROM MINDI &
JORDAN!**

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What does the Golden Ticket include?

- Lunch and Dinner with Mindi, Jordan, and attendees
- A behind-the-scenes Store Tour of Something New: walk with Mindi through her store to see her designs, systems and processes in practice; plus get to watch her team huddle, execute rotation, and see the sales floor that transforms the sale into an experience in action. Photos & video is welcome!
- Relational benefits for networking with stores like you
- Teaching Time: With over 16 years of bridal experience, learn from Jordan and Mindi on how they have lasted this long and remained profitable year after year
- Confidential Q&A: Have you ever wanted to ask the hard questions in a safe environment with other trusted business owners? We'll have open Q&A with Mindi & Jordan to help you get the answers you need
- Take-home resources
- **BONUS MATERIAL** including format for private label magazine, quarterly stylist observation forms, daily systems checklist, menu for vendor partnerships, observing huddle with our team, meeting Mindi's contact for all branded materials, and more surprises!



SPECIAL GUEST: NATE RIGGAN, OUR CPA

We cannot wait to introduce you to our personal CPA that has helped us navigate all of our finances through the past 3 years of unknown times for business owners. Nate will share some valuable advice for managing cash flow, specific to our industry. Also, he'll plan to provide a general guide for budgeting in our business. It can be challenging to know how your business measures up with financials, and he will help you understand your overall state as a company as well as guide you towards some fruitful next steps for a more prosperous 2024.

SPECIAL GUEST: IAN SPIER, OUR LEGAL SUPPORT

Do you ever wonder what your legal rights are as owners? Have you had a surprise encounter with an employee that went sideways and you wish you had some legal counsel? This session will be packed full of tips from our lawyer on how to protect your business and also set it up wisely so that you can avoid possible missteps in your company as well as expensive legal charges. Ian has supported us for years to make sure we have proper documentation for our business and he is looking forward to give you some good advice as well.

