



PAM WESTON
Founder



Special Enrollment
BONUS!
See enclosed
bonus
certificate

School of Wedding & Event Planning

Have you always dreamed of an
exciting career in the wedding & event industry?

It's time to make your dreams come true...

Dear Friend,

Your very special day has finally arrived! The wedding! You straighten out the train of the lustrous, satin wedding gown. The groom and his groomsmen have assembled at the altar and wait patiently in their crisp tuxedos.

Family and friends from coast to coast have gathered together to share this special event. The warm, summer air is sweet with the roses lining the aisle. It's time. Mom's already welling up with tears. Cue the music!

**Everyone's eyes are glued on the bride as she walks down the aisle...
everyone's except yours.**

You look over at the photographer, confirming that he's ready. You glance at the entrance, checking for any late-comers who need to be seated. You motion to the organist, signaling for her to wind down the music.

So many little details requiring your unique touch. Weeks of work, and it's all worth it. The wedding party has already complimented you on how beautifully and easily everything came together. Your first wedding is a dream come true. Congratulations. You're a Professional Wedding Planner!

Ready to go for your dream? Or is something stopping you?

Everyone fantasizes about a dream job, but all too often our worries keep us from pursuing our dreams. Will there be enough money? Can I depend on that income? Will my skills be in-demand in the years to come?

With Wedding and Event Planning, the answer to all of these

2001 Lowe Street, Fort Collins, CO 80525

questions is absolutely!

Welcome to the multi-billion-dollar wedding industry!

Weddings are more than just big celebrations. They're big business! Every year, there are millions of weddings in the United States.

Weddings are also very expensive! Families spend thousands and thousands of dollars on this one special day. With such high costs, how can they afford not to invest in a Wedding Planner? A wedding professional can negotiate better rates for floral arrangements, food, facility rentals, liquor, entertainment...even honeymoon costs. You can actually save your clients money while creating a more impressive wedding!

Think of the earning potential this career offers you. Most Wedding Planners set their fee at 10% to 15% of the total wedding cost. So, for example, if you were to plan a moderate-sized, \$20,000 wedding, you could take home \$2,000 - \$3,000, depending on what percentage you charged. And, with experience, you could very possibly make up to \$40,000 - \$60,000 or more for just 20 weddings a year!

But that's not all...

Your USCI course broadens your planning knowledge with extensive instruction on Event Planning. This gives you lots of options. You can work at a corporate level, planning trade shows, conventions, company picnics, holiday parties and meetings for staff members, board members or stockholders. Or you might work for civic organizations, charities and nonprofit organizations, who host gala fundraisers and receptions.

Perhaps you'd rather be a social event planner, planning celebrations of all kinds - anniversaries, birthdays, retirement, bar mitzvahs, christenings, going-away parties, graduations and engagements, to name just a few. This category of event planning is expected to increase in upcoming years as baby boomers celebrate children's marriages, parents' golden anniversaries and their own silver anniversaries.

As for job opportunities in this career, we have good news. The Department of Labor has projected that the Event Planning industry will **grow faster than average** for all occupations. Plus, top planners **earn more than \$70,000 a year!**

The training you need to succeed...

Our nationally accredited Wedding & Event Planner Course will thoroughly prepare you to enter this profession with confidence. You'll learn how planners:

- Write a business plan
- Pick the best locations
- Arrange receptions
- Set their fees
- Negotiate the best prices for themselves and their clients
- Conduct client interviews
- Plan honeymoons
- Work with vendors
- Schedule their time
- Decorate venues
- And much more!

You'll learn all of this and more! And in addition to your lessons, you'll receive professional development guides, flashcards, a daily planner & address book and more!

Here's just a small sample of the bonus items you'll receive!

Wedding Stationery, Music and Photography Sampler Kits

Use the samples in these kits to select the best theme and colors for the bride-to-be, locate the top printers in your area, hire the right photographer and play the best music for your event!



Recorded Wedding & Event Planning Interview

Discover how to conduct effective interviews with your clients. This invaluable, audio demonstration shows you how to speak the language and work like a pro!



Wedding & Event Planner Forms

Jump-start your business with these checklists and diagrams that walk you through each step of the wedding planning process!



Wedding & Event Planner Career Starter Kit

Set up your own home-based business as soon as you graduate. Learn the secrets of successful advertising, marketing and how to build your business with referrals!

In as little as four months, you could be working as a Wedding & Event Planner!

Our experts designed this course for busy people with no previous wedding or event planning experience. Everything is spelled out as easy as A-B-C. You can complete your lessons as quickly or as slowly as you want!

- Your lessons are divided into small, user-friendly sections so you only need to study a few hours a week!
- Pictures, flashcards and lots of real wedding & event examples make learning fun!
- Everything you need is shipped right to your door. No classes to attend or schedules to keep. Study where you want, when you want!

Because you can advance at your own pace, there's no pressure! You can fit your studies into your life no matter how busy you are. Be ready to start in just four months. Or if you prefer, take longer to complete your training. It's up to you!

Email and toll-free support while you study... and unlimited career support when you graduate!

Don't pass up this opportunity! As a U.S. Career Institute graduate, you will enjoy the exclusive benefit of unlimited, email

and toll-free access to our expert staff of graduate counselors.

We're so sure you'll be able to master this course that we make this ironclad, no-questions-asked, Money-Back Commitment.

That's right! Here's how it works. Send your small down payment with your enrollment agreement, and we'll send you the first lesson package by return mail. Take up to seven full days to inspect it. See how easy it is to follow the lessons.

If, at any time within seven days of receiving your first lessons, you aren't 100% sure you can enjoy a rewarding career, just call our toll-free number. Tell us you don't want to be a Wedding & Event Planner and cancel your enrollment.

You won't owe a single penny more, and we'll refund your down payment in full. No questions asked!

Enroll now and save money!

We believe so strongly in our Wedding & Event Planning Course that we've authorized our tuition office to offer you an easy monthly payment plan with absolutely no interest charges and no finance charges. Ever!

Now you have all the facts. In as little as four months, you can have the security, prestige and satisfaction of being a Wedding & Event Planner!

It's time to make your dreams come true.

This is it! Your chance to make your dreams a reality. Don't wait! Just fill out the enclosed enrollment agreement and mail it today with your small down payment in the postage-paid envelope we've provided.

For even quicker service, enroll by phone using your Visa, MasterCard or Discover credit/debit card. Simply call our toll-free **EasySTART line at 1-800-528-7907** to learn about our special offers and enroll right now. Start today toward this exciting, moneymaking career!



Sincerely,

Pam Weston,
Founder

PW/rj

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P.S. Don't MISS OUR LIMITED-TIME BONUS OFFER! See the enclosed bonus certificate for details. Be sure to fill out the certificate and enclose it with your enrollment agreement.