

WHAT IS YOUR FAVORITE BUSINESS BOOK, AND WHAT IS THE ONE QUESTION YOU WOULD ASK ITS AUTHOR IF GIVEN THE CHANCE?



"The Big White Book of Weddings by David Tutera is my favorite because I am a visual person, but what sets this book apart is how it helps me with a business question. I look for details within the print, and then a photo. My question to David is: Do you persuade your clients away from current trends?"
- LISA KENWARD, PWP™, LISA KENWARD EVENTS, WESTON HEAD ISLAND, S.C.

"My all-time favorite business book is The Art of the Start by Guy Kawasaki. Because his wonderful observations about starting a business were so applicable to me when I started mine. The question I would ask him is: How can you incorporate your long-term goals into your day-to-day activities?"
- INDIAN MARRIAGE SOCIETY, TOSHOMI LOVE OFFICE, EVENTS, AND PARTYS, INDOLENE, TEXAS

"My favorite business book is by Marcy Maghera's But Are You Making Any Money? Shee! About Being and Start Creating Cash. The question I would ask her is: "Have you ever considered being a brand? Or a consultant?"
- JACQUELINE HIGDON, WEDDING SOCIETY WEDDINGS AND SPECIAL EVENTS, BOSTON/MASSACHUSETTS, MASSACHUSETTS

"Fast Start: A Simple System to Transform Your Business from a Cash-Eating Monster to a Money Maker by Mike Maloney. This book helped me so much. As a woman, we tend to pay ourselves last. This book helped me understand the importance of paying myself first. The question I would ask him is: "What are the biggest mistakes you see new business owners make?"
- COLLIERIE BRIDE, WEDDING COORDINATOR, SPRING VALLEY, N.Y.

"My absolute favorite business book right now is Crush It! by Gary Vaynerchuk. He has endless positivity, energy, wisdom, and lots of real advice for getting started with a business. The question I would ask him is: "How do you stay motivated when you're not seeing results?"
- SHARAHANTEL, WEDDING COORDINATOR, SPRING VALLEY, N.Y.

"I have several favorite business books. I have mentioned Good To Great by Jim Collins here before. Another of my favorites is a top choice. But in fact, I would like to ask the author: How do you stay motivated when you're not seeing results?"
- JACQUELINE HIGDON, WEDDING SOCIETY WEDDINGS AND SPECIAL EVENTS, BOSTON/MASSACHUSETTS, MASSACHUSETTS

"My favorite all-time business book is Making Successful Presentations—Self-Promoting Guide by Terry C. Heath. It helps you plan, organize, develop, and deliver a presentation that keeps your audience attentive and gets you and your company in the best possible light. My question for the author is: Do you think it would be advantageous to start your presentation with a question to engage your audience, and if so, what would you suggest?"
- STEPHANIE WHITE, AMOROUS WEDDINGS AND EVENTS, WESTON HEAD ISLAND, S.C.

"My one book I recently read was Improve Your Odds: The Four Pillars of Business Success. This book starts with you, as the business owner, understanding why you are doing what you are doing, helps you to take risks that other business owners are not taking, and it gives you a lot of insight into the natural business world. My question for the author, Alan Young, is: "Would you recommend small and large business owners read your book before starting their business?"
- STEPHANIE WHITE, AMOROUS WEDDINGS AND EVENTS, WESTON HEAD ISLAND, S.C.

"My favorite business book is You Are a Business by Jon Strasser. It is a book that motivates you to not only be a business but in all aspects of your life. The question I would ask him is: "What are the biggest mistakes you see new business owners make?"
- CAROLYN WHITE, CREATIVE CELEBRATIONS AND EVENTS, WESTON HEAD ISLAND, S.C.

"One of my favorite business books is Dear Prudence: Doing Business with Your Heart. A Practical and Financial Guide to America's Best Creative Service Business. This would be the author, Prudence Harley. My question is: "What are the biggest mistakes you see new business owners make?"
- JACQUELINE HIGDON, WEDDING SOCIETY WEDDINGS AND SPECIAL EVENTS, BOSTON/MASSACHUSETTS, MASSACHUSETTS

"My favorite book is Wedding Planning & Management by Maggie Daniels & Carrie Loveless. It would ask the author, Prudence Harley, "What are the biggest mistakes you see new business owners make?"
- JACQUELINE HIGDON, WEDDING SOCIETY WEDDINGS AND SPECIAL EVENTS, BOSTON/MASSACHUSETTS, MASSACHUSETTS

YOUR AUTHOR QUESTIONS ANSWERED!

"Certainly, this book is highly recommended for small and large business owners as well as those contemplating starting their own businesses. If you are passionate about what you are doing with a relentless commitment and a mindset to be equal to, and ultimately better than, your competitors, you are off to a great start. However, it takes time and commitment to build a successful business. Learning what it takes to succeed will help you avoid many costly mistakes. This book is specifically written for those whose aspirations remain just beyond their grasp. The thing is you cannot do that all by yourself. It has to start with you, but at some point, you have to begin to rely on a team to help you achieve your vision. Ultimately, that team will end up being one of the most important factors in determining how successful your new enterprise will be.

To grow your business, you must have a good vision where you want your company to be at some point in the future. You are the coach, star player, and creator of your business story. You must clearly articulate your vision, and recruit others with the best fit. As the leader, it falls on you to set the company direction, serve as an inspiration, and motivate everyone in your company with whom you interact. You inspire your team and work with them to cultivate a mindset of always striving to be the best in class. Customers are the most vital component for any business organization. Indeed, no company can survive without them. Your company will be defined by how successful it is at satisfying your customers' product and service wants and needs. As a result of this simple and obvious truth, it is clear that the fundamental mission and purpose of every business is to satisfy its customers. Your ultimate success is dependent on you, your great idea, your employees, and your customers. They are the four main pillars of business success."

- Alan Yong, author

In the November/December issue of *Wedding Planner Magazine*, several readers shared their favorite business books and the one question they would ask the author if given the chance. Well, we took the liberty of extending those questions to the authors, and many graciously replied:

Q: "My favorite book [is] *Wedding Planning & Management* [by] Maggie Daniels & Carrie (Loveless) Wosicki. In the section 'Consultant in Action,' there are no correct results as to 'What Would You Do?'"

- Micki Koument, *Always\$Forever Events, Queens, N.Y.*

"All of the 'Consultant in Action' case studies are based on real occurrences submitted by professionals in the field. We considered including the 'answers' to the cases, but ultimately decided against it because, when dealing with crisis management, there is seldom only one correct way to approach a situation. Accordingly, our goal is to challenge each reader to think through how she or he would creatively address the crisis. We are training the next generation of wedding professionals to think on their feet, as this is a career that often requires instantaneous decision making. Having said that, we really enjoy hearing from readers and would happily share outcomes to cases of interest. The best way to reach Maggie is at mdaniels@gmu.edu and Carrie can be reached at carriewosicki2014@gmail.com."

- Maggie Daniels, Ph.D., Professor of Hospitality, Tourism, and Events Management, George Mason University, Manassas, VA

Q: "The Big White Book of Weddings by David Tutera [is my favorite] due to the ease of the read and [that] the book has more text than pictures. I am a visual person, but when selecting a book to help me with a business question, I look for details within the print. My question to David is: Do you persuade your clients away from current trends?"

- Lisa Kenward, PWP™, Lisa Kenward Events, Hilton Head Island, S.C.

"I never try to persuade my clients in a direction other than what they truly want. Instead, my goal is to enhance their vision and create custom designs that bring out the style and personality of who they are, which, in the end, always becomes a trend on its own—that is unique to each and every one of my clients."

- David Tutera, author, *celebrity wedding planner, fashion designer*

Q: "My one book I recently read was *Improve Your Odds: The Four Pillars of Business Success*. This book starts with you, as the business owner, understanding why you are doing what you are doing, helps you to take risks that other business owners in your field have not taken so you are not a follower but a leader. I learned a lot about myself and what I desire for my business. ...This book encouraged me to go beyond the natural, go beyond where I am today, and strive for better. I would love to ask the author, Alan Young, 'Would you recommend small and large business owners read your book before starting their business?'"

- Stephanie White, *Amorous Weddings and Events by Stephanie, LLC, Mesa, Ariz.*