

Biography

Susan Southerland

Uniquely geared to service the everyday bride, Susan Southerland is one of the foremost experts in the U.S. wedding industry, a successful entrepreneur with a long track record of success in business and in carving out her niche. This blogger, author, speaker, company president and mom is heavily experienced in marketing, business and identifying new, unique ways to improve client service and grow revenues.



The author of “The Susan Southerland Secret: Personality Marketing to Today’s Bride” started her wedding planning company, Just Marry!, Inc. in 1992. Having just graduated and at 21 years of age, the company’s first offices were at her parent’s house with just a phone and computer as a starting point. Southerland was working for a local convention bureau and soon learned the power of networking. Being an entrepreneur at her core, she left that full-time job months later and never looked back. The past two decades have seen the company grow at its base in Orlando, expanding to include full-time employees and executing hundreds of events each year for budget-conscious brides. She is also president of Just Right! Destination Management, a full service destination management company that services clients nationwide.

As the business has grown, so has Southerland’s stature as an influencer in the business community. Southerland’s book was just published and the initial offering on Barnes and Noble.com sold out. It is also available on Amazon.com. She is the national wedding expert for Perfect Wedding Guide and the exclusive wedding planner partner of Universal Orlando Resort. Recently she was the subject of a feature article in *Inc. Magazine* and is serving as a panelist in their December 2011 Inc. Women’s Business Summit. She is recognized as one of only 30 wedding planners worldwide deemed an “A-List Planner” by *Destination Weddings and Honeymoons Magazine* and appears regularly on television as she travels to speak at leading industry events.

Now Southerland is taking her collective business experience in a new direction. While still overseeing Just Marry!, she is focusing on sharing her proprietary marketing system with other entrepreneurs. The Susan Southerland Secret is a smart, useful blend of art, business and personality types to help businesspeople better identify what kind of client they have and how to best communicate with and service their needs. Southerland believes service that is geared to the clients’ personalities is the core of her success and dealing with literally thousands of clients over the years has given her a keen eye for identifying demographics and behavioral trends.

Although “The Susan Southerland Secret” book is targeted at bridal/wedding vendors, Southerland’s concepts work across every area of business and can help her fellow entrepreneurs grow their customer base. She is currently speaking about 20 times a year with business-to-business and business-to-consumer audiences but would like to speak more. Those who have heard her consistently rate her speeches at 90 to 95 percent approval. She also enjoys speaking about branding, women entrepreneurs, business changes, employee incentives and other useful topics.

When Southerland isn’t booking speaking engagements, blogging, appearing on TV or guiding her team, she and her husband, Scott, enjoy traveling and cooking with the family.

For more information:

Web: www.susansoutherland.com

Facebook: [Susan Southerland Secret](#)

Twitter: [@Susansoutherlan](#)

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Media Contact: Audrey Strong
Strong PR & Multimedia
(720) 231-6097
Audreystrong2009@yahoo.com

UNIVERSAL ORLANDO RESORT PARTNERS WITH RENOWNED WEDDINGS EXPERT SUSAN SOUTHERLAND

Say “I Do” to a Perfect Wedding at Universal Orlando

ORLANDO, Fla. (February 28, 2011) – Every bride and groom wants a unique and memorable wedding day, with every detail planned to perfection. With award-winning catering, an experienced events team – and now the partnership and creativity of weddings expert Susan Southerland, Universal Orlando Resort has everything needed to create an extraordinary wedding.

Southerland is one of the world’s top destination wedding planners and the national weddings expert for Perfect Wedding Guide. She and her team of planners will work alongside Universal Orlando’s weddings event team, helping couples arrange all aspects of their wedding, from the attire, colors, guest list and budget for the big weekend to the planning and location of the honeymoon. Southerland has executed thousands of wedding ceremonies all over the world, some of which have been featured on Style Network’s “Whose Wedding Is It Anyway?” and TLC’s “A Wedding Story.”

“Susan’s success in creating unique and special memories for couples is known industry-wide, so we are thrilled to announce the partnership,” says Universal Orlando’s Director of Events Management Lisa Jacobson. “Susan’s expertise combined with the creativity and professionalism of our weddings team is a perfect fit.”

Southerland is president of Just Marry! Inc., a full service wedding planning company based in Orlando, and is also the author of an entertaining blog, “The Susan Southerland Secret” on Perfect Wedding Guide.com that features advice, ideas and photos. She has been recognized as one of only 30 wedding planners worldwide deemed an “A-List Planner” by *Destination Weddings and Honeymoons*.

“I am honored to be joining the Universal Orlando Weddings team,” says Southerland. “The variety of venues and services available plus the amazing culinary and events planning teams will thrill and delight couples and I’m excited to get started.”

Having a dedicated wedding planner is just one of many elements included in Universal Orlando’s extraordinary wedding packages, which feature world-class culinary and decorative options, as well as many unique wedding locations around the resort. For more information and to view wedding package details, visit UniversalOrlandoWeddings.com or call 1-888-331-9108.

About Universal Orlando Resort

There are many ways to enjoy your Orlando vacation – but there is only one Universal Orlando Resort. It is a completely separate destination featuring two theme parks, three magnificently themed on-site hotels and a nighttime entertainment complex. It’s the only Orlando destination where you are not just entertained – you are part of the most exhilarating entertainment ever created. You can soar above Hogwarts with Harry Potter, swing above the streets with Spider-Man, battle aliens alongside Agent J, and help Shrek save Princess Fiona in Shrek 4-D. You can be courageous, be outrageous – and be extraordinary.

About The Susan Southerland Secret & Just Marry!

The Susan Southerland Secret and Just Marry! are based in Orlando, Florida. Southerland’s companies focus on unique approaches to all weddings, from intimate to extravagant, from cultural to destination, leading the way to making a lifetime of memories. She tours the country for her planning activities and putting on consultation seminars for vendors and couples. For more information, go to www.susansoutherland.com or call (407) 839-3244. Follow us on Facebook (Susan Southerland Secret), Twitter (@Susansoutherlan), YouTube (SSoutherlandSecret) and blogging on PefectWeddingGuide.com.



the susan southerland secret

The Susan Southerland Secret Company Fact Sheet

Quick Facts-Susan Southerland Secret

- Founded 1992 in Orlando
- Currently based in Orlando
- Privately held
- Five employees

Social Media:

Web: www.susansoutherland.com

Facebook: [Susan Southerland Secret](#)

Twitter: [@Susansoutherlan](#)

Company Address/Phone

4785 Blue Major Drive Windermere, FL 34786

(407) 259-2388

Company Description

The Susan Southerland Secret is a complex company led by entrepreneur, speaker, blogger and now author, Susan Southerland. At its heart, the company serves as the overall platform for Southerland and her various business-to-business initiatives. Supporting, educating and sharing her proprietary marketing skills are reaching a new level with the 2011 release of Southerland's book, "[The Susan Southerland Secret: Personality Marketing to Today's Bride](#)". It is featured on Barnes & Noble's 'Rising Star' list along with other up-and-coming authors, as handpicked by the editors at iUniverse!. Other entrepreneurs looking for a fresh, new way to look at their client relationships and business development are embracing the book and its unique concepts. The Susan Southerland Secret also occupies the bridal/wedding vendor niche, with a product line including a Wedding Planning Secrets DVD, Wedding Color Selection Wheel and the Susan Southerland Wedding Planning Workbook. Southerland also shares her wisdom as national wedding expert for *Perfect Wedding Guide* and is a speaker at many leading industry events. See her biography and webpages for more information.

Company Philosophy and Differentiators

Susan Southerland delivers the highest service levels to each of her clients whether they are at speaking engagements, workshops or one-on-one consultations, by learning about each company or organizations challenges and growth goals and teaching them how to work with assets they currently have to overcome their challenges and achieve their goals. She is a thoughtful, female entrepreneur with a keen eye for issues that arise for small business owners in the realm of confidence, balance and sales and marketing skills.

Company & Susan Southerland Goals

- Thought Leadership: Build reputation as thought leader in client service and educating fellow entrepreneurs on my proprietary way of looking at clients and understanding their different personalities.
- Book Tour/Book Influence: Position my book as the freshest technique in the sales arena that exists today.
- Speaking Opportunities: Seeking to be a speaker in 2012 at leading business events and gatherings nationwide.
- Consulting Growth: Build my consulting business with additional hotels and venues, educating their sales teams and helping them increase their business using my techniques.



Just Marry!, Inc.

Company Fact Sheet

Quick Facts-Just Marry!, Inc.

- Founded 1992 in Orlando
- Currently based in Orlando
- Privately held
- Five employees
- 37% growth in this recession, year over year from 2009 to 2010

Company Description

At Just Marry™!, we are committed to creating a trusting and genuine relationship with you and your family as you begin this new chapter in your life. Our highly regarded team is not only trained in every logistic of wedding planning, but has the poise and style to make your planning extraordinary.

Company Philosophy and Differentiators

Our company consistently delivers the highest service levels and event execution, thoughtfully identifying what type of client we are working with as one of four personality categories, which allows us to better work with them. This approach and orientation as well toward the everyday bride allows us to fulfill our company commitment to the most personalized service in the industry, from the initial meeting through to assessment after the client's wedding.

Company & Susan Southerland Goals

- People: Be a great place to work where people are inspired to be the best they can be.
- Family: Create an environment for employees which allows them to nurture and care for their families. (should we clarify by stating children, spouses or aging parents?)
- Partners: Nurture a winning network of customers and suppliers, together we create mutual, enduring value.
- Planet: Be a responsible citizen that makes a difference by helping build and support sustainable communities.
- Profit: Maximize long-term or increase growth by thirty percent per year while being mindful of our overall responsibilities.
- Productivity: Be a highly effective, lean and fast-moving organization.

Social Media:

Web: www.justmarry.com

Facebook: Just Marry

Twitter: @JustMarryInc

Press Coverage - Television

Good Day Orlando, WOFL-TV Fox 35



WKMG-TV, Orlando



WTHR-TV, Indianapolis



WAWS-TV/WTEV-TV, Jacksonville



Press Coverage – Articles



Universal Orlando Resort Partners with Renowned Wedding Expert Susan Southerland



Universal Orlando Partners with Wedding Expert



A-List Planners: Top 30 Destination Wedding Planners



Wedding Expert Experiences



The Susan Southerland Secret Comes to Texas



Time to Get Married?
Wedding Planning Advice



Universal Orlando Resort
Partners with Renowned
Wedding Expert Susan

FOR IMMEDIATE RELEASE

CONTACT:
Audrey Strong
Strong PR & Multimedia
audreystrong2009@yahoo.com
(720) 324-8689

BELIEVE IT OR NOT, IT'S ALL IN YOUR HEAD
THE SUSAN SOUTHERLAND SECRET BRINGS
ONE-OF-A-KIND APPROACH TO WEDDING PLANNING

Orlando, FL – “You can’t know where you’re going if you don’t know where you’ve been.” It’s a common quote we’ve all heard but now, for the first time, it applies to everyday brides on a budget who are using a unique profiling tool to help them plan their weddings.

Thousands of brides are discovering The Susan Southerland Secret via her “What Type of Bride Are You?” Quiz at www.susansoutherland.com. Southerland is the country’s only consultant and planner who utilizes psychological profiling in the wedding planning process. The specialized, 12-question quiz identifies brides’ strengths and weaknesses in the areas of business and art and Susan’s “secret” can determine the bride’s personality profile.

“Knowing someone’s unique qualities, how they work and their design sensibilities is key to the wedding planning process,” says Southerland, owner of Just Marry! and national wedding expert for *Perfect Wedding Guide*. “The Susan Southerland Secret allows us to make their wedding unique, regardless of budget or income level. It also makes the process much more easy and fun for couples and their planner. And it’s supposed to be fun, right?!”

Southerland’s quiz identifies four planning personalities:

Savvy Bride: You have a keen sense of what your day will look like and how to manage it. You are organized from the start! You stick to a timeline and book vendors, location, invitations, etc. as soon as possible. Knowing almost exactly what you want, your expectations are high and you may be on the look out for the latest trends to exceed those expectations.

Functional Bride: You are very good at the logistics of planning your day. You are described as detail oriented, a task master, are analytical, and you like to stick to a timeline. However, when it comes to making your wedding day visually stunning, you may not have a sure sense of where to start. It may be challenging to make decisions about colors, flowers, and linens and you may have a hard time defining your style.

Visionary Bride: You can picture your perfect day clearly. You know exactly what your colors will be, the names of your flowers, and the location that has been picked out for years. But, when it is time to look at the logistics of the day, it makes you cringe! You may not have created a budget or don’t necessarily know where to start with one. It can sometimes be challenging to stay on task or meet deadlines with contracts (if you can find them!). And, you may question whether or not you really need a formal agenda for the day as you are sure it will all come together.

Bewildered Bride: As excited as you are about being engaged, you may not know where to begin! You may be too busy with your daily life to spend much time planning or when you do have time, you don't know what to do first. You are looking for simple ideas that won't take too much time to accomplish, but will keep you on task OR you need assistance with both making your wedding beautiful and keeping it organized!

Christine Colby says finding out she was in the "Savvy Bride" category has been very helpful during her planning process. "The quiz helped me determine where I stood and where my weaknesses might be, such as standing in the reception hall on the morning of the big day moving centerpieces around! So that I could prepare for those moments when I need to delegate and relax."

"Brides learn a lot about themselves and this allows us to be much more efficient in analyzing what kind of wedding they want and discovering that what they thought they want, may not actually be what their true vision is," says Southerland. "This self-awareness can be particularly valuable in streamlining the shopping and organizing phases of wedding planning, especially right now when the recession is such a factor."

Southerland also offers up several other one-of-a-kind tools to her brides or wedding planners, including a planning DVD, The Perfect Wedding Guide Wedding Workbook and a Just Marry! Wedding Color Selection Wheel, which aids in the selection of unique color schemes for the big day. For more information, go to www.susansoutherland.com.

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About The Susan Southerland Secret & Just Marry!

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CONTACT:
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Strong PR & Multimedia
audreystrong2009@yahoo.com
(720) 324-8689

The Susan Southerland Secret Book Is Available

Personality Marketing To Today's Bride Now Available at Barnes and Noble.com

(August 2011) Orlando, FL – Wouldn't it be wonderful if you were able to communicate so effectively during a sales consultation that a bride wouldn't desire to meet with anyone else? What's the most effective way to manage client expectations and problem solve? Do you sell a client in the beginning and lose opportunities to upsell along the way? You can find out the answers to these questions and more with a new book available on BarnesandNoble.com called "The Susan Southerland Secret: Personality Marketing to Today's Bride."

The book was just published this month and is listed on Barnes and Noble's Rising Star section, which introduces the most exciting new books and authors to readers. The book shares Susan's unique and proprietary view of clients and their personalities, and teaches entrepreneurs and marketing teams how to better relate to and sell to clients.

Content includes everything from how to present new business proposals to clients to the initial client planning meeting, from explaining why today's brides are not the same as yesterday's as well as the four specific client personality types and how they prefer to be serviced.

"This book will help businesspeople hone their business approach and should result in a paradigm shift in how their team relates to clients and prospective clients," says author Susan Southerland. "By learning how to effectively apply The Susan Southerland Secret to your current marketing and sales efforts, you should not only increase company's revenue but the added bonus will be a reduction in overall stress levels for both you and your customer."

The book is co-authored by Kristy Chenell of [Couture Consulting](http://CoutureConsulting.com) and Karen Gingerich. For more information or to purchase, please visit Barnes and Noble.com at <http://tinyurl.com/3uc9ry3>

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About The Susan Southerland Secret

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