

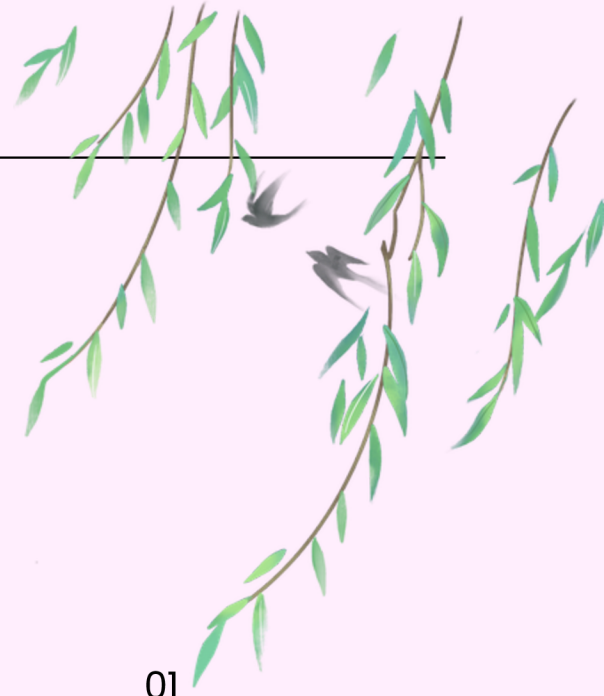
Death D^oUs Part Business Plan



| Kate Boggs |



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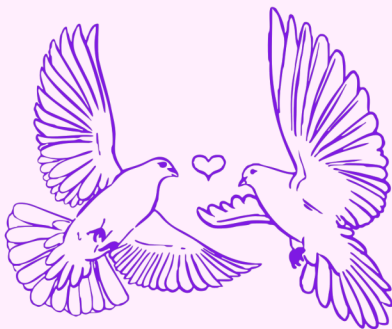
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Executive Summary

Death Do Us Part is a compassionate officiant service dedicated to bringing comfort, clarity, and joy to life's most meaningful moments. The business provides professional officiating for weddings, funerals, and vow renewals, offering personalized ceremonies that honor each couple's or family's story. Serving adults aged 18 and older, Death Do Us Part focuses on accessibility and empathy, helping people celebrate love or say farewell with dignity and ease.

The company solves a common problem faced by couples and grieving families — the difficulty of finding an officiant who is affordable, communicative, and willing to travel long distances. Many competitors charge high fees or limit travel, leaving customers in rural or underserved areas without reliable options. Death Do Us Part fills this gap by offering fair, transparent pricing and flexible travel arrangements, ensuring every client receives high-quality service no matter where their event takes place.

The business earns revenue primarily through service fees for ceremonies, with vow renewals starting at \$100 and full packages ranging from \$150 to \$500. Secondary income comes from bouquet creation, décor rentals, "Mr. & Mrs." items, and sound equipment rentals, giving customers convenient add-ons that enhance their events. All sales are direct-to-consumer, allowing for personal attention and transparent communication.

The biggest goal of Death Do Us Part is to make meaningful ceremonies accessible to everyone, blending professionalism with heartfelt care. By maintaining fair pricing, strong relationships, and a commitment to compassion, the business strives to become a trusted name for families and couples seeking comfort and celebration in life's most important milestones.

Mission and Vision

Business Name

Death Do Us Part



Mission Statement

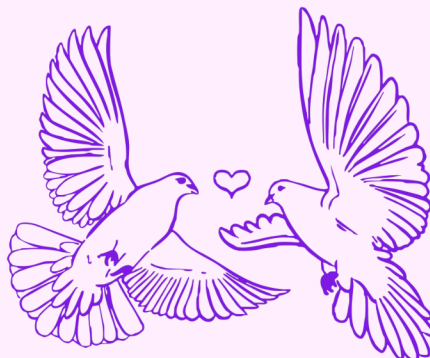
Our mission is to support couples and families with heartfelt, accessible officiant services that bring peace, joy, and understanding to both weddings and funerals.

Vision Statement

Our vision is to make meaningful ceremonies accessible to every couple and family by offering compassionate, affordable officiant services that bring comfort, connection, and ease to life's most important moments.

Company identity

Death Do Us Part is a caring and considerate officiant service that supports couples and families during weddings and funerals in Colorado. We provide personalized ceremonies for adults 18+ by taking time to speak with each couple or grieving family to understand their needs and honor their story. With fair pricing and the ability to travel long distances, we make meaningful moments easier, more accessible, and filled with comfort.



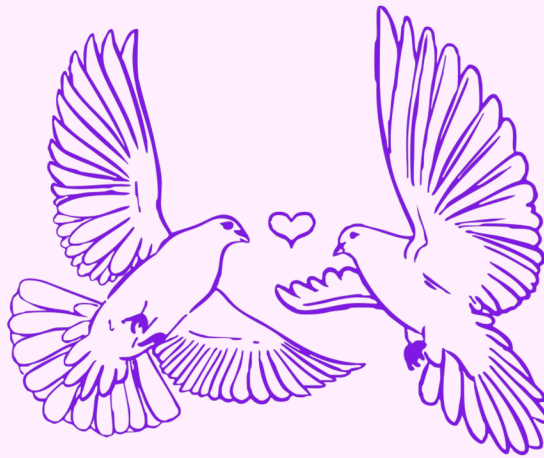
Business Description

What We Do

Death Do US Part ordians weddings and funerals for everyone over the age of 18. For funerals Death Do Us Part will do funerals for any age

How We Operate

Death Do Us Part travels to across Colorado to ordian weddings and funerals.



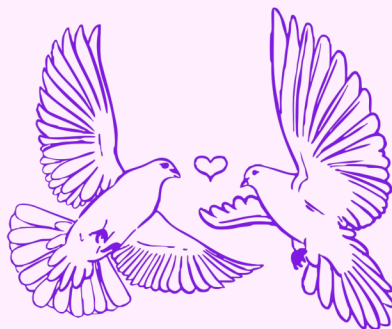
Business Description

Problem

Many couples and grieving families have a hard time finding an officiant that is well prepared and has good communication. This creates added worry during a time when they should feel supported, understood, and cared for.

Solution

Our solution is a professional officiant service that provides both wedding and funeral ceremonies with flexibility, compassion, and affordability. We solve the problem many families face when trying to find an officiant who is willing to travel long distances without charging extremely high fees. By offering fair, transparent pricing and the ability to travel far for ceremonies, we make it easier for customers to secure the support they need no matter where their event is located. Our service stands out because we combine reliability with accessibility, ensuring that people in rural, remote, or underserved areas still receive high-quality officiating. Unlike many officiants who charge premium rates for travel, we keep our prices reasonable so customers don't have to sacrifice quality for affordability. This approach directly addresses the frustration people experience when searching for someone who can meet their needs without breaking their budget. With average officiant costs ranging from \$200 to \$450 in the U.S., our flexible pricing and travel options provide a more convenient and cost-effective alternative.

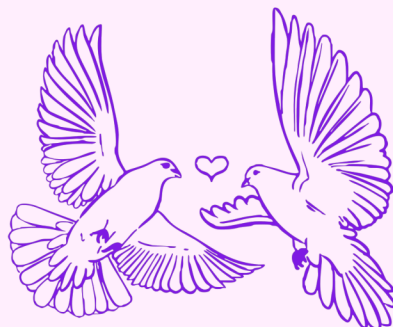


Market Analysis

Target Market

My target customers are adults aged 18 and older who are preparing for a wedding or dealing with the loss of a loved one and need a compassionate, reliable officiant. Many of my clients fall within the common U.S. marriage **age range of 25–30**, which aligns with national data showing this is the most frequent age group for getting married. Income levels vary widely, but my services are accessible to customers who can spend anywhere from \$100 to over \$1,000 depending on the type of ceremony and any add-on options they choose.

My customers are typically individuals or families looking for someone who can provide a meaningful ceremony without overwhelming costs. They value fairness, flexibility, and the ability to work with an officiant who can travel to them when needed. Because my services support both joyful and difficult life moments, my audience includes people seeking comfort, personalization, and professionalism. Overall, my **target market is anyone 18+** who needs an officiant they can trust to guide them through an important milestone.

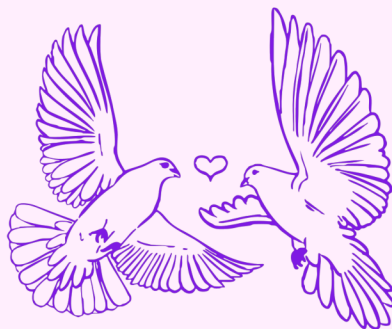


Market Analysis

Target Market

My typical customer is an adult 18 or older who is navigating an important life moment and wants the process to feel simple, meaningful, and stress-free. Many are in the common marriage age range of 25–30, which means they are often balancing work, family, and major life decisions at the same time. They think practically about their budget and are willing to spend between \$100 and \$1,000+ for services that feel trustworthy and worth the cost. These customers value reliability and compassion, especially because they are planning either a joyful celebration or a difficult farewell. They appreciate clear communication, fair pricing, and someone who can guide them through a ceremony without confusion or pressure. Convenience matters to them, so they often look for an officiant who can travel, personalize the experience, and offer helpful add-ons when needed. Overall, they want a ceremony that feels personal and respectful, handled by someone who understands the emotional weight of the moment.

My customers are adults who are facing an important life event –either getting married or dealing with the loss of a loved one –and they often struggle to find an officiant who is affordable, available, and willing to travel. Many people in the common marriage age range of 25–30 are planning ceremonies for the first time, which can make the process confusing and stressful. Others who are planning a funeral may be overwhelmed and unsure where to turn for someone who can provide a respectful, meaningful service. Both groups share the same core problem: they need a trustworthy officiant who can guide them through an emotional moment without adding extra pressure or high costs.

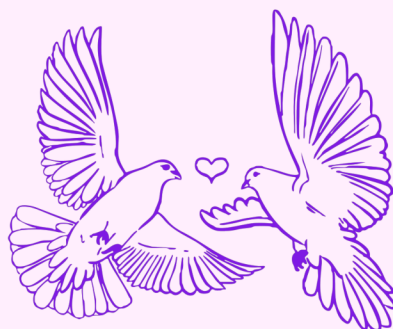


Market Analysis

Target Market

My business solves this by offering reliable officiant services at **accessible prices ranging from \$100 to \$1,000+**, depending on the ceremony. You also provide convenience by traveling to My customers and offering optional add-ons like bouquets, décor, and sound equipment. This combination of affordability, compassion, and flexibility directly meets the needs of people seeking comfort and clarity during life's biggest transitions.

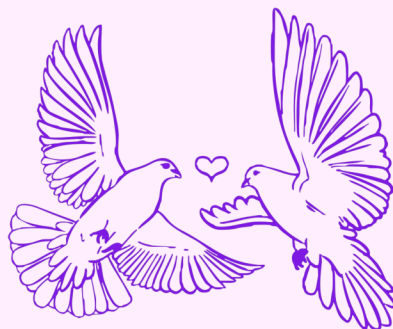
My customers tend to make purchasing decisions based on trust, convenience, and clear pricing, especially because weddings and funerals are emotional, high-pressure events. Many adults in the 25–30 age range—currently the most common age group for marriage in the U.S.—start their search online, comparing officiants based on reviews, availability, and cost. Consumer research shows that people planning ceremonies often choose service providers who are transparent about pricing and offer flexible packages, which aligns with my \$100–\$1,000+ range. Customers also prefer businesses that can handle multiple needs at once, so offering add-ons like bouquets, décor, and sound equipment increases the likelihood they will choose you over someone who only provides officiating. Because these customers are often overwhelmed or short on time, they tend to pick the option that feels easiest and most reliable rather than the cheapest. They also value personal connection, meaning a friendly, responsive approach can strongly influence their final decision. Overall, my customers decide based on a mix of emotional reassurance, practical affordability, and the convenience of getting everything they need from one place.



Market Analysis

Competition/Standing Out

The officiant market is competitive, with businesses like Wedlock Officiants, A Bargain Minister, and The Wedding Blizz offering a range of ceremony services. Each competitor has strengths, such as strong communication, long-term experience, or bilingual ceremonies, which help them attract specific types of clients. However, they also have weaknesses that leave room for improvement, including unclear pricing, unreliable websites, and high fees for certain services like vow renewals. These gaps can make it difficult for couples and families—especially those in rural or underserved areas—to find an officiant who is both affordable and dependable. My business stands out by addressing these weaknesses directly through transparent pricing, consistent online availability, and more budget-friendly options. I also offer long-distance travel, which many competitors limit or charge extra for. By focusing on accessibility, fairness, and compassion, Death Do Us Part positions itself as a more flexible and supportive choice compared to other officiants in the market.



Product and Services

Menu

Officiant Services (Primary Revenue Stream)

Wedding Ceremonies: \$150-\$500

Personalized ceremonies for couples of all backgrounds, including travel options.

Funeral & Memorial Officiating: \$150-\$500

Compassionate, meaningful services honoring loved ones.

Vow Renewals: \$100

A simple, heartfelt way to celebrate continued love.

Custom Creations (Secondary Revenue Stream)

Handmade Bouquets

Fresh or artificial arrangements crafted to match your colors and theme.

Boutonnieres & Small Floral Add-Ons

Coordinated pieces for wedding parties or memorial displays.

Event Rentals (Convenient Add-Ons)

Sound System Rental: \$150

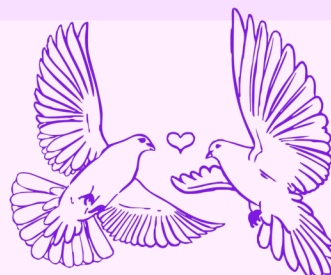
Speakers, microphones, and setup for clear ceremony audio.

"Mr. & Mrs." Décor Pieces: \$100

Stylish tabletop or backdrop accents in pink, teal, and purple themes.

Ceremony Décor Rentals: \$100

Arches, stands, candles, and decorative elements to elevate any event.

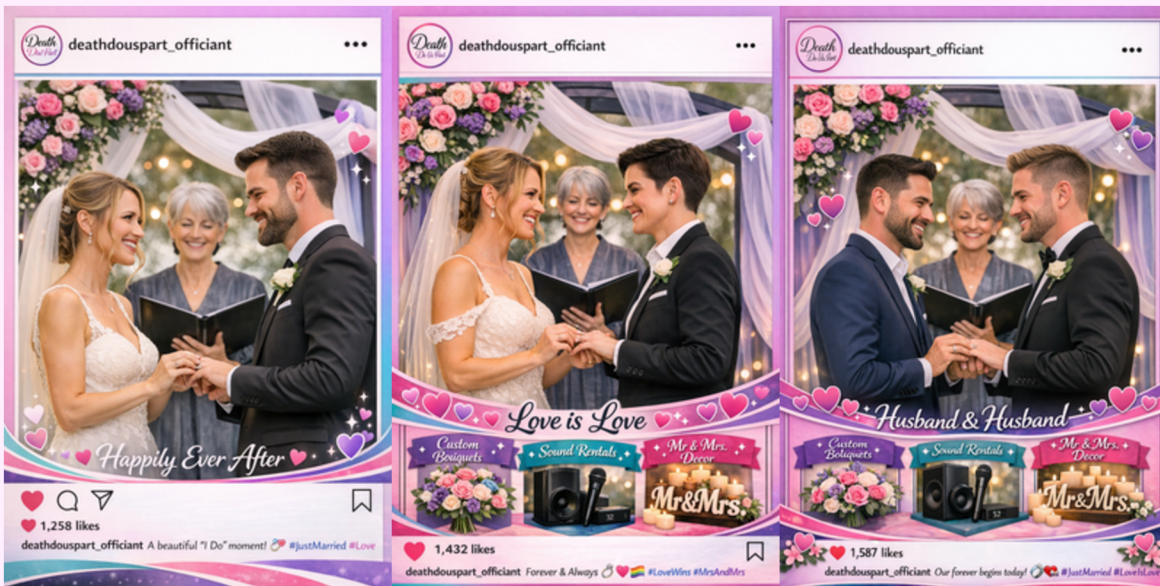


Product and Services

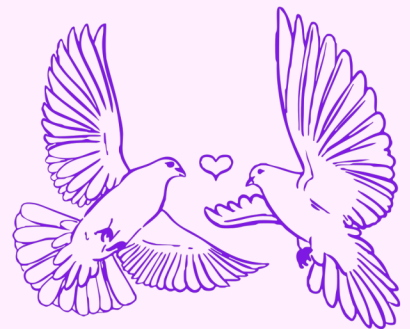
Ad on different wedding websites



Instagram post

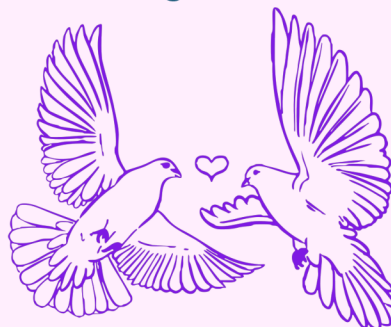


Business Card



Organization and Management

Your business, Death Do Us Part, is currently run entirely by the founder, who manages every part of the company's operations. As the sole team member, you take on all key roles, including booking weddings and funerals, ordaining ceremonies, and communicating with couples and families. You also handle the creation and shipping of extra items like mugs, décor, and other add-on products. Because you run the business alone, you act as the Founder, CEO, Marketing Manager, Operations Manager, Finance Manager, and Customer Service representative all at once. Each of these roles is important to keeping the business organized, compassionate, and reliable for the people you serve. While you do not plan to add additional team members in the future, your ability to manage multiple responsibilities ensures that every customer receives personal attention. This structure allows your business to stay flexible, caring, and consistent as it grows.



Marketing and Sales

Marketing Activities

Death Do Us Part will connect with its ideal customers by building strong relationships through vendor networking with wedding photographers, planners and venues who regularly refer couples in need of an officiant. The business will also distribute professional business cards at bridal expos, funeral homes, and community events to stay top-of-mind for families during important life moments. Online visibility will grow through targeted ads on wedding and service-based websites, helping customers discover the brand when searching for officiants. Social media will play a key role, using posts from past ceremonies and shared content from couples to build trust and showcase real experiences. By maintaining an active presence on platforms like Facebook, Instagram, and TikTok, the business can engage directly with newly engaged couples and families planning memorials. These combined efforts create multiple touchpoints that make it easy for customers to find, remember, and choose Death Do Us Part. Overall, the marketing strategy focuses on visibility, credibility, and genuine connection during life's most meaningful events.

Branding



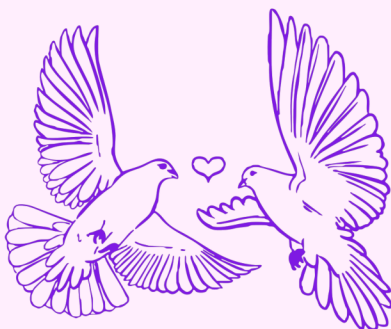
Financials

Costs	
Car	\$49,000.00
Wbsite	\$100.00
Attire	\$60.00
Licening fees	\$0.00
Marketing/brand	\$300.00
Notary Public Ce	\$150.00
Total	\$49,610.00

Variable Costs	Monthly	Yearly
Gas	\$130.00	\$1,650.00
Tolls	\$100.00	\$1,200.00
Busness cards	\$107.99 per 250	\$1,295.88
Ad on tiktok	\$1,500.00	\$18,000.00

Sales number	Projected income
selling price per	Year 1 \$1,800.00
cost per unit	Year 2 \$3,600.00
profit per unit	Year 3 \$5,400.00

Projected expe
Year 1
Year 2
Year 3
Projected lose
Year 1 \$600.00
Year 2 \$1,200.00
Year 3 \$1,800.00



Appendices

Copetitor Research

Competitor Name	Location or Website	What They Do	What They're Known For
1. Wedlock Officiants	6300 E Hampden Ave Ste 2106 Denver, CO 80222	Offiant weddings	Communication
2. A Bargain Minister	https://abargainminister.com/	Offiant weddings	
3. The Wedding Blizz	https://www.weddingwire.com/biz/your-wedded-bliss/0fa442688bbb6c3e.html	Officiant weddings	Speaks Spanish and English

Competitor	Strengths (What They Do Well)	Weaknesses (What's Missing)	What You Can Do Differently
1. Wedlock Officiants	Teachers other people to officiant if he is too expensive, does rentals	Doesn't have a price list	Make a price list
2. A Bargain Minister	Established in 1984	Website is down	Make the sure the website isn't ever down
3. The Wedding Blizz	Speaks Spanish and English	Vow renewal is expensive at \$400	Vow renewal would start at 100

