

POWERHOUSE PLANNER
7-STREAM PROFIT

Toolkit

SOULESTA®
creative

The Powerhouse Planner 7-Stream Profit Roadmap

Stop earning for hours. Start earning for value. Ways you can make an extra \$5k-\$30K+ per year in addition to wedding planning fees.

Stream 1: Hotel Room Block Commissions

- *The Math:* 7-10+% commission on total sleeping room revenue.
- *The Opportunity:* A 40-room block for 2 nights at \$400/night = \$3,200 commission. This is your largest "hidden" check. Using the Scripts on page 4 ensures this is locked in before the hotel sends the contract. It can also be modified after an initial contract.

Stream 2: Honeymoon & Travel Planning

- *The Math:* 10–15+% commission on luxury resorts, hotels, and cruises.
- *The Opportunity:* A \$15,000 honeymoon can result in a \$1,500+ payday. You might already be giving the recommendations; having your IATA credentials allows you to finally get paid for them.

Stream 3: Travel Activities & Experiences

- *The Math:* 8–20% commission on booked tours, excursions, and private tastings.
- *The Opportunity:* Booking a private catamaran for a wedding party or honeymoon activities for the couple. It's a high-value "add-on" for the client that could yield \$50–\$800+ in commissions.

Stream 4: Vendor Referral Partnerships

- *The Math:* Professional referral fees with your vendor partners (often 5–15% or a flat dollar fee).
- *The Opportunity:* Partnering with caterers, DJs, bands, transportation companies, ect. It rewards your "vetted" expertise and can add \$500–\$2,000+ per wedding in agency-to-agency referral income. **This is NOT an unethical kickback for pushing your client to use a vendor that is not the best for their wedding so that you can get the money.*

Stream 5: Digital Event Products

- *The Math:* 100% profit margin on digital templates, guides, or "DIY" planning kits.
- *The Opportunity:* Selling \$18–\$98 digital products to the leads who can't afford your full service. This turns "No" leads into passive revenue that pays for your marketing spend.

Stream 6: Affiliate Event Products (e.g., Amazon)

- *The Math:* 1–10% commission on curated "Wedding Must-Haves" lists.
- *The Opportunity:* Sharing your "Wedding Day Survival Kit" or "Bridesmaid Gift" lists. While smaller individual amounts, the volume across all your clients creates a consistent monthly extra income.

Stream 7: Business Card Cash Back (1.5%+)

- *The Math:* 1.5% to 4% cash back or travel points on all business expenses.
- *The Opportunity:* By running your advertising, software, and vendor payments through a high-yield card, you effectively get a "Powerhouse Discount" on your entire life. \$100k in annual business spend = \$1,500–\$4,000 in pure cash back or free luxury travel for yourself.

"The Powerhouse Reality Check" Most planners stop at the planning fee. A Powerhouse Planner realizes that the planning fee is just the 'entry ticket.' When you activate all 7 streams, you aren't just a wedding coordinator—you are the CEO of a multi-stream revenue agency.

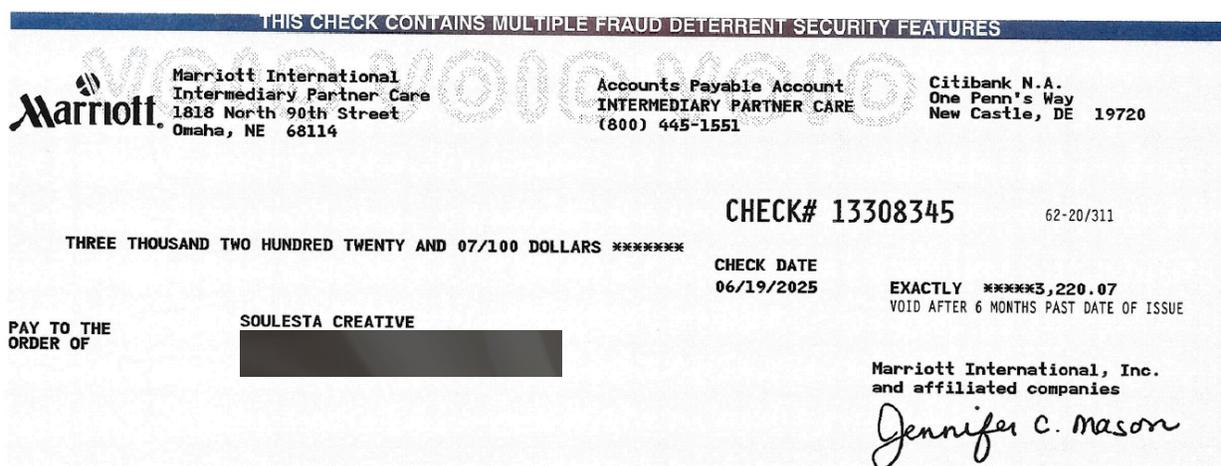
[Claim Your Powerhouse Planner Founding Member Spot & 50% Credit →](#)

WEDDING ROOM BLOCK



Example of one of my over \$3,000 hotel commission checks

** This is an example however individual results depend on hotel policies and contract specifications.*



Potential Room Block Math

The average room block for a 150 guest wedding is 35 rooms

Conservative: 20-room block @ \$250/night for 2 nights = \$10,000 spend.

Your 75% Commission: ~\$750 x 10 weddings = ~\$7,500/year

Higher-End: 40-room block @ \$350/night for 3 nights = \$42,000 spend.

Your 75% Commission: ~\$3,150 x 10 weddings = ~\$31,500/year

WEDDING ROOM BLOCK



These are the exact scripts I use with my clients and hotels for securing room block commissions

CLIENT SCRIPT:

Hey [Client's Name]!

Do you think you all will need assistance with managing your room block from me? For past weddings, I've contacted the hotel regularly for the status of rooms booked for the block, ensured guests have the correct room block booking information and made sure the welcome gifts get to the rooms, ect. I ask because if so, instead of me billing you any additional time to help, I can ask the [Hotel Name] to enter my travel agent number for commission on the rooms if you would be ok with that. That way it wouldn't cost you anything extra and would come from the hotel. Just let me know, I'm happy to help!

Best,

[Your Name]

HOTEL SCRIPT:

Hello [Hotel Contact Name]

I wanted to send you an update that I'll be supporting [couple's name] with room block coordination and guest experience elements (welcome gifts, rooming list management, and guest support), so I'll also be acting as the travel planner for the group. Could you please add my IATA number to the contract so commission is applied accordingly? I have gotten the couple's approval for this request.

IATA Number: [xx-xxxxxx] [Join the Powerhouse Planner program](#) if you don't have an IATA number

Agency Name: [SOULESTA Creative / Host Travel Agency Name]

Thank you in advance—I appreciate your help and am looking forward to working together on an amazing guest experience at [Hotel Name] for their wedding weekend!

Best,

[Your Name]

The Next Step: From Strategy to Execution

You now have the **7-Stream Profit Roadmap** and the **Room Block Scripts**. You can see the math, and you've seen the proof that \$3,000+ checks are waiting for you at the hotel front desk.

But a roadmap is only valuable if you have the keys to the vehicle.

To actually collect these checks, you need the **IATA credentials**, the **proper contract language**, and the **confidence** to lead your clients through this new, profitable model with someone who has done it before.

Join the Powerhouse Planner Program as a Founding Member

I am looking for 10 planners who want to transform their business from a "fee-for-service" model to a high-revenue agency.

- **The Full 7-Stream Curriculum:** Step-by-step training on every stream.
- **The Credential Vault:** Everything you need to get your IATA/CLIA numbers.
- **The 50% Initial Set Up Payment & Monthly Membership:** Available only for the first 10 members.
- **The Contract Library:** Scripts and contracts I've used.

Founding Member Price: \$497 (Regularly \$997 and will go to this after 10 members)

[CLAIM YOUR FOUNDING MEMBER SPOT →](#)

Have questions?

Email Keeley Shree and her team at soulesta@soulesta-co.com.



DISCLAIMER

*The "7-Stream Profit Roadmap," room block math, and commission examples provided in this document are for illustrative and educational purposes only. These figures are based on specific luxury-tier examples and are intended to show the potential of the model, not a guarantee of your future earnings. Your actual results will depend on your market, your vendor relationships, your clients' guest counts, and your personal execution of these strategies. This document contains proprietary strategies and scripts developed by SOULESTA Creative. By downloading this resource, you agree that this material is for your personal/internal business use only. You are strictly prohibited from sharing, reselling, distributing, or publicly posting these scripts or the "7-Stream" methodology without express written consent. The information provided does not constitute legal, financial, or tax advice. We recommend consulting with your own legal counsel or tax professional before entering into new vendor contracts or modifying your business structure. Copyright © 2026. SOULESTA Co. , LLC dba SOULESTA Creative. All Rights Reserved.