



Online Bridal Service

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PALM BEACH COUNTY, Fla.-- Last year more than two million couples tied the knot, spending on average \$21,000 per wedding. That's a lot of money, whether you're experiencing the recession or not.

Perhaps that's the reason a South Florida business is booming. It's helping brides-to-be plan their own weddings from the comfort of their computers.

Kimberly Bradshaw and David Harrow were married on the beach on Palm Beach on October 12th of 2008. It was a magical moment. Sand beneath their feet, the rhythmic melody of the ocean in the background and friends and family as witnesses.

It was a moment Kimberly dreamed about. A moment she planned pretty much on her own for an entire year.

"Yeah, thinking of ways to save money. So a lot of it was just trying to come up ways to save money and I'd ask my Mom 'do you have any ideas?' and that kind of stuff and figure out what we could make," Kimberly said. And you made most of this?, she was asked. "We made all of it."

Kimberly showed off the array of invitations, response cards, save the dates and other personalized mementos from her special day. She said, "What we did was have the photographer throw in engagement pictures as part of our package. And then on the back it has the save the date as a postcard. We really personalized the wedding as much as possible. We did 'did you know cards.' Did you know there are ten firefighters here. So they would know and intermingle and try to find who the other firefighters were."

Some of the other details of that special day included colorful flip flops for the oceanfront wedding, ribbon wands replaced tossing rice, out of town guests got a personalized tote bag filled with goodies, and escort cards playfully led reception-goers to their assigned tables.

So many memorable touches that wouldn't have been possible without Jennifer Silliman. She is more than a wedding planner. "What we do is we come in at any time during the planning process and we kind of help them do it yourself."

Jennifer works with real brides who have real budgets. Her website offers amateur planners everything from selecting a venue, Kimberly chose the Croquet Club for her reception, to worksheets and checklists that will carry any bride from engagement to honeymoon. And she'll answer questions such as: Where to save money? What's the etiquette with blended families? Where to find a photographer? It's all at your fingertips for **FREE**.

Jennifer points to her computer and the title "What is everything." And then they see this list and kind of get a little stressed out. But you know, it's everything that you can possibly think of."

Jennifer will let you do it all, she can do it all for you, or you can choose something in between. "The biggest thing is staying organized," advises Jennifer. "Brides get stressed out for one reason and that's because they run out of time."

Kimberly and her Mom coordinated the cake, crafted the cards and basically created the celebration. Jennifer stepped in on the wedding day, so Kimberly could just enjoy. It was a God-send because the weather did not cooperate on that day. There were worries the ceremony might have to move inside. But then, the clouds parted and Jennifer and her helpers hurriedly spruced things up and the events proceeded.

There were other issues that day, but none that Kim had to deal with. In this day and age a bride really can plan her own wedding. The internet has changed the way wedding planning happens. So, if you're a do-it-yourselfer, Jennifer can put you on the **bridal** path to success, no matter what the budget.