

How To Design and Run Your Own Pre-Marital Prep Program

With Gemma Utting, MA, LMFT

We'll Discuss . .

1. Why a Pre-Marital Prep program?
(10+)
2. The Five Essential Components of a good pre-marital prep program
(25)
3. The business end: customer / niche / price / format?
(15)
4. Q & A

1. Why a Pre-Marital Prep Program?

1. **“An ounce of prevention is worth a pound of cure.” Ben Franklin**
2. **Marriage is getting harder.**
<https://podyssey.fm/podcast/itunes1028908750-Hidden-Brain>
3. **Loneliness and Social Isolation are growing public health risks**
<https://www.cdc.gov/aging/publications/features/lonely-older-adults.html>
4. **Effective intra & inter-personal skills can be taught**
5. **Your own personal “Why”**

2. The Five Essential Components of a good pre-marital prep program

- a. Find your Niche
- b. Objective measures/assessments
- c. Curate a thorough psycho-ed curriculum
- d. Skill building/homework/practice time
- e. Ritual

a. Find your niche

- Faith based – Catholic, Jewish, Christian, Moslem, Pagan
- Identity-based – LGBTQAI, Military, Culturally specific (e.g., Indian)
- Secular –
- Online –
- Retreat style –
- For second or third marriages –
- Other -

b. Objective measures/assessments

- PREPARE/ENRICH - <https://www.prepare-enrich.com/the-assessment/>
- RELATE - <https://relatefoundation.com/couples/>
- FOCCUS - <https://www.foccusinc.com/foccus-inventory.aspx>
- MYERS BRIGGS - <https://www.myersbriggs.org/type-use-for-everyday-life/psychological-type-and-relationships/>
- THE ENNEAGRAM - www.enneagraminstitute.com

c. Curate a thorough Psycho-Ed curriculum

- Gottman, John The Seven Principles for Making Marriage Work
- Eight Dates
- Why Marriages Succeed or Fail
- The Relationship Cure
- Rosenberg, Marshall Nonviolent Communication
- Brown, Brene Daring Greatly
- Rising Strong
- Chapman, Gary The 5 Love Languages
- Spring, Janis After the Affair
- De Botton, Alain Why You Will Marry the Wrong Person
- Faber & Mazlish How To Talk so Kids Will Listen

d. Skill building/homework/practice time

- Decide what should happen between sessions
- Review Prepare/Enrich Booklet for sample homework
- Building your “Skills-Building” resources

e. Ritual

- **Wedding Vows * Jewish Ketubah ***
 - * Commitment ceremony ***

* Naming and Claiming * Christening * Birthdays *

* Holy Days/Holidays * Christmas * Easter *

* Funerals * Grief and Loss * Animals arriving & departing *

* Daily arrivals & departures * Meal Prep / Grace *

3. The business end: customer / marketing / price / format?

- Who is your ideal customer?
- What can they afford / what's your price point
- How can you reach them?
- Can you offer the full funnel of experiences – from free to high end?
- Will you offer in-person &/or virtual?
- Do you want a business partner buddy?

RESOURCES – Pre-Marital Prep Offerings

- <https://www.marriageenvy.com/great-relationships-blog/2004/4/5/marriage-prep-what-to-expect-from-pre-marital-work>
- <https://www.dorisfullgrabe.com/premarital-prep>
- <http://www.stayhitched.com/Premarital%20counseling%20washington%20dc%20va%20md.htm>
- <https://gemmautting.com/pre-marital-preparation-couples-counseling-relationship-coaching/>