

Everything you need, on *one* checklist.

The ring. The location. The day. Three pages of clear, tickable steps so nothing falls through the cracks.

01 The Ring

Size, stone, metal, setting, where to buy.

02 The Location

Couple type, UK or abroad, what to book.

03 The Day

What to say, the moment itself, the timeline.

STEP 01 OF 03

The *ring*.

Get the ring right and the rest of the day has room to breathe. Don't fall for the 'three months salary' rule, decide on a number you're comfortable with and work backwards.

01 Before You Buy

- ☐ Set a budget you're comfortable with
No debt. £1,500 to £5,000 is the UK median range.
- ☐ Find out her ring size
Borrow a ring she wears, ask her mum, or use a printable sizer.
- ☐ Learn what style she likes
Look at her existing jewellery. Note the metal colour.
- ☐ Decide: lab-grown or natural
Lab is 60 to 80% cheaper, visually identical.
- ☐ Pick a metal (platinum, white/yellow/rose gold)
Match what she already wears.

02 Buying

- ☐ Get at least three quotes
Online and in-store. Prices vary by 20% on the same spec.
- ☐ Prioritise cut grade above all other Cs
Cut is the only C you can see with the naked eye.
- ☐ Check the certification (GIA or IGI)
Especially for stones over 0.5ct.
- ☐ Confirm the resize / exchange policy in writing
30 to 60 days minimum is standard.
- ☐ Insure the ring the day you collect it
Add to home contents insurance, photograph and value.

THE HONEST TAKE

The biggest mistake is overspending to hit a number. A £2,500 ring she loves will outshine a £6,000 ring that misses her style. Spend on what she'd actually wear.

STEP 02 OF 03

The *location*.

The best place to propose isn't the most photogenic one, it's the one that fits the two of you. Match the location to the couple, not to a Pinterest board.

01 Decide First

- ☐ Identify your couple type
Adventure, luxury, romantic, foodie, or homebody.
- ☐ Decide: UK or abroad
Factor in cost, secrecy, and her passport situation.
- ☐ Pick a date
Avoid major events that compete (Christmas, her birthday).
- ☐ Set a location budget
Travel, hotel, dinner, photographer. Estimate properly.

02 Book

- ☐ Hotel or accommodation
UK: 2 to 6 weeks ahead. Abroad: 2 to 4 months. Premium: 6+ months.
- ☐ Flights / train
Skyscanner for flights; book early for best price.
- ☐ Restaurant for the proposal or after
Tell the manager. They often help and upgrade.
- ☐ Proposal photographer
£200 to £500. Search Instagram or Flytographer.
- ☐ Brief the photographer fully
Pin location, time window, what you'll wear, weather backup.

03 Plan B

- ☐ Have a weather backup
Indoor option that's still meaningful, not just shelter.
- ☐ Confirm 48 hours before
Photographer, restaurant, hotel.
- ☐ Save key phone numbers offline
In case of no signal at the location.

THE HONEST TAKE

Don't propose somewhere you've never been. If you must, arrive a day early and scout. The pressure of figuring out the spot on the day is the last thing you need.

STEP 03 OF 03

The *day*.

Three points, two minutes, one question. Keep it simple, keep it specific to her. The fallback if you forget everything: 'I love you, I want to spend the rest of my life with you, will you marry me?'

01 The Week Before

- ☐ Practice opening the ring box
Yes really. Not under stress is better.
- ☐ Write out your three-part proposal
Why her, why now, the question.
- ☐ Say it out loud, three or four times
Not to memorise. To find your version.
- ☐ Confirm everyone in on the secret
Photographer, hotel, restaurant, family member.
- ☐ Sort backup photo plan
Tripod and phone if no photographer.

02 The Day Itself

- ☐ Check ring is in pocket, three times
Inside jacket pocket, never back trouser pocket.
- ☐ Behave normally
Don't be unusually romantic. She'll notice.
- ☐ One drink maximum
Sober enough to remember every detail.
- ☐ Get to location calmly, on time
Not late. Not so early you have to wander.
- ☐ Take a breath before you start
Slow down. The moment is brief, savour it.

03 Immediately After

- ☐ Put the ring on her finger first
Before standing up or hugging.
- ☐ Take 10 minutes for just the two of you
Before phones come out.
- ☐ Let her tell her family first
It's her news as much as yours.
- ☐ Don't post on social media before she does
Wait for her green light.

THE HONEST TAKE

You will forget half of what you planned to say. You will be surprised by what comes out instead. And afterwards, you will wonder why you were so worried. Trust yourself, and trust her.