

DELIVER WHAT YOU PROMISE

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realflowerbusiness.com

Floralpreneur® Fundamentals

Your Path To Maximize Profits, Book Great Clients & Find More Freedom In Your Flower Business!

realflowerbusiness.com



1. Floristry Skills & Knowledge
2. Pricing for Profitability
3. Booking & Sales Skills
4. Building Brand Reputation

YOU ARE HERE!

BUILDING YOUR BRAND

What you deliver to your clients is a crucial element in the quest to stand out above the competition and build a reputable brand.

EXCEEDING EXPECTATIONS IS ALWAYS THE GOAL.

You and your staff have to bring your best!







PRO TIP:

Establishing a high-level of service before the delivery day allows clients to feel confident in your abilities—the whole trust thing—so you are BOTH set up in the best position to win.

HOW DO YOU ACTUALLY EXECUTE ALL OF THE DETAILS?

Hold yourself accountable and follow a schedule!



WE'LL COVER...

- Planning & execution
- Time management
- Setting a delivery fee
- Flipping or repurposing
- Breakdown & removal



WEDDING PREP TIMELINE:

- 4 Weeks Out: Request final changes and Bill the clients.
- 3 Weeks Out: Final payment received and deposited.
- 2.5-3 Weeks Out: Flowers ordered from wholesaler.
- 2-3 Weeks Out: Supplies picked up from wholesaler.
- 5-7 Days Out: Prep containers and double check supplies list.
- 3-5 Days Out: Pick up flowers & begin design work.



WEDDING WEEK

- Clean and hydrate flowers
- Pull bouquet flowers aside according to recipes
- Put delicate flowers into the cooler
- Prep containers for centerpieces, bouquets, ceremony, etc.
- Design bouquets, centerpieces, ceremony flowers, wearables
- Pack everything for delivery



DON'T WAIT TO START DESIGNING.

Get to work and pace yourself so you don't run out of time.





DELIVERY & SET UP

HOW DO FLORISTS SET A DELIVERY FEE?

- Radius from your flower shop
- Starting rate of X with an hourly fee on top
- Complexity of delivery and set up
- Percentage of the total order
- Give-up-my-Saturday fee
- Per van/vehicle cost
- Per employee per hour
- What's your "replace me fee" (if you're sick or unable to go, what will that cost?)



For example:

Delivery starts at $250

We don't leave the studio for less than $500 on a Saturday

We charge 15% of the total order

It costs $125 per vehicle, per employee, per hour

Add a PITA charge= Pain In The *ss (you know what!) for holiday weekends, inconvenient locations, climbing tall ladders, small elevators & overall hassle-factors

BE PREPARED:

Always bring tools in case you need to make any adjustments on site.

Inside my bag of tricks I carry things like:

a spray bottle of water, extra clippers, wire cutters, scissors, water tubes, a dishtowel, a knife, hairpin wires, wax string, corsage & boutonniere pins, green corsage tape, bind wire, zip ties in various sizes, cold glue, 2-3 ribbon options, a few Holly Chapple eggs, an apron, and business cards.

PRO TIPS:

- Wear closed toe shoes to keep yourself safe when schlepping buckets, climbing stairs or ladders, and using a clipper on the job.

- Use a checklist when packing the van and bring a step stool if you need one.

- Plan for inclement weather. What's Plan B if an outdoor location won't work?



BREAKDOWN & ROOM FLIPS

WHAT GOES UP, MUST COME DOWN!

Calculate this on a per hour basis and also consider the mileage, number of helpers, number of vehicles, whether I have to climb a ladder or a step stool and whether I have to come back or wait on site to move things between the ceremony & reception.

My fees are based on how much I need to make that entire day work seamlessly so that I meet their expectations and also cover the time I invest.

TO SUM IT UP:
I CHARGE BASED ON WHAT IT COSTS TO "DO THIS JOB".



DELIVER WHAT YOU PROMISE TO DEVELOP YOUR BRAND POSITION!

- **Charge for your time and the hassle factor of the delivery, set-up and clean up.**
- **Bring your best.**
- **Stay profitable.**
- **Keep doing beautiful work!**





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