

Preliminary questions for 1:1 Strategy Session with Alison.

Thanks for your interest in working with me. I look forward to learning more about you and your business. A strategy session means we are investing in one another. Before we dig in I ask you to answer some important questions to help assess how I can best be of service to you.

1. How long have you been in the floral industry?

2. When did you start your business?

3. Why did you start your business?

4. What do you love most about your business?

5. What part(s) of running your business do you do best?

6. What part(s) of running your business do you struggle with most?

7. What is your business known for?

8. What do you WANT your biz to be know for?

9. What's the #1 thing customers thank you for?

10. What were your total sales for the last year? (You don't need to disclose this info to me unless you want to, but it's important that you know this number off the top of your head.)

11. What are your sales projections for 2017? (Again, most important for your own information. You do not need to disclose this figure to me unless it's pertinent to our session.)

12. What are your top revenue streams? (What brings in the most money for your biz?)

13. Who is your ideal customer? (This is the person you want to work with over and over again.)

14. What do you do to attract your ideal customer? (Where do you advertise? How do you "reach them" through your sales page on your website?)

15. Is there something you know you need to stop doing in your business? An aspect that you no longer enjoy or have been doing for so long that you're not sure how to stop?

16. When did you last update your website? Do you feel there are still areas that need improvement?

17. How many employees do you have (part-time, full-time, interns or occasional independent contractors)?

18. What are your goals for the upcoming year?

19. What areas of your biz do you feel you need the most guidance or clarity around?

20. What do you hope I can help you with the most?

Do any other questions or concerns come to mind after answering the questions above?

What do you hope to gain from our session?

Note: You may want to print these 3 pages and answer the questions both before our session and then again afterwards.

To Secure A Strategy Session

Once we determine that we're a good fit we'll arrange a time to speak for 1 hour via phone or Skype.

I will familiarize myself with your website and prepare for our session based on your answers and questions.

Sessions must be paid in full via Paypal no less than 24 hours prior to our scheduled consultation.

If you feel you will require a follow-up session or you have further questions for me, we will be in touch about those details as well.

I look forward to hearing from you and answering your burning questions.

Don't hesitate to be in touch with questions you may have for me.

My best, Alison

realflowerbusiness.com

[Find a full list of my course offerings here.](#)

Real Flower Business Core Values

I believe in a culture in floristry where our standards are on the rise and our clients experience tremendous value in the beauty we create.

These are the core values which inspire me to create my online courses and free training for floralpreneurs:

1. Educate & Empower.

My purpose and intention is to help floralpreneurs streamline their work process to justify the time and energy they invest in their small business through my free training, paid courses, and private sessions.

2. Maximize Profit.

I believe every florist should turn a profit and recognize the value of her/his time & expertise. A business must turn a profit to be sustainable. I want your business to thrive.

3. Customer Love.

I believe every floralpreneur who enrolls in one of my courses deserves a topnotch service experience from both me and the courses themselves. I strive for prompt replies, the fastest tech support I can offer when you need it, and courses that exceed your expectations. If you're not thrilled with your customer experience, I want to know about it. Pronto.

4. Value & Support.

I aim to provide tremendous value to floral designers. I proudly stand behind each course and will answer any questions you may have along the way.

Answering your questions is one of my favorite things. Ever. Ask me anything.

5. Transparency & Goodness.

I want all the "good stuff" I share with floralpreneurs to be chock full 'o honesty and realness. I share my experiences with you from my heart. I've "practiced everything I preach" for over 15 years, whether in a private 1 on 1 strategy session or through free or paid courses, or weekly e-mail updates. You don't have to buy anything to be a floralpreneur: a floral designer with initiative and business savvy.

I believe running your own business should bring you joy.

Sharing this real flower business journey with you is my genuine pleasure.

Floral designers are the coolest.

Additional resources

Videos by Alison Ellis:

Rejection. It's a good thing.

<https://vimeo.com/148036810>

Free proposal tutorial (This is password protected. Password= **create**)

<https://vimeo.com/144288960>

Ideal client video

<https://vimeo.com/146731938>

Live Q&A with Alison on Periscope (This is a 90-minute, live session.)

<https://vimeo.com/162286620>

How I Set A Minimum on Events

<https://youtu.be/yCdv6LdXXbE>

Online Business Courses:

12 E-mail templates for Florists

<http://realflowerbusiness.com/templates>

How To Write Proposals That Sell (And Book More Weddings More Quickly)

<http://realflowerbusiness.com/how-to-write-proposals-that-sell/>

Flower Math. The Florist's Guide To Pricing & Profitability.

<http://realflowerbusiness.com/flower-math-the-florists-guide-to-pricing-and-profitability>

Live in January: The Art of Good Business: A digital experience.

registration closes Jan. 7th, 2017. Click here for details.

<http://realflowerbusiness.com/the-art-of-good-business> About the Author



photo: Ashley Largesse

Hello. I'm Alison Ellis.

I'm a floral designer & creative business owner, or as I like to say, **I'm a floralpreneur.**

I love to help educate and empower florists to achieve their business goals and keep doing beautiful work which is why I share heartfelt advice from my personal experience with my list of professional florists.

I've been in the floral industry for 22 years and I started my own business, Floral Artistry, in 2001. I have a degree in Plant & Soil Science from The University of Vermont as well as a minor in small business.

I'm the author of **FLOWER MATH**, *The Florist's Guide To Pricing And Profitability*, **12 E-mail Templates for Florists & How To Write Proposals That Sell And Book More Weddings More Quickly**, **Wedding Workflow and The Art of Good Business: a digital experience with Alison Ellis**, as well as **2 FREE courses**, and **FLOWER BOSS, A Free Training Course For Florists**, **Pricing Mistakes Florists Make**, *A 4-part video series*.

I'm a regular contributor to Flirty Fleurs (flirtyfleurs.com) and a member of the Chapel Designers.

You can check out my website here: floralartvt.com

To ask me a question or drop me a line e-mail: info@floralartvt.com