

The Art Of Good Business:

How to Build an Integrity Brand, Attract Ideal Clients & Eliminate The Competition.

A Digital Experience By Alison Ellis

Welcome to a sample preview of The Art of Good Business!

I'm truly honored that you're taking the time to read this brief intro to my course. If you have any questions for me, you can reach me at floralartvt@gmail.com

I am passionate about the art of good business.

The most important thing I've done for my floral design business is work towards **perfecting a customer service experience that reflects the values of my brand and speaks directly to the heart of my ideal clients.**

You don't need to be a branding expert to have a good brand, but you do need to dig deep and do some hard work to understand **what it means to have a good brand and develop your brand-ing to work for your unique business goals.**

I began my career in the floral industry over 22 years ago, and for the past 15 years as a business owner I've **practiced and developed the voice of my brand in order to lead with integrity and attract my ideal clients.**

I'm not a traditional "branding expert", but I have studied and practiced (and practiced) my own approach to branding since I started my business in 2001. It's said to take 10,000 hours of "deliberate practice" to achieve mastery in a field. I've easily exceeded that quota as I've worked on mastering my brand.

Practice plays a major role in success.

What makes ridiculously successful people so successful is they're experts at practicing.

Successful people manage to **push through the limits of their skill set and learn to expand their abilities.** Day after day, and year after year.

When focusing your attention on building a brand you must expand yourself through deliberate practice.

Branding is a journey.

I first started exploring what it means to elevate my brand and attract the right customers by absorbing as many free blog posts as possible and seeking out experts that my favorite bloggers recommended. One business guru linked to another and another until I developed a small nexus of business freebies that informed and inspired. Sean Low, Danielle LaPorte, Marie Forleo, Seth Godin, Natalie Lussier, Sage Wedding Pros, Think Splendid...just to name a few.

I took my first "leap" by purchasing an online course about stepping up to proudly serve as the face (or more accurately, the heart and soul) of my business. I was on fire with new energy, inspiration, and ideas as I worked my way through the worksheets and solo-brainstorming sessions in that course. The videos in that course brought a closer understanding of what it means to really "show yourself" to your customers. There was no going back once I understood what it looked like, and more specifically, what it **felt like**, to interact with my customers in an authentic way. I was hooked on that feeling.

The next big move I made was to venture to NYC for a conference called *Selling Your Soul* with Danielle LaPorte and Marie Forleo at the Helen Mills Theater where I spent the day surrounded by strong, empowered female entrepreneurs who had innovative –and in some cases life-changing–products or services to unleash on the world. These women had niche business ideas. It all felt so much bigger than anything I could possibly apply to my small flower business, but I soaked it all in. And then I sought out even more.

Since then I've studied and practiced what it means to find ideal clients and hone the voice of my brand. I offer online business courses for florists and now lead 1:1 strategy sessions where I coach floralpreneurs who want to get to the root of their passion so they can better represent their brand, connect with their ideal clients, and build a business that lasts.

I still make time for as many free business webinars as I can. Whether the topic is Facebook Ads or building an e-mail list, I seek out any knowledge that might push me closer to my goals.

I regularly attend conferences lead by other industry professionals with integrity brands that help inspire me to build my business even better.

Every year is a learning year in business. I know I am always learning, striving for improvement and moving closer and closer to my very best version of me.

I created this course just for you from the bottom of my heart.

I'm sharing a major behind-the-scenes look at what I've learned about **attracting ideal customers, building a brand with integrity, and creating an ideal customer experience.**

A florist's job would be a lot easier if all we had to do was design and deliver beautiful flowers, but there is so much more that goes into running a successful design company.

It doesn't matter if you've been in business for 3 years, 3 minutes or 3 decades...**there's nothing that defines your brand more than the experience you create for your customers.**

We send signals to our customers about who we are, about who we think *they* are, as well as how we expect to be treated. The more intention we place on each and every thing we do, the closer we get to our truest versions of ourselves; a business owner with an integrity brand.

We cannot forget about the love of the client.

Establishing trust with our clients as we lead them through our customer service experience is crucial to our client's peace of mind as well as our brand.

I evaluate and reevaluate the course of my business/my brand on a yearly basis and ask myself: do I need to modify my marketing efforts; should I update my website copy (again); am I still reaching my ideal clients?

I implement changes. Constantly.

I share my point of view. Authentically.

I move through the fear of someone judging or rejecting me/my "stuff". Daily.

I know it's not easy to "put yourself out there" which is why it's essential to take a long, honest look at your business, your brand, and your client goals so you can rock the unique strengths that only you possess. **The Art Of Good Business starts now.**

Thanks so much for being here.

With love from me to you,

Alison Ellis

Tips to getting started:

Create a new folder on your desktop titled "Art of Good Business". Add the downloadable pdf's to this folder each week so you can easily reference the course material any time.

Print it out! Grab a 3-ring binder and print these pages Double sided copies will work just fine. **Mark this up, make it your own.** Take notes, cross out the stuff that won't work for you. Brainstorm. Revamp. Own it. "Do you."

If you don't want to print the whole thing (you're an environmentalist, I know!), just print out the most important lessons for you or take notes in a notebook.

Make a note of live office hours (TBA). Join our private Facebook group: (private link/ invitation sent after enrolling)

Try to stay on pace with the course and check in with livestreams once a week in the Facebook group. If you can't make it to a livestream, don't worry. You'll be able to watch it in a replay whenever you're ready...but if you can make time to **keep up on a weekly basis to move through the course and participate in Q&A that will help ensure you get the most out of this digital experience.**

Don't hesitate to ask questions at any time, but especially during live office hours. You can contact me any time at floralartvt@gmail.com

Ask yourself "how could I make this work?" If there's a particular lesson or concept that feels like it "won't work" for you or your biz model, **try to imagine a scenario where it could work, or consider a different way to apply that lesson.**

Perhaps some of the website tips can be applied to your intake forms or pre-qualifying stages. Instead of allowing yourself to say "this won't work for me", first ask "how could I make this work?"

Warning: Deliberate learning and practice will be required.

You will be forced to allow yourself to possibly make a mistake or misstep.

The sooner we can accept that "it" (our business, our decisions, our efforts) sometimes *cannot be perfect*, the sooner we can create the room to bloom and grow....because *nothing's ever perfect*. Progress over perfection.

Start before you're ready.

Registration Closes Sept. 30 @ 7:00pm ET

[Click here](#) to enroll in The Art of Good Business Today!

We're going to make big moves with your business, together.

Total investment = \$999

Choose a single payment plan OR take advantage of a **3-payment plan.**

We can talk about the big moves you'll make once you zero in on your ideal clients! Let's do this!

Registration closes Saturday, September 30th at 7pm eastern time.

Class begins Monday, October 2nd!

[Click here](#) to join me.

Don't hesitate to be in touch if you're not sure if my course is right for you. Shoot me an e-mail anytime: floralartvt@gmail.com

See the full course schedule below...

Course Schedule

Week 1, Oct. 2nd: Own Your Brand & Find Customers That Love You.

- What Is Your Brand?
- Find Clients That Love You.
- Own Your Uniqueness.
- Who Are Your Ideal Clients?

Facebook Office Hours: TBA

Week 2, Oct. 9th: Websites That Sell & Attract Ideal Customers.

- Website Must-Have's & Tips To Convert Sales.
- Talking To Ideal Clients.

Facebook Office Hours: TBA

Week 3, Oct. 16th: Choreograph Your Customer Service.

- Creating An Ideal Customer Service Experience.
- Setting Boundaries & Breaking Barriers.
- Prequalifying Customers.
- Presenting Budgets & Bills.

Facebook Office Hours: TBA

Week 4, Oct. 23rd: Eliminate The Competition & Implementation Week.

- How To Eliminate Competition.
- Follow-through & Decision Making.

Facebook Office Hours: TBA

Week 5, Oct. 30th: Bonus Lessons, Office Hours & Implementation.

This final week will include bonus office hours, bonus lessons and also give you an extra week to "catch up" AND most importantly, implement changes!

Facebook Office Hours: TBA

Is this course right for you?

- Do you want to find more clients who love you?
- Do you want to stop attracting clients who aren't a good fit and pre-qualify clients before you invest too much time?
- Do you want to have more control and freedom in your biz?
- Do you want to update your website & refresh your brand?
- Do you want to build a long-lasting brand?
- Have you been in business for 3 years or more and you're not quite sure how to make moves to get to the next level?

If you answered “yes” to any of these questions, then this course, is made for you. (And if you answered “yes” to more than 1 question, it's time to invest in your business and join me!)

Take a leap and join me!

And if you're still not sure if this course is right for you, drop me a line any time. I'm happy to answer your questions and we can even hop on the phone for a quick chat.

Reach out: floralartvt@gmail.com

Got a minute? Check out this short video with real floralpreneur testimonials:

<https://vimeo.com/229488601>

(Head back over to my website here: realflowerbusiness.com)