

Welcome to 10 Questions Every Floralpreneur® Should Answer!

I created this pdf to help you take a few minutes to slow down and reflect on your business by answering 10 questions today. You can print these pages out or **write down the answers in a notebook or journal**. Then, revisit your notes in 6 months, or a year, to reevaluate your answers.

(If you get hung up on a question, just move on. **Answer with your heart.**)

10 Questions Every Floralpreneur® Should Answer:

1. Why did you start your business?

2. What part of running your business are you the best at?

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

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

5. What is your business known for?

6. What do you want your business to be known for?

7. What are your top revenue streams for your business? (list out every single revenue stream and how much money each one brings into your business.)

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

9. How do you attract your ideal customers? (Where do you advertise? How do you reach them through your website and online marketing?)

10. What are your goals for the upcoming year?

What else is on your mind? Brainstorm...(grab a notebook now!):

Closing notes from Alison:

In order to be in control of your business **you must plan for success.**

Remember, you cannot improve what you do not **measure!**

And if you want more clarity in your business, then get your plan in writing so that you can put those plans into motion!

Be brave enough to try something new...**and never stop learning!**

P.S. If you don't have a business plan (yet!), I have a shortcut to help you do some basic business planning right now!...

You can download my **8-page Business Planning Basics Guide** PLUS watch my **1-hour live chat to help walk you through the work in my "Business Plan Jumpstart"**. Ready to level-up?

Grab the pdf here: <https://realflowerbusiness.com/business-plan-jumpstart>

About the Author



photo: Ashley Largesse

Hi. I'm Alison Ellis.

I'm on a mission to help florists make more money, book better gigs and type fewer e-mails.

I've been in the floral industry for over 24 years and started my own business, Floral Artistry, in 2002.

I have a degree in Plant & Soil Science from The University of Vermont as well as a minor in small business.

I create online courses to empower floralpreneurs to achieve their business goals and keep doing beautiful work. I share heartfelt advice from my personal experience with professional florists around the world in my online training and private coaching sessions.

I'm the author of FLOWER MATH, *The Florist's Guide To Pricing And Profitability*, E-mail Templates for Florists, Contracts For Florists, How To Write Proposals That Sell And Book More Weddings More Quickly, Wedding Workflow and The Art of Good Business, as well as *FREE* courses including FLOWER BOSS, *A Free Training Course For Florists*.

I'm also an educational speaker and contributor to Florists' Review Magazine, Botanical Brouhaha, & Flirty Fleurs, and I'm a member of the Chapel Designers.

Find my blog at realflowerbusiness.com.

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

Thanks for checking out my "stuff"!

With love from me to you,

Alison