

# 12 Things

**you should know in your  
first year of floristry\***

**Sticks &  
Stems**

## Charge industry standard.



Even though you're just starting out, you're purchasing flowers at the same cost as other florists. You're spending the same time, if not more prepping and designing. Make sure you're making money!

## Invest in your education.



This can be done in many different forms. If you can afford to take courses via digital or in person, I encourage you to do so. If you aren't able to during the beginning of your career, ask to freelance, or shadow local designers that you are inspired by. Designating your time to research allows growth to happen.

## Practice!



The best way to learn is hands on experience. Get out and forage items, pick up some blooms at a local market, and get comfortable working with flowers as your medium. Design a bouquet, take it apart and then do it all over again. Start simple and build up from there.

## Build a brand.



Determine what clientele you want to work with then build a brand that speaks to them. Show your face, and allow people to see you as the person behind the brand. Clients will love and trust you only when they know the true YOU!

## Have a contract.



I cannot stress the importance of your contract. Creating a contract protects you and your business. Be detail oriented, cover all that you will be providing and what your client is responsible for.

## It's okay to say no!



This can be challenging especially while you are building a portfolio and creating content. If a other client inquires your talent/service and you don't feel it's a good fit don't be afraid to just say NO!



## Mechanics matter.



Set yourself up for success. If you spend time learning to build reliable mechanics the design process will go much more smoothly. With strong mechanics come strong designs.

## Flower care & flower varieties



Learning flower care can be overwhelming. There are many forms of care that vary between types of flowers. You can research these online, talk with local florists for tips, or pick up a book. These are great ways to research and grow your knowledge of flower varieties that are available to you.

## Create a process & flow.



Determine what type of experience you want your client to have, then create a process that is both easy to understand and time efficient. Figure your processes out for example; When the deposit will be paid. How you want your consult to flow. Your turn around time for estimate,

## Recipes & flower math.



Take time creating recipes for your events. Utilizing all your product and to try to avoid ordering too much excess. Ordering too little can make your work seem unfinished but ordering too much can affect profitability. Keeping good records of your floral recipes can help you in the future.

## Create a community!



Reach out to other florists as well as vendors in the that have experience. They can provide useful tips that you can apply to your events. Growing your community can be very helpful. Ask questions as you're working to build clientele for your brand.

## Don't compare.



Don't doubt yourself or the talent you have started to develop. Every great designer starts as a beginner. Don't look at the years of experience that someone might have. 5, 10, or 20 years it doesn't matter everyone starts somewhere. Just work hard and design!



XO,

Sadie



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Stems