

# 6 Questions

to ask your  
bride during  
your consultation\*

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## What style are they looking for?



Does the brides style of florals match up with your design style? Is it something you immediately gravitate towards when she describes it to you, and shows you inspiration images?

## Do they have flower preferences?



I always like to ask my brides if they have any types of flowers they absolutely love and would like to incorporate, or any they despise and would be disappointed in having in the designs? This will give you a feel for how particular the bride is and if she's open to your selection of flowers.

## How did they find you?



Did this bride reach out via social media where she has followed your flower journey and is invested in you? Did she see your work first hand at a sister or friends wedding and fell in love? Knowing how she came to find you can help know if she already loves what you do!

## Does she have the budget?



Does your client have a realistic budget for the items she's wanting with the style she's set on? Does her budget allow for you to make a profit if you take her wedding on? Always speak opening about the financial side of booking with you. Brides need to be educated on how much flowers cost.

## Does she have confidence in you?



I love to ask how the bride and her party is feeling at the end of our consultation. Are they excited to hear back from you and feel that the consultation was helpful? Are they still skeptical and not clear on what you can provide for them?

## What's the vibe?



How are you feeling as the florist at the end of your interaction with the bride and her party? Do you feel excited about the designs you talked about and the brides vision? Do you feel held back and disappointed in what the bride was wanting? Taking a moment after each consult to reflect on how things went and your feelings. This can help prepare you for future consults and determine who your ideal bride is!



XO,

Sadie



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