



4 Ways to Better Bouquets

WITH AMY BALSTERS, THE FLORAL COACH®

Welcome



HELLO, FLOWER FRIEND!

When I ask you how you feel about bouquetmaking, what words come to mind?

Do you feel joyful, creative, and inspired? Or do you feel frustrated, limited, and anxious?

Bouquet-making is an essential floral skill set; yet, so many florists dread their clients showing up with a pinterest board filled with loose and airy garden gathered bouquets.

Overstuffing, overgreening, broken stems. Bouquet-making can be a real bummer if you don't have a process in place.

And I'm all about process. It's the fastest way to repeatable results.

Which is why I'm teaching this free class, "4 Ways to Better Bouquets".

It's the perfect primer to help you get back to the foundations of floristry. I'm going to show you how I bridge classical floristry with modern design using the spiral technique—a true game changer.

Welcome



During this class, we'll cover the 4 flower categories and why they matter, my approach to ordering bouquet flowers, 3 key steps to making great bouquets every time, and I'll do a spiral demo.

This is your handy guide to use to take notes throughout our time together during the webinar. It will definitely come in handy later down the road when you want to refer to the notes. I promise, there are some gems in here.

Thank you so much for joining me for the 4 Ways to Better Bouquets. I know you'll enjoy it and I promise it will be a game changer for your bouquet-making process.

-Amy

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The 4 Flower Categories

Learn the 4 categories to simplify your ordering and substitutions process.

My Ordering Process

Learn how I plan a bouquet based on color, shape, size, form, and mass.

3 Tips for Building Better Bouquets

I'm sharing 3 of my top tips for creating lush garden-gathered bouquets with repeatable results.

Spiral Demo

You can take notes here on my spiral technique. I'll show you everything from hand placement to how to turn the bouquet and create the spiral.





HEY THERE, I'M AMY!

I always dreamed of being a florist but had no idea where to start. I found a floral design class at a community college and nervously showed up. Under the fluorescent lights, with a bundle of pink mini carnations and a few stems of leather fern in hand, I fell in love with floral design.

I had purpose & passion again.

After graduating from the accredited two year Floral Design and Shop Management program at Goldenwest College in 2003, I worked as a professional designer in retail shops and high-end special event production for places like The White House before opening my own business floral studio, Amy Nicole Floral, in 2012.

After starting my wedding business, I knew I wanted to create more artful bouquets but struggled to get the loose and airy style that I craved making.

I BOUGHT LOADS OF COURSES AND ATTENDED WORKSHOPS TO FIND ANSWERS BUT EVEN AS A PROFESSIONAL DESIGNER,

I ended up more confused, frustrated and discouraged that maybe I just wasn't as good as my peers and that it might be time to hang up my flower apron.

I spent countless hours breaking stems, overstuffing bouquets, and wasting loads of time and money while still ending up with tight, heavy bouquets.

Something had to change.



OLD-SCHOOL MEETS NEW-SCHOOL

After lots of mistakes and self doubt, I finally dug back into my classical training and applied time-tested "old school" techniques with a new school approach and "BAM"...results! I had cracked the code on loose and airy bouquets and was able to get repeatable results!

Years later, I realized florists all over were struggling with the same challenges I had and I knew I could help. With my classical training and "in the trenches" experience, I started teaching designers the same techniques I used.

To date, I've taught thousands of florists how to build better bouquets. It's caught on like wildfire and now I'm so pleased to deliver this free webinar "4 Ways to Better Bouquets".

In it, you'll get a taste of my technique and process, my biggest tips for success when it comes to achieving consistent results with efficiency and more ease.

Enjoy!



THE 4 FLOWER CATEGORIES

I always consider the 4 flower categories for every design.

Knowing these is essential to planning out your designs and ordering appropriately. When you know the 4 flower categories and how flowers fit into them, you know what you need to order to get the right ratio of materials for the results you want.





The 4 flower categories are important because they allow us to see our materials objectively.

They help solve the "design problem" when ordering, and they give us options when substitutions are needed (more important now than ever!)!

THE QUIZ RECAP

Q. Which of the 4 flower categories is described as having a "spike-like" or linear form featuring an elongated stem?

A. _____

Q. Which flower category can be described as having a single, dense, rounded head at the top of the stem?

A. _____

Q. Which flower category is most distinguishable by its shape?

A. _____

Q. Which flower category is best described as branched or clustered and is used to fill space?

Δ _____



Great design starts with great mechanics.

-AMY BALSTERS, THE FLORAL COACH®



MY ORDERING PROCESS

Use this space to take notes.					





KEY TAKE-AWAYS

your stems.
Maintain the
Pay attention to
BONUS TIPS
If we round out our hand, we get a
bouquet.
If we make an oval with our hand, we get an
bouquet.
NOTES







MOTES

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