

Workbook



Build Better Bouquets

WITH AMY BALSTERS, THE FLORAL COACH®

welcome



HELLO, FLOWER FRIEND!

When I ask you how you feel about bouquet-making, 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, "Build 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 share recipes to illustrate what we've learned.

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 Build Better Bouquets. I know you'll enjoy it and I promise it will be a game-changer for your bouquet-making process.

— Amy

TABLE OF CONTENTS

01 The 4 Flower Categories

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

02 My Ordering Process

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

03 Recipes

I've put together two recipes to illustrate what we discuss in the webinar.

04 3 Tips for Building Better Bouquets

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





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!





01

THE 4 FLOWER CATEGORIES

01

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?

A. _____



”
Great design
starts with great
mechanics.

—AMY BALSTERS, THE FLORAL COACH®



02

MY ORDERING PROCESS

02

MY ORDERING PROCESS

Use this space to take notes.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

A woman with dark, wavy hair is shown in profile, smiling and holding a large bouquet of flowers. The bouquet includes white hydrangeas, dark red flowers, yellow roses, and white lilies. The entire image is overlaid with a semi-transparent orange filter. The number '03' is printed in a white, elegant serif font at the top center.

03

RECIPES

03

[illegible]

04

A woman with curly hair, wearing a light-colored sweater, is smiling and holding a large, lush bouquet of flowers. The bouquet includes white daisies, white dahlias, and various greenery. The background is a soft, out-of-focus indoor setting. The entire image has a warm, orange-toned overlay.

3 KEY TIPS FOR MAKING BETTER BOUQUETS

04

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



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