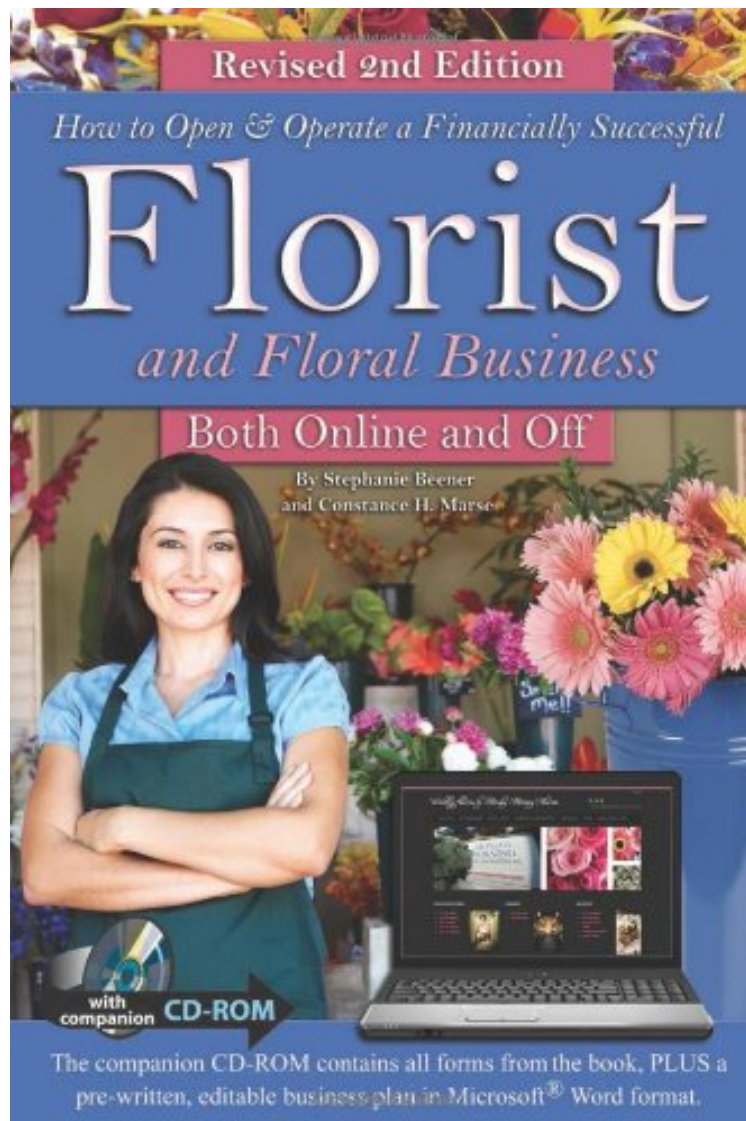


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14 of 15 people found the following review helpful. Waste of time and money
By Ann
This book should be called **How to Open a Floral Business for Dummies by Dummies**. Joking aside, an intelligent adult with general life experience, not even business experience, could have done better than this. Which led me to ask: who are the authors of this book? What success can they point to in the floral design industry that has equipped them to write this book? Their biographies in the back reveal the answer: none. The authors are writers by trade, and though they have many lovely interests such as rescued pets, photography and community theatre, they are not successful floral designers sharing their wisdom. It's as though this book was written in a complete vacuum of the real world, current business and marketing practices, internet marketing and social media. It is full of ridiculous statements of the obvious and a bunch of tautologies. I knew the book would be a disappointment when, for example, the opening chapter advised that if you're establishing a retail operation in "the countryside," then a country theme would be ideal. In another chapter, the astute authors point out that "a website has the potential to pull in customers that you never dreamed you could get." Really? What successful business nowadays doesn't have some presence established on the web? I could go on, but I feel I've already wasted enough precious time on this book. Do yourself a favor and don't waste yours.
3 of 3 people found the following review helpful. Very Basic Information
By ken Norman
Really poor editing and very out dated. What are yellow pages? This is a very basic introduction to the industry from a business point of view.
4 of 4 people found the following review helpful. Disappointing read.
By Laneylu
This was a just okay read. Very basic. I was wanting more information about the overall floral industry. Really not worth the price if the book

If you love the beauty of flowers, the joy of creating and designing original displays, and have a bit of business sense, and willingness to work toward achieving goals, the dream of owning your own floral business easily can become a reality. You will learn about... Basic cost control systems, retail math and pricing issues, legal concerns, IRS reporting requirements, monthly profit and loss statements, tax preparation, and management skills. Sales and marketing techniques, customer service, direct sales, low-cost internal marketing ideas, and low- and no-cost ways to satisfy customers and build sales. How to set up computer systems to save time and money, how to hire and keep qualified professional staff, how to generate high profile public relations and publicity, and how to keep bringing customers back. This book contains updated facts about the floral industry as well as updated information on essentials for success, business entities, insurance, resources, and more.

About the Author
Connie Marse, owner of a freelance editorial services business, is a native of Pensacola, Florida. She earned her bachelor s and master s degrees in communication arts from the University of West Florida and joined the university staff in 1980. She retired from the University in 2010 after a 30-year career as editor and director of publications. Connie has a variety of interests including dogs, cooking, gardening, hiking, photography, writing, reading, theater, watching baseball and football. She wrote, directed and produced community theater for more than 20 years, including plays for Mini-Masquers, a non-profit children s theater organization, which she co-founded, and is a current member of the Pensacola Little Theatre Guild. Connie and her sister now live near Pensacola at Blue Moon Farm with two Irish Setters, two Westie/Maltese pups and two cats (all rescues). She is a long-time member of the Five Flags Dog Training Club of Pensacola."