

Flower Shop Network and FloristWare

Working Together to Make the Floral Business Simple Again



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FloristWare



Sending and receiving orders through FlowerShopNetwork.com has never been easier. A collaboration between Flower Shop Network and FloristWare, a state-of-the-art point of sale (POS) system for retail florists, has produced an interface for the FSNf2f.com electronic sending and receiving system.

To send orders, FloristWare users simply enter orders on their FloristWare POS system and select FSN as the preferred network to transmit orders. No imports or exports required. No time consuming double entry needed. This streamlined process gives you a fast and easy way to send orders.

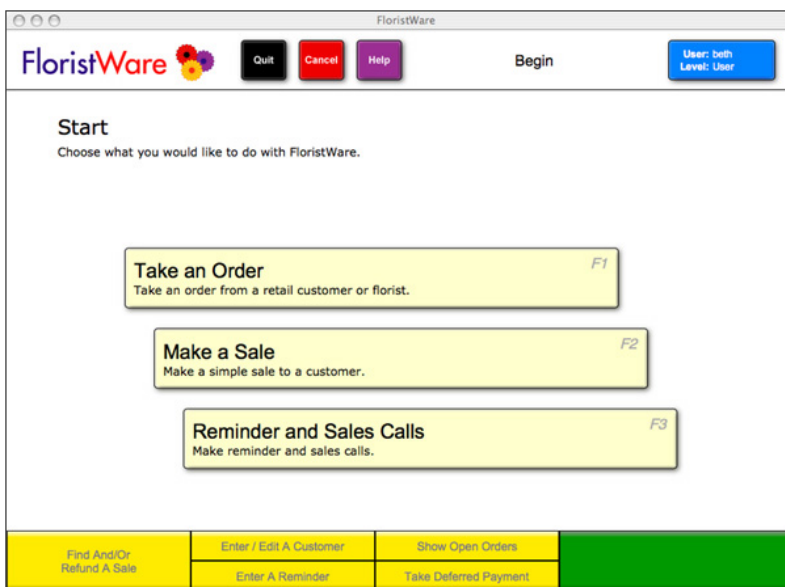
FloristWare users can also receive incoming orders from their FlowerShopNetwork.com website and other florists directly through the point of sale system.

Mark Anderson, founder and owner of FloristWare has developed an easy-to-use point of sale that is very affordable and compatible with Windows and Mac computers.

FloristWare is a robust, full-featured point of sale system that can help you manage and grow your retail shop. In addition to the basics like order entry, order tracking, accounts receivable and sales reporting, the software offers enhanced marketing tools such as loyalty programs and email marketing. You can even send customer invoices via email. What a cost savings feature!!!

FloristWare doesn't charge any-up-front fees for the software. Because they believe in their product and service you can use a fully-featured free trial version for thirty days. If you decide to continue with FloristWare, you simply start paying a monthly fee of \$100. There is no contract or long term commitment.

Rick Mapes, of Tylertown Florist says:
"FloristWare is easy to use and the FlowerShopNetwork.com interface is great! These two companies are good business partners that help me increase sales and be more profitable."



Ray German of Taylor Made says:
"We couldn't be happier with the ease and convenience that Floristware provides with wiring out our floral order through FlowerShopNetwork.com. We've always enjoyed working with both of them, but now with the interface, it's made our life so much easier. The transaction is now just a one step effort, and was very simple for all the staff to master."

FlowerShopNetwork.com and FloristWare offer an affordable alternative to expensive and controlling wire service technology. Contact FloristWare at 888.531.3012 to experience the simple way to manage your retail flower shop using cutting-edge POS software. Contact Flower Shop Network at 800.858.9925 to save time and money by sending and receiving orders using the the FSN florist to florist network.

Creating Unique Containers



The wire services would like you to believe that expensive keepsake containers are the only containers that will make customers happy. You can create unique containers for next to nothing with the items you already have. Clear glass vases, ribbon, decorative wire, clay pots, hot glue and paint are just a few of the items you can use to create your own designer

containers. Creating your own decorative containers also eliminates the need to purchase large quantities of wire service "cookie cutter" keepsake containers. To learn how to create unique containers read *The Secret To Creating Unique Containers* on the Bloomin' Blog at:



flowershopnetwork.com/blog/creating-unique-containers.

Make Your Web Presence Known

Are you maximizing your web site investment? Flower Shop Network enhances your web site exposure, but you can also maximize your investment by marketing your web site offline. The key is placing your web address (URL) anywhere you place your phone number. Every time a customer views your URL, it reminds them to order flowers from you.

Here is a handy URL checklist to help you make sure customers are directed to your web site. Place web site address (URL) on:

- _____ All print ads
- _____ Business cards
- _____ Customer statements
- _____ Direct mailers
- _____ Press releases
- _____ Store windows and doors
- _____ Television advertisements
- _____ Radio advertisements
- _____ Envelopes and enclosure cards
- _____ Delivery vehicles
- _____ Shop apparel, such as aprons, hats and shirts
- _____ Blog comments you leave

ANYWHERE YOU PRINT YOUR PHONE NUMBER!



We Would Love to Hear from YOU!

Please share your suggestions for topics you'd like to see covered, ideas for feature articles, best business practices, floral design tips, shop/staff awards or recognition, and more.

Flower Shop Network will send you a FREE floral tote bag for ideas you submit!

Email: TheNetworker@FlowerShopNetwork.com

Fax: 870.215.5443

Phone: 870.215.5444 or 1.800.858.9925

Mail: FlowerShopNetwork.com

Attn: The Networker

P.O. Box 786, Paragould, AR 72451

Are Your Customers Speechless?

Do you have customers who don't know what to say on the enclosure card? Keep a few handy card message samples next to your register. Customers will appreciate the suggestions.

Samples For Mothers Day:

*Thanks for being there when I needed you the most and even when I didn't.
May all the love you give to others come back to you on this special day.
Thank you for being a great mother and a good friend.*

For more card message ideas, go to:

flowershopnetwork.com/blog/enclosure-card-messages.

Riding High in Hybrid Delivery Vehicles

Some very efficient florists have found a clever way to save money and "go green" at the same time. These florists are switching to small or hybrid vehicles for daily deliveries; choosing instead to rent large vans for big events. Why?

Saves Money

Better For The Environment Good Advertising

David Strong of Piano's Flowers & Gifts in Memphis, Tennessee has the right idea. Mr. Strong was able to switch to a delivery vehicle with a 29mpg in town average. With the help of a customer who is a graphic designer, the new van looks as incredible as it rides.

Do Some Flowers Have Your Customers Sneezing?



Have you ever had a customer request allergy-free arrangements? This may have seemed like a weird request, but for many allergies are a problem. Any florist who can help with this problem will gain popularity in an untapped niche. So how do you make allergy-free flowers work for you? Learn which are allergy friendly and create a few designs using only those flowers.

For example, the following are considered allergy-friendly flowers:

Agapanthus ■ Bouvardia ■ Carnations
Daffodils ■ Gladiolus ■ Hydrangeas
Hypericum Berries ■ Iris ■ Leucadendron
Lisianthus ■ Magnolia ■ Orchids
Protea ■ Snapdragons ■ Spray roses
Thistles ■ Tulips ■ Hibiscus

For more information on allergy-friendly flowers read the Bloomin' Blog post at:

flowershopnetwork.com/blog/allergy-friendly-flowers

He says of his recent switch, that customers reactions have been "real positive," even to the point of jokingly saying, "Keep the flowers. Leave the van!"

Have you already adopted these trends in your flower shop? Tell us your stories and share pictures of your new delivery vehicles at:

flowershopnetwork.com/blog/hybrid-delivery-vehicles.



Profit From Intimate Weddings : *Bigger is not always better*

Mention wedding flowers to a florist and this is what they picture: numerous consultations, tons of flowers, weeks of designing and days of set-up. For florists this is either the reason they do wedding flowers or the reason they don't. But are they missing the opportunity that comes with the intimate or personal wedding flower business?

These practical brides prefer simplicity and elegance in their personal flowers along with a budget-friendly price tag. These brides represent opportunity knocking at your door. Why? Sheer Number. Every city is full of "personal flower" brides and moderate weddings are very profitable.

Why are these weddings profitable? Because "personal flower" brides are low-maintenance; needing only a bridal bouquet, a few bridesmaid bouquets, a few corsages, a few boutonnieres and maybe an arrangement or two. One consultation is all this bride needs. She is willing to pick up the flowers or at the most, is happy with a simple delivery with no set-up.

So, how can you meet the needs of the "intimate wedding" or "personal wedding flowers" business? First, shake off the thought that these weddings don't fit your image. You don't have to sacrifice your image or reputation to gain this business. Develop "intimate wedding" packages or "personal wedding flower" packages for your budget-conscious brides. Remember budget-friendly doesn't mean cheap. It is all about presentation. Your designs will, of course, speak for themselves but, how you present them to the bride will make a difference. This is a good place to use your recycled flower boxes. With some elegant wrapping paper and colorful tissue, you can convert the boxes into wedding flower carriers. Brides picking up their "personal wedding flowers" will appreciate your professionalism and

your superior reputation will spread.

Don't miss this opportunity! Develop your intimate wedding flower plan today!

For other valuable wedding ideas and wedding trends, visit WeddingandPartyNetwork.com/blog



Order Your FSN Selection Guide Today! 3 Easy Payments of Only \$49.95!(US \$)

Boost your sales with over 200 Vibrant, Eye-Catching Floral Selections. Featuring Everyday Occasions to

Holidays and More. Get your Selection Guide at FSNmenu.com/SGuide, or call your network coordinator at **1.800.858.9925**

and **order yours today!**



Don't Forget to Call Your FSN Representative and Add the Additional Cities You Serve to:

FSNFuneralHomes.com

FSNHospitals.com

WeddingandPartyNetwork.com

Mother's Day Checklist

The weeks before Mother's Day you prepare your store and designers to ensure an efficient and successful holiday. Preparing your online presence is just as important. To prepare, run down the checklist below:

1. Refresh employee training on sending and receiving orders via your online account in www.FSNf2f.com. If you are not receiving orders electronically, call customer service to get set up.
2. Make sure all the zip codes and cities you deliver to are correct on your account, www.FSNf2f.com.
3. If you utilize flower shop network's custom email campaign, make sure your email address book is up to date. (It's not too late to get a custom email campaign for your shop before Mother's Day.) Call your FSN representative today!
4. Review your FlowerShopNetwork.com website. Featured products change with every holiday. Review pricing or add your own custom arrangements. (If you aren't utilizing Custom Website Controls, contact your FSN representative today for more details.)

Increase Sales with *Direct Mail*

A great deal of emphasis is placed on "having a web presence". However, we shouldn't forget that a local direct mail campaign can be a very effective marketing tool. A good marketing program will reach out into several venues, while providing a cohesive look that will result in increased sales. Most florists find that using direct mail before the major floral buying holidays is very effective. It is the "striking while the iron is hot" theory. Capturing orders while customers are in the mood to buy.

Effective direct mail doesn't require an advertising agency or expensive printing. Some very impressive direct mail can be created on your computer and printed on your own color printer or at Kinko's. Although you must allow plenty of lead time, there are also some very inexpensive online printing companies, such as www.psprint.com.

The key to making direct mail work is keeping it simple. Only include a limited number of featured arrangements and products. Mail to existing customers and new customers.

Make sure there is a call to action. Take advantage of bulk mail rates, if possible. Use the mail piece to drive customers to your website. Offer a discount for ordering early on the website. Flower Shop Network's e-commerce websites accommodate coupon codes and discounts.

Direct mail is very cost-effective, especially when combined with other marketing efforts, such as email

campaigns, websites and other media advertising.

Visit the flowershopnetwork.com/blog/creating-direct-mail to get more ideas and step-by-step instructions on how to create effective direct mail. You can also download direct mail templates at www.FSNf2f.com.

