



Breaking the Mold: Share Your Flair

People buy visually. Why do you think there's so much candy near a store's checkout and not at the back? If you're not using pictures as part of your marketing plan, you could be missing out! With the ease of photo sharing online, creating visual cues for impulse buys is easier than you might think!

Be Different

By consistently showing your skills through photos, you give your customers a reason to share your pictures with their friends and keep them coming back for more.

Give them a reason to proudly buy from you — a floral artist. Showcase pictures of the arrangements you **want** to design. Customers won't know it's available if it's not presented to them.

Try featuring these:

- Creative wedding ideas, such as head dresses.
- Daily or seasonal specials.
- Specials tying into community events and festivals.
- Interesting custom orders.

Use social tools such as **Facebook** and **Pinterest** to keep your shop's specials on customer radars.



Girly shoe design is perfect for a wedding or party!

Be Intriguing

Show off the talent of your flower shop by featuring unique, special edition arrangements. Create eye-catching floral designs that your viewers won't be able to resist.

Here are just a few suggestions:

- **Rainy Day Blues** - Specials timed-just-right.
- **Team Spirit** - School-themed bouquets & arrangements.
- **Red Hat** - Community group special.
- **Elvis' Birthday** - Create features for fun, untapped holidays.
- **Whimsical Wonders** - Specials featuring items like, fairy gardens, gazing balls and other sorts of whimsy!

It may not happen overnight, but you just might be surprised how quickly your pictures go viral!

If you need help with photographing your flowers, visit:

<http://www.FlowerShopNetwork.com/blog/tag/floral-photography/>



With **Website Controls** added to your FSN website, you can easily add and feature your own, unique specials for customers to purchase online. **For more information or to purchase website controls, call your representative at 1-800-858-9925.**

 Gazing ball centerpiece created by Crossroads Florist, Mahwah NJ. | Shoe flower design by **All Flowers & Charm**, New Hamburg, ON.

Flower Shop Phone Etiquette

1. Always identify the name of your flower shop, not just “Flower Shop.”
2. Introduce yourself properly.
3. Speak clearly and smile!
4. Double check spellings on all names.
5. Truly listen to what the caller has to say.
6. Could the caller use an add-on?
7. Be patient and helpful.
8. Always ask before you put the caller on hold.
9. Never interrupt the caller while he/she is talking to you.
10. Return calls promptly.



Good morning, _____, *speaking, how may I help you?*

(Your Name) (Flower Shop Name)



Phone calls are often your shop's first impression, make sure it's always a positive one! Cut out this helpful guide to proper phone etiquette and post it near your phone as a quick reminder to your staff. Find more resources and print-outs in the Marketing Center inside FSNf2f.com.

Upcoming Floral Conventions and Flower Shows

August

- August 3 – 5, West-Texas New Mexico Florist Association in Midland, TX.***
- August 4 – 5, Tennessee State Florist Association in Cool Springs, TN. ***
- August 10 – 12, North Carolina Florist Association in Greensboro, NC. ***
- August 17 – 19, Arkansas State Florist Association in Hot Springs, AR. ***

September

- September 7 – 9, Alabama State Florists' Association in Montgomery, AL.
- September 8 – 9, Central Allied Florists' of Mississippi in Pearl, MS.***
- September 14 – 16, Iowa Florists' Association in Des Moines, IA.
- September 15 – 16, Ozark Florists' Convention in Quapaw, OK. ***
- September 19 – 22, The Annual SAF Convention in Palm Beach, FL.

***Flower Shop Network will be in attendance, for more information, visit:
<http://www.flowershopnetwork.com/blog/florist-conventions-flower-shows/>

New Extended Hours for the Order Transfer Dept.

You asked for it, you got it!
Flower Shop Network's
Order Transfer Department
has extended it's hours on
Saturday for your convenience.
Previous hours were 8-2 CST.
New hours are:

**8am - 4pm CST
Saturdays**

The Order Transfer Department's
phone number is: 877-376-7363
Monday - Friday hours are 7am - 6pm CST.

Pinterest: Vase Ideas

If you're not on Pinterest, you could be missing out on one of the most valuable new online tools for florists. Find new inspiration, tips, tricks, ideas, DIY and more for almost anything. Be sure to follow Flower Shop Network on Pinterest for all this and more:

<http://pinterest.com/flowershopnetwk/>

*Username shortened to 15 characters



DIY Crackle

Brush a coat of acrylic paint (don't use latex) on a clean, dry vase, and dry overnight. Use a foam brush to spread a layer of plain white glue (like Elmer's Glue) over the vase. Vary the glue thickness and the direction of your brush strokes. While the glue is still tacky, apply another coat of paint. You'll see crackles begin to form on your "new" mid-century inspired accessory. ■

DIY Doily Vase

Tightly wrap a doily around a vase. Hand-stitch the doily securely in place to create a snug fit. A clear glass vase creates an elegant illusion, but experiment with different vases and doilies to find a combination you like. ■



For more great ideas, [Follow](#)

Flower Shop Network's Tips, Tricks & Ideas board on Pinterest.

FSN Now Integrates With These POS Providers

Did you know Flower Shop Network now interfaces with the following Point of Sale (POS) Systems? If your shop already uses one of the listed systems, please contact us for more information about the Send & Receive functionality that is currently available and how to get setup.

FloristWare



THE FLORAL POS



QuickFlora

POS Shop Management System



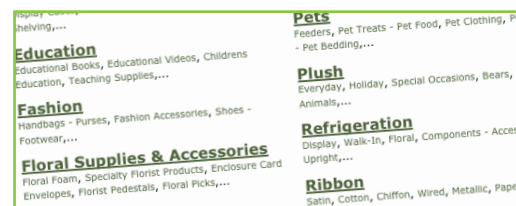
For more information, call customer service at 1-800-858-9925 or visit:
<http://www.FlowerShopNetwork.com/floristonly/pos/>

Do You Use FGmarket.com?

the retailer's floral and gift source

FGmarket was created by Flower Shop Network to answer the gift and supply needs of our member florists. Find thousands of reputable vendors in categories made just for you!

Whether you buy in bulk or just one product, FGmarket connects you quickly and easily to wholesale products.



Whether you need display solutions, flowers, gift items, ribbon, wedding supplies, plants or anything else, FGmarket has you covered. Say "yes" to success with wholesale suppliers from FGmarket!

Visit www.FGmarket.com, "The Place Where Buyers & Suppliers Meet!" ■



FSN Staff Spotlight:

Flower Shop Network Customer Service Rep, Robert Martinez, has "the most vibrant personality in customer service." Robert helps our florists with their websites, Facebook, Google Local and so much more, all with a wealth of knowledge and a friendly attitude.

Need help in Spanish? Robert is also the one to call! ■