

Making Money With Balloon and Flower Bouquets

Flowers have an expression of countenance as much as men or animals. Some seem to smile; some have a sad expression; some are pensive and diffident; others again are plain, honest and upright, like the broad-faced sunflower and the hollyhock.

~Henry Ward Beecher

(Star Papers: A Discourse of Flowers)

This quote on flowers is so apt that I absolutely had to begin with it. Of all of Mother Nature's creations, perhaps flowers are amongst the most beautiful! Anyone who has a genuine love of flowers will understand and appreciate the reasoning behind it.

Flowers come in all shapes and colors and it becomes very easy to accommodate them with every occasion and emotion. No wonder they make the perfect gifts at weddings, christenings, home parties and anniversaries to name a few.

Everywhere you go, you will find floral decorations of some sort. From dried flower decorations to artificial floral decorations and or fresh cut flower arrangements; Flowers are used extensively and you will hardly find an office, home, hospital, church, shop or any such place which people frequent without them. Natural, colorful and breathtakingly beautiful; flowers add beauty and comfort to our lives.

MODULE ONE - STARTING OUT

- **About the business.**
- **Floral decoration: what it means.**
- **Income potential.**



About the business

Flowers are grown all over the world and each year millions of flowers are bought and sold for all kinds of occasions and functions and festivities. People love the freshness and natural beauty that a flower decoration brings along with it and that is why you will find that the floral industry in terms of arrangements and decorations is one among the biggest and is growing.

Floral business: What it means?

Most people equate the floral business to having a retail shop along a popular street selling fresh cut flowers. However making money from the flower business is not just limited to selling or growing flowers.

A lot of people go in for a shop or retail unit to set up their floral business; however a floral business can be just as well run from the comforts of your home.

Here are some of the streams or areas of specialization that you can choose from:

- Wedding business.
- Family events and functions (funerals, christening, baby showers etc.)
- Commercial or business events.
- Retail florist shop
- Home floral/home decoration business.

The word floral decorations, floral arrangements, floral design or floral arts are all used loosely to describe the art of creating flower arrangements either in vases, bowls and baskets, or in the making of bouquets and designs from cut flowers, foliage, herbs, ornamental grasses and or any other plant material.

There are just about as many streams of business in the floral business as you can come up with. Some people prefer working at the retail level by just selling fresh cut flowers; while others specialize in wedding or family occasion decorations. Some people prefer taking up bigger challenges and create and arrange floral designs and arrangements for big corporate houses and business or commercial events.

In this business the only speed breaker that you can set for yourself is the amount of time and effort that you can invest.

Income potential

So what does this spell for you?

If you are someone who has a love of flowers and are interested in pursuing a line of business where you can arrange and create different kinds of floral designs and decorations, then this can spell big money and absolute creative satisfaction for you.

Take the example of a wedding; a majority of people still love and prefer floral decorations at their weddings. Consumers spend billions of dollars on weddings, floral decorations included. Right from the center piece to the corsage to the bride's bouquet to the church (pews etc.) and reception area decorations, flowers cover every aspect of the function.

And these days as weddings become more and more elaborate, the demand for floral decorations has sharply risen. And if you were to compare the actual prices of the flowers and labor with the price that you pay on paper, you can see that it only amounts to a small fraction. Anything that you pay above and beyond the actual price is really the profit.

The budget scale for wedding floral decorations oscillates anything between \$1000 and upwards. And in most instances \$1000 is the lowest limit. One lady I know spent \$7000 for the center piece alone! Of course she was from New York and you know how the prices are like there.

So if you can tap into this stream of business, it can be the perfect launch pad to a successful career.

But let's not limit floral decorations to just weddings. Commercial buildings and offices, shops and malls, hotels, private and public functions there is an endless need for floral decorations. And the best part is that people are willing to pay big money if you can come up with ideas and decorations that can please and appeal to their senses.

It's not really possible to give you a proper estimate of the earning potential as the rates depend on a lot of things such as availability of the flowers, and besides the going rate in your city or town can differ. Retail store owner can gross anything from \$75,000 upwards in the first year itself.

However their profits are subject to overhead and other expenses which can be drastically less if you are operating from home.

The bottom line is this; creating and selling flower arrangements can create endless opportunities for making money. So whether you are creating small bouquets or large centerpieces for big events like weddings, you can do well if you only set your mind to it.

MODULE 2 - Planning your Floral Home Business

- **Planning your Floral Home Business: creating a business plan.**
- **Start up costs.**
- **Market Research - defining your Target Audience, looking out for trends and changes.**

Every business is best guided by a plan. The whole idea of creating a business plan is to provide answers to questions such as how's, why's, when's, where's of your home floral business.

As with anyone starting out new, there are a hundred different questions and ideas and queries that will come up. Things like naming your business, getting a license, deciding on what your startup investment should be to how you are going to keep tabs on your expenses and sales or what are the different marketing strategies you can employ to further the interest of your business. These are all standard questions that need to be answered if you are to go ahead and start your own floral business.

In order to do that and in order to get a semblance of order around your business, you need what is known as a business plan. Your business plan will broadly outline three stages of your business. Namely

- Identifying your audience/ target market
- Planning a strategy to develop a system of business
- Improving and expanding your business.

NOTE: A detailed description of a business plan is outlined in your “Basic Business Start Up Guide” ebook located on your kit's download page.

Start up costs

Start up costs for the floral business depends on where you are planning to run your business from. Obviously if you are interested in setting up a retail store your start ups will be high. A home based set up will definitely be cheaper as you do not have expenses in the form of rent etc.

A simple home based floral business can be run from your garage or spare room (your choice) and can easily be set up in under \$2000. Again this is an estimate.

Initial investment is subject to things like-

- equipment
- transportation
- Licensing/permits
- operating location
- working capital
- Marketing and advertising costs

The only way ahead is to research and plan carefully.

NOTE: A detailed description of a business plan is outlined in your “Basic Business Start Up Guide” ebook. This ebook gives you ideas and tips on how you can plan your budget, investment etc.

Market Research - defining your Target Audience

The floral business market is vast and already filled with 'n' number of businesses and entrepreneurs who own and run floral businesses. The customer base includes individual clients, big corporations, functions, hotels etc. There is no dearth of clients who are looking out for lovely floral creations and designs. But the question is where will you fit into all of this?

Would you like to sell floral arrangements and designs to individuals or would you like to specialize as a wedding florist or would you like to take on big business clients? Whatever your decision, one this is clear. You cannot just go ahead and start selling.

What you need to do is to identify your target market and then go about wooing your customers with your floral arrangements and designs.

Market research provides answers to two vital questions-

- It tells you who your clients are
- Secondly and more importantly it tells you just what your customers are expecting.

When you are armed with this vital information, it makes it a lot easier to enter into your desired market and also to be successful at it.

The customer is the king of the business world. Everything revolves around his likes and dislikes and his expectations. Big businesses spend millions on market research and base their products and services on what that research brings up.

As a small home business owner you of course do not have the liberty or the resources to go ahead with such research. However what you can do is to look up information about your industry and your target audience through free resources such as magazines and newspapers, brochures and flyers of established businesses and by conducting a search over the internet.

I cannot emphasize on this anymore than I already do; the internet is an excellent resource for almost any kind of information or idea that you may be looking for. Search engines, online directories offer a sea of information on just about any subject that you may be interested in. In this case the floral business.

Module 3 Marketing

- **Marketing your floral business**

Marketing plays a pivotal role in the success of a business. In today's world, marketing and advertising are the only ways of educating and informing your customers about your business.

So how does one go about marketing and advertising their business?

Short of shouting from the roof tops, here are a few easy and relatively cheap ways in which you can market your business.

Offline marketing

- Print flyers and brochures about your floral business. You can leave some at any of the local stores you frequent or you could just hand them out to people on the street or at shops, and department stores, schools, parks or at any place that you might meet people.
- Get yourself a bunch of business cards. As a business owner people expect to see business cards with all the relevant information about your business. Hand them out to friends and relatives and neighbors.
- The yellow pages or the local directories are excellent advertising resources. Write ads that are simple yet impacting in a way to impress the reader. However be sure to keep it short and easy to understand. Again don't leave out any important information such as your contact information.
- Spread the news about your business by word of mouth. At functions and meetings don't be shy to tell people about your business.
- As a new business owner, people have no way of seeing your talent and creativity. But if you can leave a few free samples at strategic locations such as schools, retail stores, hospitals, churches or the local community hall it can help a lot. Just be sure to leave your business card along with the floral arrangements or bouquets in case someone wants to contact you.
- Another great way of advertising for your business would be by contributing a column or writing an article about the floral business industry, latest trends or even tips on how you can keep your flowers fresh for a longer period of time. You can always add your business information at the end of the column or article.
- Answering machines can be used to spread the word about your business. All you have to do is to add information about your business at the end or the beginning of the phone message.
- Any correspondence that goes from you can act like little advertisements if you can add information about your business. You could also attach stickers, stamps and handwritten notes to your mail.

Online marketing

- Just as you have the yellow pages and local directories, the internet has its own system of online directories. You can use this to spread the word about your business to a wider audience.
- Email signatures again are a great way of creating awareness about your business. Add information about your business to your email signatures so that anyone receiving your emails can then pass on information about your business to their family and friends or colleagues.
- Home based business discussion group and forums are excellent options to spread the word about your business.
- Networking is the new age marketing tool of all netizens. Line up with similar websites or even home based business websites. You can exchange links and use banner rotation to advertise each others businesses.
- A website about your business is the internet equalant of a retail store. Create on for about your business, add photos of your floral decorations, and if you are good with words, you could even start a blog or add articles with information that can in some way be useful to a reader.

These are just some of the ways in which you can go about marketing for and creating awareness about your business.

MODULE 4 PRICING AND SALES

- **Pricing your floral arrangements**
- **Selling your floral arrangements/designs.**

Pricing your floral arrangements and designs can be the one of the most difficult areas of your business plan. If you charge too less then you are only short charging your efforts and maybe even investment. Pricing your arrangements too high can dry your customer pool

One of the best ways of handling the delicate issue of pricing is to check out your competition. This way you will know what other people in the same line of business as yours are charging their customers and you will be able to come up with a price range of your own.

However pricing is again subject many other factors as well. What you can do instead is try this pricing formula and then add a relative profit margin to the figure you arrive at.

- The price of your supplies and resources.
- Over head expenses (light, electricity, lease etc.)
Time spent in creating a particular floral arrangement or design (single piece or an order or more than one)
- The final quality and look of the floral arrangement.

Once you have the final figure, you can add a profit margin or a figure that you think your customer will be willing to pay. This figure again is based on what you competitors are charging their customers as well.

So the idea is to cover all your costs and expenses, time and labor and then adding a profitable margin to it.

Selling your floral arrangements/designs

You have set up your business; done all your marketing and advertising and all that is left now is to wait for the customer. It can be a harrowing time when you have to wait for your customers. Instead adopt the “offense is better than defense” strategy. It's a little out of context, but basically it's about you going to the customer instead of waiting for the customer to come to you.

Something like “if the mountain will not come to Mohamed, then Mohamed will go to the mountain...”

So to keep you ahead of your game here are some ideas and tips on how you can jumpstart the selling part of your business

Start small/specialize as a new business owner you may not find it easy to attract customers. As you start out, it is best if you can specialize in a particular a particular line of business and or take on a very small number of customers only.

It's also a good option as when your new and still getting to know your customers expectations, a single line of business or a few customer's can mean better focus and detail to attention.

If you can show you are a specialist with a particular line of business then people will approach you as specialty translates into good work. Also when you specialize it will be easier to focus your sales and marketing strategies in one direction.

Once you have established yourself in this industry you can always go ahead and diversify or expand. The idea is to get that first sale going and to first just establish your business. Once you have done that, the sky is the limit.

Be informed of any changes in the market/keep up with the trends - Every market is subject to change in trends and expectations of the customer. And the floral business is no different. And since quite a few flowers are seasonal, the changes in themes and ideas are only to be expected.

Whether you are new to a business or an established it is vital that you stay ahead by finding out what is in and what is out. By keeping a check on the pulse of the industry expectations you can be better placed at understanding the customer's wants and expectations.

Start out with a niche market A lot of people think that the best way to ensure sales is to offer quantity as opposed to quality. The reasoning is that if you have ten different items to sell, you are offering a customer with variety which will result in a sale. A big business house can afford such thinking as they can do the waiting game without really running into heavy losses. However in your line of business, the last thing you want is to get stuck with old stock. Especially if the shelf life of your products is a few days only!

The best option is to target a niche market or audience. For example you could start by specializing in wedding decorations. This way you can focus on only one section of the market and customers. This is a great way to build a steady client base and keep the orders coming in and you will earn referrals.

Listen carefully to what your customer's expectations are The most important tip to making a sale is to listen to what your customer expects. Go by what their expectations are and if you feel you can offer them a better option tell them exactly why you think so. In case they are not convinced, then go with the flow.

Display your floral designs and arrangements for free Simple leave a few of your floral designs around at strategic places such as hospitals, churches or community centers or even your local retail store. But just make sure your leave a business card along. Another great strategy is to give a few of your floral arrangements for free to charities or at competitions and contests. If you're floral decorations and designs are out there for people to see, in all likelihood someone will approach you with an order.

BALLOON BOUQUET BUSINESS

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Introduction

Balloons are airy, buoyant, loud, colorful and a glorious sight. They can illicit a smile from even the most sullen faces. Probably because they represent the human spirit in a lot of ways, balloons are popular and always in great demand. And rightfully so! Because from wedding receptions to birthday parties to bars and parks from kids to adults, they just spread cheer and add a new energy wherever it maybe.

Are you someone who shares the above views? Do you love the thought of balloons of different shapes and sizes; do you think you have the potential to come up with different kinds of balloon bouquets for every occasion and function? If yes, then you should seriously consider taking up the business of making balloon bouquets.

MODULE 1 - STARTING OUT

- **About the business.**
- **What skills do I need to succeed at this business?**
- **Income potential.**

About the business

The fastest way to spread cheer and to light up a sad face is to offer a balloon bouquet. You probably already have discovered that you have a talent with balloons and love bringing a smile to people's faces. You probably have some amount of knowledge about balloon bouquets as well.

And in all likelihood the only thing that is stopping you from making it a career option is the fact that you perhaps are doubtful about the industry and whether or not you have the business acumen to take on such a business and make it a success.

Well, if that is your concern then you don't have to worry. There are a lot of people who are in the balloon bouquet business and who are very successful at what they do. And yes, they make good money doing what they love doing. All you need is a bundle of creativity and a sense of fun and you can well be on your way to a great business that offers both fun and money.

There is virtually no limit to what you can do with your balloon bouquets and where all you can sell them. Balloon bouquets and decorations for weddings and parties, graduations, sales presentations, inaugurations, for birthdays and christenings, to adding color and fun to a somber of office ambience; how far you can go is really up to you to decide.

The business of balloon bouquets and decorations is here to stay.

I suppose as long as we seek out reasons to smile and celebrate, balloons will be around.

What skill do I need to succeed at this business?

The most important skill to succeed at any business is genuine interest and some amount of a running knowledge of the business.

In the balloon bouquet business a basic knowledge about balloon sculpture will hold you good. There are a lot of things that you can do with balloons apart from making bouquets; customer might demand different things and designs. So knowledge about twisting balloons, making specialty balloon creations, such as balloon arches often used for weddings, are things that will add to your credibility.

Another area of importance is your marketing skills and the ability to come up with a strong advertising campaign.

Since you will be in direct contact with your customers, it is vital that you develop good customer service skills. This is a people person kind of a job, and you will need to pull up your social skills to mark. Remember it is the referrals that further the business.

Simple business experience, and experience with bookkeeping, handling orders, inventory and schedules is again something that you will have to keep abreast with.

Income potential

With very little startup and over head costs; the balloon bouquet business presents a very good business opportunity. Whether you prefer to set up a retail store or office or run your business from home, the income potential in this business is good. A balloon bouquet can go anywhere from \$20 to \$100 upwards.

If you are doing a whole theme like maybe a wedding or a inauguration or graduation party then your earnings will be much higher. You can expect to easily make \$500 upwards.

Again you have to remember while balloons add the entertainment fun factor to every occasion and function, the business itself is a serious venture. People love to indulge in balloon bouquets and decorations but expect to see quality every time. If you are good with your work and if you can be creative and offer different themes and presentations to your customers, there is no upper limit to what you can earn.

MODULE 2 - Planning a balloon bouquet business

- **Planning your balloon bouquet business: creating a business plan.**
- **What will you need?**
- **Start up costs.**

Planning your balloon bouquet business: creating a business plan

Although the first thing that come to mind when you think of the balloon bouquet business is a lot of fun and cheer, at the end of the day it is a business. And if you want to succeed and excel at this business you cannot depend only on the fun factor and keep blowing away.

You need to treat this just as you would any other business venture; with respect. As is with all other kinds of businesses, making money from the balloon bouquet business requires skill, talent, determination and lot of hard work.

All of these attributes are what will make or break your business. However to ensure that your input into the business will get you the desired output, you need to sit down and develop a business plan taking into account every aspect of your business.

The way to go about doing that is through a detailed business plan.

A business plan is simply a detailed outline of your business. It contains a detailed description of the functioning of your business based on a careful analysis of you income and expenditure.

A simple business plan has three basic sections-

- Identifying your audience/ target market
- Planning a strategy to develop a system of business
- Improving and expanding your business.

NOTE: A detailed description of a business plan is outlined in your “Basic Business Start Up Guide” ebook

What will you need?

To start off you will need a supply of helium tanks, an assortment of colorful ribbons and a whole box of as many kinds of balloons as possible.

You will also need a resale license so you can buy gifts and supplies at wholesale prices.

Another item that you need is a hot glue gun and a workspace that will allow you to blow and assemble your bouquets. Remember you maybe required to work on orders of more than 100 balloon bouquets or more at a time.

If you have to deliver your balloons you will also need a delivery vehicle with plenty of balloon room.

Also if you want to take orders over the phone then you will require a credit card processing machine so you can take orders over the phone.

Start up costs

The amount of investment in any business is based on the requirements of the business. The balloon bouquet business is no different. While you can choose to invest as much as you want to, the best option is always to work out a list of what you need as essentials to get started and then investing that amount. Also what you invest should be able to provide with a chance to break even in a short period of time.

There are always simple considerations to keep in mind when you are creating your start up investment list. Here are a few pointers to keep in mind as you do that-

- Basic equipment and tools that you need to assemble your balloon bouquets.
- A set amount to be kept aside for your retail and wholesale supplies (incase you like attaching gifts to your balloon bouquets)
- Basic furniture (shelves, cupboards, storage cabinets etc.)
- Business stationary and miscellaneous supplies, phones, answering machine, credit card machine, computer and fax
- Initial marketing and advertising investment.

Once you have decided and come up with a start up cost figure you will be better prepared to understand how, where and what you should invest in to your business.

Module 3 Marketing

- **Know your market**
- **Marketing/advertising for your balloon bouquet business**

Know your market

To succeed at any business, you need to know and understand the market and its customer base. If you don't have information about where you can sell and to whom you can sell, you are pretty much just taking a shot in the dark.

Lets us see why it is important to know about your market

Market research provides answers to two vital questions-

- What are the current trends in the market and what customers are looking for
- Secondly and more importantly it tells you what kind of customers your business can profit the most from.

Everything that sells does so because there is a demand for it. And if you don't know where the demand is and what are their likes and dislikes of your customers it will be impossible to operate a business. This is why market research is vital to the success of your business.

Try to find as much information as is possible about your industry and the market you plan to get into. Things like competition in your area or niche markets, latest designs and trends are what will keep you informed and ahead in your business.

The internet is one of the best sources of information. Look up websites and forums that are centered on the balloon bouquet business.

Meet and interact with people who are already established in this industry, and try gleaning information from them about what works and what does not, what to do and what not to.

Another thing that you can do is to check out flyers and brochures and the websites of your competitors. You will be able to pick up a lot of information from them.

The idea is to learn what sells and then to come up with ideas and arrangements of your own.

Marketing/advertising for your balloon bouquet business

The success of a business is proportional to the kind of marketing and advertising strategy it is subjected to. And in the business world marketing and advertising forms a huge chunk of the total investment. And whether you are a small or big business owner, the importance of marketing/advertising cannot be under mined.

There are a lot of ways in which you can pretty much accomplish this. While a decade ago, most people only offline marketing strategies, with the advent of the internet all that has changed. The best marketing/advertising strategies combine both offline and online tools and resources to get your business out there.

Here are a few hints and suggestions on how you can market/advertise your business-

Offline marketing

- Print flyers and brochures about your balloon bouquet business and distribute them at popular hang outs like, shops, and department stores, schools or any public place which is frequented by the general public.
- Business cards are like handshakes and introductions, except for your business. Print a bunch of cards bearing your name and information about your business and get into the habit of passing them on to people you know or meet.
- Nothing like the local directories and the Yellow pages to place your business ads in. a lot of people refer to the yellow pages and directories to glean information about a variety of things. Be creative when you write out your ads but remember to keep it simple.
- Talk about your business to family and friends at parties, or family functions or your church meetings or even the PTA meets. Social gatherings are excellent places to get vocal about your business. Most of these gatherings are attended by people who will like you use the services of someone they know.
- Warm up to the idea of giving something free Drop a balloon bouquet at your local stores, or the department store or just volunteer to bring balloons to children in the hospital. You could also offer your balloon bouquets to charities or at concerts and competitions. Just remember to leave your card along with your bouquet.
- Use your answering machine as a marketing tool by adding information about your business at the end or the beginning of the phone message.
- Add information about your balloon bouquet business to all your personal and business correspondence. You could also attach stickers, stamps and handwritten notes to your mail.

Online marketing

- Register with online directories and place advertisements about your balloon bouquet business.
- Add information about your business to your email signatures. This way every email that leaves your inbox is armed with information about your business. Anyone receiving your emails can then pass on information about your business to their family and friends or colleagues.
- Home based business discussion group and forums are excellent options to spread the word about your business.
- You could also try networking as a means of creating awareness about your business. Most WHAM sites offer free link exchanges and use banner rotation to advertise each others businesses.
- You could also set up a website about your business with photos of your work, both as samples and from previous orders. Add referrals on the home page, this way people will be convinced about your credibility.

As your business expands and you gain more experience you will be in a better position to utilize any opportunity that presents itself to market your business. However for starters, these few pointers will get things moving in the right direction.

MODULE 4 PRICING AND SALES

- Pricing your balloon bouquets
- Selling your balloon bouquets/markets/potential clients

Pricing your balloon bouquets

When it comes to pricing, there is no magic formula that can be used to figure out the correct price for your balloon bouquets. There is just one rule that should guide you- your price should cover your expenses and allow you a decent profit.

While this is easier said than done, there are a few things that you need to keep in mind when you sit down to pricing your products.

Consider the following-

- The price of your supplies and resources.
- Over head expenses (light, electricity, lease etc.)
- Time spent in creating a balloon bouquet or arrangement (single piece or an order of more than one)
- The final quality and look of the bouquet.
- The price of any gift you have attached to the bouquet (wine bottle, chocolate box etc.)

Once you have got a number down, what you need to do is add a markup to this figure. The markup should be relative to the current rates of your competitors. This hopefully will be a price that covers your expense and provides you with a decent profit margin.

Selling your balloon bouquets/markets/potential clients

The ultimate test of your business lies with your sales figure. Selling is never easy, especially if you are a new business owner. However there are a few steps you can take to counter a dull period or to just maybe jumpstart your sales.

Consider the following suggestions

Start small/specialize start small with something like a birthday party or a christening or maybe a graduation party in the neighborhood. As you start out, it is best if you can stick to a small number of customers only. Do not shy away even from taking the smallest order. You never know when it can lead to bigger orders. Go with the flow.

It's also a good option as when your new and still getting to know your customers expectations, a single or a few customer's can mean better focus and detail to attention and also you will have more to offer by way of creativity.

Once you have established yourself in market and have taken on your first batch of customers, you can always go ahead and diversify or expand. The idea is to get that first sale going and to first just establish your business. Once you have done that, the sky is the limit.

Be informed of any changes in the market/keep up with the trends trends and demands changes in the blink of an eye. Today what was selling like hot cakes can be a thing of the past tomorrow. So your best bet is to keep in touch with what is happening with respect to trends and demands of the customer.

Start out with a niche market A lot of people think that the best way to ensure sales is to offer quantity as opposed to quality. The reasoning is that if you have ten different items to sell, you are offering a customer with variety which will result in a sale.

A big business house can afford such thinking as they can do the waiting game without really running into heavy losses.

The best option is to target a niche market or audience. For example you could start by specializing in wedding decorations. This way you can focus on only one section of the market and customers. This is a great way to build a steady client base and keep the orders coming in as well as earning referrals. convinced, then go with the flow.

Listen carefully to what your customer's expectations are The most important tip to making a sale is to listen to what your customer expects. Go by what their expectations are and if you feel you can offer them a better option tell them exactly why you think so. In case they are not convinced, then go with the flow.

Don't pass up a chance to display your bouquets and arrangements for free All you need to do is to leave a few samples of your balloon bouquets at strategic places such as hospitals, churches or community centers or even your local retail store. But just make sure your leave a business card along.

Markets and potential clients

A large part of your sales will come from individuals. People who pick up floral bouquets, gift baskets, or any other sort of delivered gift will warm up to the idea of a balloon bouquet to accompany their gifts or even as a individual gift.

The market to sell balloon bouquets is massive. You could start by approaching travel and real estate agents, hotels and motels, apartment complexes, car and boat salespeople, public relations firms.

Other places to target are clubs and organizations. What better place to display your work than at gatherings such as dinners, teas, parties, award ceremonies, sales presentations, inaugurations etc.

Wedding planners and party organizers are always on the look out people who can offer products by way of decorations.

So whether you are looking at corporate clients, or just the ordinary man on the street, the potential to sell your work is vast. Just be on the lookout for opportunities.