



*Jill Manson*  
FLOWER JOURNEYS  
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# BUSINESS COURSE





## INTRODUCTION

This Business Course is for entrepreneurs wanting to start their own business in floristry or flowers. This extremely intense training takes place over three weekends at the start of the year with Jill Manson Flower Journeys. The courses will be held at 22 Mackay Avenue in Blairgowrie (Johannesburg) unless otherwise indicated. The cost for the course is R14 500.

Please note the following:

- a. Course fee covers lunch, refreshments and hard notes where applicable.
- b. Participants must bring their own notepad, pen/s, laptop and calculator.
- c. Participants are given a certificate upon successful completion of this course.
- d. Course will only run if a minimum of five participants are booked by the Wednesday prior to the start date for the course. Where the minimum bookings have not been met, those who have paid will either be given a full refund or they can attend the next set date for that course.

Whether they're used for decoration, aroma, expression of emotion or ritual, flowers are timeless. And that is why the florist industry thrives. As an entrepreneur you can expect to put in a lot of hard work over a lot of long hours. But if you're passionate about flowers and willing to give your business 100% effort, then this course is designed for you and it's well worth it.

Please be advised that you will be required to meet with Jill for an interview before your booking will be accepted to enrol because:

- a. Jill is committed to the journey upon which you hope to embark. Upon successful completion of the course, Jill will continue to act as a mentor and coach to you. Her commitment to your success is paramount and that is why only five people are selected per year to participate in the Business Course.
- b. It is Jill's passion to empower people and facilitate their transition into self-employment. She does this by nurturing a future in the floral industry for those with the required set of personal skills and attributes. The competition in the arena of floristry and floral design is immense. As such, Jill is committed to providing you with the best training and guidance. Her highest priority is to ensure that you start a flower business which stands above the pack. She does this by coaching and encouraging you to become who you are in flowers. Plus she gives you the set of practical skills and tools that most business start-ups do not have.
- c. The Business Course is invaluable in steering you on a journey of inner reflection. It's intense and extremely advanced training. Please be sure that you are serious about a career in flowers before embarking on this course as it will be tough, yet extremely rewarding.

The remainder of this document will describe Jill Manson's expertise and acumen, the content covered in training as well as the booking process.

## ABOUT JILL MANSON

Rest assured that you are investing your time and money wisely by taking this Business Course with Jill Manson Flower Journeys. With nearly 20 years' experience in the floral industry, Jill Manson is highly qualified to lead this training.

A celebrity florist, motivational speaker and teacher, Jill currently captures an audience of over 1.7million viewers with her inspiring and creative floral design DIY TV show called Fresh Cut, now in its 4th season on the DSTV Home Channel.

Jill's journey into flowers began whilst on a walk in the Kwa-Zulu Natal Midlands. There she was inspired - through an engaging interlude with a little wild flower - to leave the advertising world and start unique flower communication and flower healing programs called *Flowerscape*.

From here Jill created *Electric Butterfly Flowers*, a florist shop she co-owned for 10 years. Thereafter the *Jill Manson Floral Design School* was born. From the school, Jill teaches all levels of flower-arranging to enthusiasts and career driven entrepreneurs wishing to make a living from the trade.

Jill has created floral designs and floral décor for hundreds of prestigious events over the last 18 years. Her stage presence is magnetic and she rivals a passion for the cut flower industry and her country like no other.

Through all these portfolios she is now recognized as one of South Africa's most renowned and loved floral stylists by her genuine "out-the-box" thinking approach to creativity. Jill is well known for her non-conformist approach to what is possible in the world of floral art and of course...for her absolute LOVE of flowers.

## COURSE OUTLINE

DATE	TIME	CONTENT
Thursday 27 May	3pm – 6pm	<b>Orientation Your Studio/Shop</b> This session will cover: <ul style="list-style-type: none"><li>Understanding your products.</li><li>Displays.</li><li>Stock control.</li><li>Stock requirements.</li><li>The purchasing/buying process.</li><li>The day-to-day running of your floral business.</li></ul>
Friday 28 May	10am – 2pm	<b>Business Start-Up</b> This session will cover: <ul style="list-style-type: none"><li>Branding.</li><li>Setting your mission, vision &amp; values.</li><li>Setting your objectives &amp; goals.</li><li>Setting your timelines.</li><li>Mind-mapping.</li></ul>
Wednesday 9 June	3pm – 6pm	<b>Business Management &amp; Marketing</b> This session will cover: <ul style="list-style-type: none"><li>The in's &amp; out's of the trade.</li><li>General planning.</li><li>Floral calendar planning.</li><li></li></ul>
Friday 18 June	3pm – 6pm	<b>Marketing 2</b> This session will cover: <ul style="list-style-type: none"><li>Sales management and Shop management.</li></ul>

<b>Saturday 19 June</b>	10am – 2pm	<b>Finance 1</b> This session will cover: <ul style="list-style-type: none"> <li>` Profit &amp; cash flow.</li> <li>` Stock control.</li> </ul> Pricing, mark-ups and margins.  <b>Finance 2</b> This session will cover: <ul style="list-style-type: none"> <li>` Calculations &amp; sums for various products/arrangements.</li> <li>` Contracts &amp; once-off deliveries.</li> <li>` Cost sheets.</li> <li>` Cost systems &amp; spreadsheets.</li> </ul>
<b>Thursday 4 July</b>	3pm – 6pm	<b>Events 1</b> This session will cover: <ul style="list-style-type: none"> <li>` Event management.</li> <li>` Taking briefs.</li> <li>` Event etiquette.</li> </ul> Selling stock.  <b>Events 2</b> This session will cover: <ul style="list-style-type: none"> <li>` Quotations &amp; invoices.</li> <li>` Management of florals.</li> <li>` Set-up &amp; delivery procedures.</li> <li>` Suppliers.</li> <li>` Décor-hiring.</li> </ul>

## BOOKING PROCESS

A 50% deposit must be paid at the time of booking. The balance of the payment must be paid five business days prior to the start of the course. To book on our Online Business Course take the following steps:

- Email your confirmation of wishing to attend to both [studio@jillmanson.co.za](mailto:studio@jillmanson.co.za) and [info@jillmanson.co.za](mailto:info@jillmanson.co.za).
- Upon receipt of your email a link will be sent to you to pay and register from.

**Hope to see you there!**

Note: Arrangements can be made if required for a monthly payment plan recognizing that payment must be made in full five business days prior to the start of the course.

