

# THE KNOWLEDGE

12 week online coaching programme for florists

Over the last few years I've had the pleasure of mentoring lots of new and professional florists, it makes me super happy to see how the knowledge I often take for granted can help someone else. Now I want to make my knowledge accessible to more florists so I've teamed up with award winning florist Rebecca Hobbs to create THE KNOWLEDGE- an online coaching program for florists.

Rebecca and I have spent years in this beautiful, challenging world of floristry. We've learned a lot, made mistakes, celebrated successes, and now, we want to pass that knowledge on in a way that feels real and genuine.



This 12-week program is our way of doing just that. And the best part - you get not just one, but two experts guiding you. That's twice the insights, twice the experience, and twice the support. We're covering everything - from the practical skills to the nitty-gritty of running a successful floristry business.

We're not here just to teach; we're here to share, to guide, and to help you grow in this industry we love so much. We believe in an approach that's authentic, down-to-earth, and truly helpful. No over-the-top sales talk, just us sharing what we know and love. If you're as passionate about floristry as we are and want to fast track your floral business we'd love for you to join us. It's not just a course; it's a journey we'll embark on together

# Who is this programme for?

**"The Knowledge"** is specifically designed for two types of florists:

## **Experienced Florists**

Who are ready to bring a transformative change to their existing business.

## **Aspiring Florists**

Who are just starting out and looking to fast-track their journey, bypassing common pitfalls and learning from the best in the industry.

Whether you're refining your established business or laying the foundation for a new one,

"The Knowledge" is your gateway to success..



# How does it work?

## **Live Coaching Sessions:**

Two live coaching sessions each week, designed to provide you with hands-on guidance and actionable strategies. Rebecca, and I will be actively involved in every session.

Each session is designed to be interactive, allowing you to work through the program's content with our direct support. We encourage open discussions, ensuring that your specific questions and concerns are addressed.

**Real-Time Problem Solving:** These sessions are more than just conversations; they are collaborative workshops where we tackle the real challenges you face in your business. With our combined expertise, we'll help you find practical solutions and implement effective strategies.

## **Comprehensive Workbooks:**

Complementing the live sessions, you'll receive detailed written workbooks.

These resources have been designed to reinforce your learning, allowing you to apply new concepts and strategies to your business.

## **Guest Industry Professionals:**

"The Knowledge" is about learning from a diverse range of voices.

We'll be joined by guest professionals, all seasoned experts in the floristry industry.

Sharing insights, experiences, and tips, to enrich your learning experience.

## **Private Face Book group**

**Community of Peers:** Join our exclusive Facebook group, a community where you can connect with fellow attendees for additional support and inspiration.





# The Knowledge

12 weeks to a  
successful  
business

**5TH FEBRUARY -  
29TH APRIL 2024**

## SUMMARY:

- ✓ 12 weeks of online support from 2 industry experts with lifetime access to comprehensive workbooks and insights from guest industry professionals
- ✓ Accessible from anywhere - all sessions are recorded and can be watched again and again
- ✓ Private facebook community for ongoing inspiration and support

**INVESTMENT**  
**£1,200**

# FAQ's

## **When does the course start?**

The course starts Monday, 5th February 2024 and will run for 12 weeks

## **How is the course delivered?**

The course is delivered through different methods, including workbooks, videos and lives

## **How are students supported?**

Students are supported through our weekly question-and-answer sessions on Zoom and through our private Facebook group

## **Will the course be tailored to my individual needs?**

The course is a group training programme. We will be on hand to answer any questions. If you require additional support in certain areas, we recommend booking a 1-2-1 coaching session.

## **Can I complete the course at my own pace?**

Absolutely; all work will be sent to you each week. We do encourage you to try to attend all the sessions so you can ask questions and get the most out of Sabine, Rebecca, and expert guests.

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