



When EVERYONE can be your
customer...

Who should be?

Selling directly to the retail customer

-Amanda & Matthew Cook, Baldwin City KS

“Everyone’s My Customer” Myth

Why does this myth
exist?

FEAR!!

FEAR

Picking a niche
will limit my
customer base.

FEAR

If I pick the wrong
niche I will fail.

FEAR

I’m small, this is my
first year, I don’t know
where to start, do I
really need to do
this... just tell me how
to make the money.

FEAR

Doing one thing
forever scares me...
I will get tired of
serving just one
niche.

TRUTH

My customers
need remarkable
and I can’t be
remarkable to
everyone.

TRUTH

My success is never
guaranteed, but
obscurity in the
marketplace can
only hurt me, not
help me.

TRUTH

Knowing and serving
my customer is the
quickest and best
way to make the
money, and build a
profitable long-term
business.

TRUTH

When I know who I’m
serving, I will be able
to create a host of new
things for them instead
of chasing the next
trend, fad, or potential
customer.

ACTION

Focusing on
delighting my ideal
customer will bring
me repeat sales and
new customers.

ACTION

Staying in touch with
my customers will
help me grow and
change with them. If
the niche isn’t right
I will pick another.

ACTION

I will treat finding
my ideal customer
like a journey not at
to-do. I will keep
notes, talk to
shoppers, and track
my sales.

ACTION

I won’t make marketing
decisions when I’m in the
heat of battle. Instead I
will thoughtfully evaluate
the research and make a
decision when I have the
facts.



**“ALMOST ALL THE GROWTH
THAT'S AVAILABLE TO YOU
EXISTS WHEN YOU AREN'T LIKE
MOST PEOPLE AND WHEN YOU
WORK HARD TO APPEAL TO
FOLKS WHO AREN'T MOST
PEOPLE.”**

-SETH GODIN

Four Factors to Finding Your Customer

What to look for when searching for the right ones...

You & The Crew

- Factor you have most control over
- Most essential factor for long term success
- The heart and brain that connects all the other pieces



Business

- Factor where branding can play a part
- Lifelong journey of to perfect this factor
- The factor we build stories around
- The HOW it all happens

The Market Environment

- Helps us understand the scope of potential customers in an area
- Shows us buying patterns
- Helps us decipher trends
- Helps us compare potential revenue streams

Customer's Motivation

- Most important factor to get right
- Factor where all the money is made
- Factor we have the least control over

You & The Crew:

The Beating Heart of Success



“DON'T ASK YOURSELF WHAT THE WORLD NEEDS. **ASK YOURSELF WHAT MAKES YOU COME ALIVE, AND GO DO THAT**, BECAUSE WHAT THE WORLD NEEDS IS PEOPLE WHO HAVE COME ALIVE.”
-HOWARD THURMAN

WHAT DO YOU HAVE?

- Strengths, Skills, Knowledge
- Passions
- Time to devote to the adventure
- Relationships
- Capital to Devote to the adventure

WHAT DO YOU WANT?

- Way of Life (On your average day)
- Dreams/Goals for the Business
- How much \$ do you want to make?
- Who do you want to become?
- What will nourish you?

WHAT DO YOU NEED?

- How much time do you need to make it happen? Each day? Each Season?
- What profit do you need to support your family?
- What do you need to learn?
- Who needs to join the team?

Your Business: The Brand Your Building, the Story Your Telling



WHAT will you grow, create, and build for the customer?

- Product Offerings
- Experiences
- Services

HOW will you grow, create, or build your remarkable product, service or experience?

- Infrastructure
- Location
- Branding
- Labor
- Capital Assets
- Media Capital

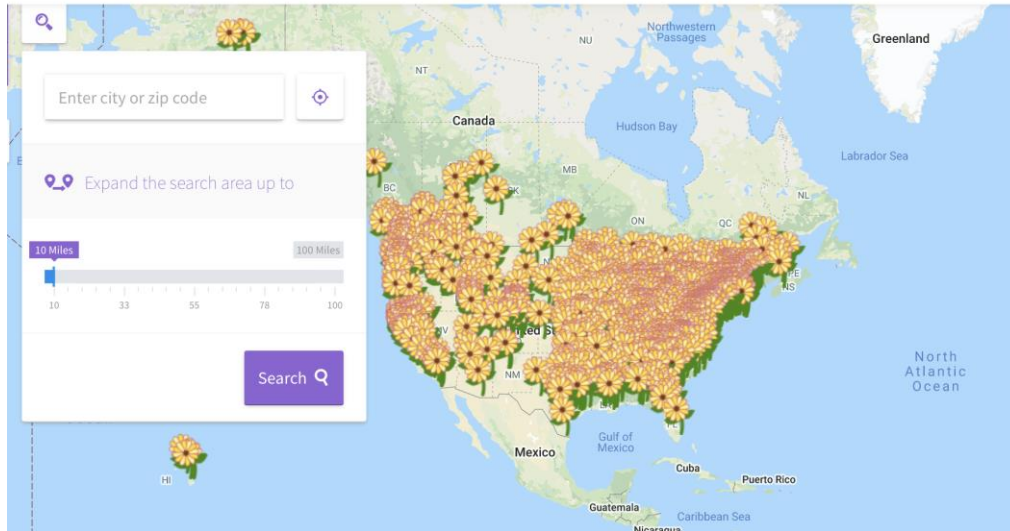
How will the customer **FIND YOU?** **WHAT WILL YOU SAY** when they do?

- Marketing
- Communications
- Sales
- Advertising

WHY ARE YOU THE ONE FOR THEM?

“People don’t buy what you do; they buy why you do it. And what you do simply proves what you believe.” –Simon Sinek

The Market Environment: Where it all goes down and Who's there to see it happen



WHERE is your target customer?

- Demographics
- Sociographic Data
- Marketplace Data
- Pictures from marketplace
- Shopper observations
- Foot traffic counts

WHAT groups your target customers together?

- Spending habits
- Cultural Relationships to flowers
- Passions around Floral movements
- Desired Aesthetics
- Income Level

What EXTERNAL FACTORS dictate how you can interact with your target customer?

- Laws/Rules
- Taxes
- Hours of Business
- Larger Social Habits
- Weather



The Customer's Motivation: Why THEY Buy

To Solve a Problem:

- Convenience
- Convey Emotion
- Self Care
- Lack of Knowledge
- Convey Value
- Convey Emotion
- To feel delight
- To Honor someone

To Experience Something:

- Connection to nature
- Connection to farming
- Self Reliance through learning a skill
- Creativity
- Rituals with a culture/religion
- Own something remarkable

To Belong to Somewhere:

- Belong to a Community
- Identify with a certain group of people

“The Price of anything is the amount of life you exchange for it.” - Henry David Thoreau



Brick and Mortar: Deeply Rooted Retail



You & The Crew

- Open holidays, weekends, and on call for funerals and weddings
- Salesmanship and customer service skills are essential
- Strong relationships within the community is going to be vital



The Business

- Potential to build long term assets in this type of business
- Diverse staff may be needed (florists, drivers, event staff)
- The nature of the physical permanency of this business makes long term demands on cash flow, (rent, electricity, etc..)



The Market

- Competition can be very stiff if a competitor is holding a large portion of they customer base or a profitable portion of the customer base.
- Neighborhoods can change around the physical location so this can influence the ideal customer over time.



The Customer's Motivation:

- Customers are normally are looking for a finished product
- Positive customer experience is essential for repeat business
- Physical location can dictate your customers price point



Mobile Business : Blooms on the Move



You & The Crew

- You have to be your own booker/gig hunter, opportunity seeker
- You need to be able to roll with the punches because everyday will be different
- Great flexibility, the gigs that work with your life or take your mobile business anywhere.



The Business

- Strong social media presence, pre-orders, and private events can alleviate unpredictability
- Investment in the mobile aspect of the business can be substantial
- Diverse inventory maybe needed
- Limited inventory space



The Market

- Heavily weather dependent; flower holidays occur in less than ideal seasons
- Stay up on laws, rules, and licenses
- Some amount of experimenting maybe needed to be in the right place at the right time



The Customer's Motivation:

- Impulse buys, so you need to stand out and catch attention
- "Being seen" supporting your business will be a part of the experience
- The product can be a personal indulgence, so the packaging and experience need to match

Farmers Markets : Meet the farmers



You & The Crew

- Most markets occur on Saturday. This will affect family time, so plan on it
- You need to have an outgoing and positive personality; no mean-mugging at market
- You can build a community of fellow farmers as well as loyal customers.



The Business

- Consistency is essential to success, there every week with good product wins
- Strong succession planting skills, as well as a diverse floral offerings are a must
- Pre-market communications with customers help foster repeat customers/ builds excitement



The Market

- Farmers Markets have their own rules as well as state and federal laws to abide by
- Your ideal customer may not be at the farmers market closest to you
- Increasing competition can mean you need to work to stand out.
- Football games, bad weather, and holidays can make or break a market



The Customer's Motivation:

- Customers want to be a part of the farmers success/many identify as part of a movement
- The whole farmers market is part of the customers experience, not just your booth
- A wide variety of customers attend the market so pricing can be hard to nail down





Subscription Sale: Invested in Floral Fun



You & The Crew

- Strong Growing and Money Management Skills are needed
- Good Communication Skills
- Ability to set and communicate boundaries.
- Labor Force large enough to process and deliver every week



The Business

- Infrastructure to support the number of customers you take on
- Strong online presence and relationship with pickup locations
- Strong product consistency and quality



The Market

- Few Rules or Laws around the selling platform
- It may take a while for the customer to find you or vice versa



The Customer's Motivation:

- Customers who are a part of CSA have a great desire to be a part of something
- They value convenience
- The ability to choose is not a strong motivating factor



Online: Bouquets to Infinity and Beyond



You & The Crew

- Highly Organized, Good Communication
- Mad Shipping Skills and Strong Tech Skills
- Someone is always on



The Business:

- Understand your profit margins
- Online Infrastructure is essential
- Diverse product offering maybe necessary



The Market

- Not bound to any predetermined demographics
- Competition can be tough
- TONS of Laws, Rules, Licenses, Inspections, Taxes... Red Tape Bonanza



The Customer's Motivation:

- Convenience is KING for this customer
- They want to be WOWed and Wooed
- It can take a lot of work to get a customer in the "door" lots of Pinterest Peepers out there



Education/Experiences: Arranged & Engaged



You & The Crew

- Heart of the teacher, head of host, and the life of the party
- Strong Verbal Communication Capabilities. Enjoy being around humans
- Have the Knowledge to convey



The Business

- Environment you host in is part of the package
- Strong Branding; Social Media Presence and Traditional Marketing play big roles
- Have to get the entertain vs educate equation correct



The Market

- Competition for this ideal customer can be fierce
- Ideal Customer has to be able to have the time and cash to spend
- Laws around food and beverage consumption can come into play



The Customer's Motivation:

- Experience is everything to this customer!!! If they don't have a great time it won't work
- They want to feel that they are part of a community
- The chance to create art is important to this customer
- Boredom is there enemy



Put a Sleeve on Us, we're Done...



- Your Customer isn't everyone
- To start finding your ideal customer/tribe/marketplace, start by examining the four factors
- Carefully evaluate and research a revenue stream to see if it is a good match for your unique set of factors
- Remember this is a lifelong journey that you are embarking on not a to do list.
- Go forth and meet the ideal customers in the right marketplace; serve and delight then with your remarkable offerings and then do it again and again.
- Raise your hand if you need help, do your research, keep asking all the questions and **USE THE ASCFG RESOURCES!!!**