

FINDING YOUR

floral vision



5 Tips to highlight
your priorities,
calculate a budget
& define your
dream wedding
florals.

SINKE  FLORAL

Your Flowers, Your Story

After years of talking with clients who aren't sure where to start, I can tell you the number one statement that I hear is

"I don't know anything about flowers"

If this sounds like you, just know,

You're not alone!



Hi, I'm Alex!

I have walked through the floral consultation process with hundreds of couples, and

I'm here to help you book your dream wedding flowers.



tip 1.

CLARIFY YOUR PRIORITIES

WHAT MATTERS TO YOU MOST?

If we were playing “Triage” with your wedding flowers, what are you saving first?

There is no wrong answer. Think through where it’s most important for you that the flowers shine.

A few examples:
Bridal Bouquet
Bridesmaids
Ceremony Installation
Grand Entrance
Centerpieces...

Write down your top 3:



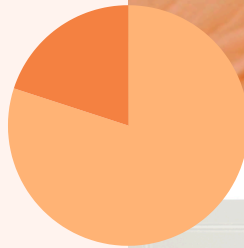
Tip 2.

SET A REALISTIC BUDGET

So many factors go into wedding budgets, but a good rule of thumb is:

10-20% of your overall budget

10% is a simpler floral package,
20%+ would be heavier floral coverage



THERE IS NO WRONG ANSWER

This is often where couples get stuck.

Only you know the budget you've set aside, and there's no "wrong" answer.

The most important thing is to be honest, as this gives your florist the best chance to create a design that truly meets your needs.

Figure out your Budget Range



tip 3.

FIND YOUR STYLE LANGUAGE



FLORISTS ARE ARTISTS,
WE SPEAK IN MOODS



Pick 3-5 mood-words
that stand out to you
as representing your
overall wedding goals.

CLASSIC

ECLECTIC

MOODY

BRIGHT

ROMANTIC

SOFT

TROPICAL

ELEGANT

UNUSUAL

RUSTIC



Add any not listed:

tip 4.

LIST OUT ANY “MUST HAVES”

This is not just what you would *like*
to have, this are the needs.

bridal bouquet, ceremony, centerpieces...

Places where you feel it's necessary to have
flowers. Would you pick full centerpieces at
every table over bridal party and welcome
arrangements? Decide now, so that you know
the answers before you ever need them.

candles, pillars, urns, vases...

Do you need rentals or other table decor?
Are you looking for a florist who has
additional items available?

List out any “must haves”:





tip 5:

RESEARCH BEFORE INQUIRING

COMPARE POTENTIAL
FLORISTS BY:

style

Start matching portfolios, mood words & palettes to your wedding style. Do their weddings look like your vision?

budget alignment

Look for a starting minimum or pricing guide.

reviews

Check out any site where real client reviews are listed.



Bring Your Vision to Life

By clarifying your priorities, setting a budget, choosing your style language, identifying your must-have moments, and doing a little research before reach out, you'll feel **CONFIDENT** in your vision and prepared when it's time to inquire.

Remember—
it's your florist's job to take your inspiration and turn it into something unique, cohesive, and truly you.



The more prepared you are, the clearer you can communicate, and the more freedom your florist will have in bringing your vision to life!



Ready to take the next step?



SINKE FLORAL

LET'S TURN YOUR FLORAL VISION INTO
YOUR WEDDING REALITY

WWW.SINKEFLORAL.COM

QUESTIONS TO ASK YOUR POTENTIAL FLORIST

Style & Experience:

How would you describe your design style?
Have you worked at my venue before?

Process

What's your typical booking timeline?
Do you offer on-site walkthroughs?
Am I limited in phone call conversations?
Am I working directly with you, or a team?

Logistics

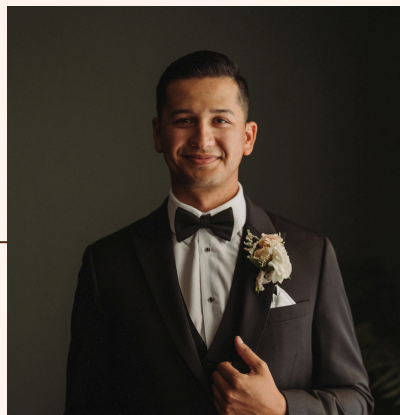
What's included- setup, flip, breakdown?
Do you have candles, vases, rentals?

Flowers

Do you use sustainable mechanics?
How do you handle last-minute changes or
substitutions if a flower isn't available?
What flowers are in season for my day?

Wedding Day

Are you my main on-site designer on the day?
How many events do you take per weekend?



ROBINSON