

# Revenue Stream Compass™

## Mini Report

Hello SHARONtest, here's your personalized snapshot from the Field Factors Self-Assessment.

## Your Top 5 Matches

### 1. Community and Corporate Events, Full-Service Weddings, À La Carte Weddings, Farmers Markets, Workshops

Your product diversity enables you to tailor floral designs to suit a wide range of event themes and client preferences, making your offerings highly attractive for community and corporate events. Combined with your schedule flexibility, you can accommodate varying client timelines, increasing your booking potential and driving higher revenue consistently. However, your limited professional network may slow your access to new opportunities, so proactively building relationships and leveraging existing contacts will be essential to overcoming this challenge and maximizing your market reach.

Full-service weddings align well with your diverse crop offerings and supplemental products, allowing you to create customized floral designs that appeal to a wide range of client palettes and styles throughout the season. Your strong eye for color ensures that every arrangement precisely matches client visions, enhancing the overall event design and building your reputation for quality. However, given your low stress tolerance, it will be essential to implement clear processes and possibly delegate tasks to manage the demands and prevent burnout during high-pressure wedding periods. By leveraging your strengths while proactively addressing stress risks, you can maximize this revenue stream effectively.

À la carte weddings are a strong fit for you because your diverse crop offerings allow you to create customized floral pieces that align with varied palettes and wedding styles, enhancing your appeal to a broad client base. Your schedule flexibility enables you to manage harvest, design, and delivery efficiently across multiple smaller events, optimizing your time and resources. However, unpredictable supply is a challenge that requires careful planning to avoid overcommitting to specific designs or palettes, ensuring you maintain reliability while leveraging your strengths. This balance helps you build trust and capitalize on your product diversity without sacrificing quality or consistency.

Farmers markets are

a strong fit for you because your diverse crop offerings allow you to craft abundant, eye-catching mixed bouquets that appeal to a broad customer base, boosting sales potential. Your schedule flexibility aligns well with the market's weekly rhythm, enabling you to efficiently coordinate harvest, preparation, and sales without undue strain. While engaging consistently with buyers can be socially demanding, planning breaks and preparing conversation points in advance can help you manage this challenge and maintain effective, authentic interactions. Your diverse flower offerings enable you to teach a wide range of floral design techniques, keeping your workshops dynamic and appealing to different interests. Coupled with your strong design skills, you can confidently demonstrate professional-quality results, which builds trust and encourages repeat attendance. However, your introversion or discomfort in social settings may make it challenging to maintain high energy and engagement throughout sessions, so planning for structured formats or smaller groups can help mitigate this. Overall, workshops leverage your product diversity and expertise while requiring thoughtful management of your social energy.

## Your Full Rankings

1. Community and Corporate Events, Full-Service Weddings, À La Carte Weddings, Farmers Markets, Workshops, Made-to-Order Designs, Subscriptions, Hospitality Contracts, Wholesaling to Grocery Stores, Farm Stand / Farm Shop, Pick-Your-Own Events, Selling on Consignment, Bulk Sales to the Public, Selling as a Stockist, Wholesaling to Florists, Photography Venue, Wholesaling to Wholesalers, Wholesaling via a Collective

## Ready to Go Deeper?

This Mini-Report is just the beginning. The full Revenue Stream Compass™ reveals why your streams ranked the way they did, what obstacles you'll face, and how to align your dream farm with your reality.

**Get the full Compass today →**

*Cheering you on,*  
Sharon