

The 5-Minute Substitution Checklist that saves your wedding orders (and your profit)

Wildflower Academy

The pain you know all too well:

Wedding florists! You've quoted correctly, booked the dream client, built a juicy moodboard and written the perfect flower order.. **BUT:**

- Calla Lilies just doubled from \$2.50 a stem to \$5
- Hydrangea season finished early
- The peonies at the market are moldy
- There's leftovers/wastage from bouquets + buttonholes
- Your client wants the scale of the centrepiece from the inspo but only has the budget for \$350 per arrangement

👉 If you don't change your order, you'll lose money, deliver a sub-par product and end up with wasted blooms rotting in the van

This isn't rare, it happens almost weekly in the wedding flower world.

Most florists think that as long as their pricing is right then they're going to make profit but the reality is:

You don't make money when you quote, you only make money when you buy

The most common mistakes florists make?

- ✗ Chasing trendy stems
- ✗ Copying Pinterest inspo literally
- ✗ Not using flowers strategically across the event

Inside **Wildflower Academy**, we tested this system on a real wedding order. By using my substitution checklist, we boosted profit margins from **50% to 75%**
That's an extra **\$2,000** in one wedding.

That kind of money is the difference between burnout + bankruptcy... and strategy + success.
Let's get to it!

The 5-Minute Substitution Checklist

Whenever a stem is unavailable, overpriced, or wasteful, run it through this checklist:

1. Identify the Stem's Role

Ask: *What job is this flower doing in the design?*

- Hero (focal flower / wow factor)
- Supporting (volume, shape, consistency)
- Textural (interest, detail, movement)
- Filler/Foliage (coverage, bulk, base)

2. Clarify the Function & Vibe

Ask: *What's the visual or emotional effect I need?*

- Shape: round / spiky / trailing
- Texture: ruffled / smooth / delicate
- Scale: large / medium / accent
- Mood: luxe / romantic / wild / modern

3. Check the Non-Negotiables

Ask: *What matters most about this flower?*

- Colour (must stay in palette)

- Form/shape (e.g., cascading orchids)
- Status/perceived value (e.g., peony vibes)
- Symbolism/personal meaning (must be communicated)

4. Explore Substitution Pathways

Ask: *If the exact stem isn't available, what's the closest match?*

- Function
- Form
- Feeling
- Flexibility

💡 Example: "If peonies are unavailable, what else gives large, ruffled romance? Garden roses, ranunculus, or double tulips"

5. Pressure-Test the Choice

Ask:

- Will this protect or improve my profit margin?
- Will it hold up in longevity + quality?
- Will it still deliver the promised look/feel?
- Can I use it across multiple designs for efficiency?

6. Communicate With Confidence

Don't say: *"We couldn't get peonies."*

Do say: *"We're bringing in lush garden roses that give the same romantic impact and will hold beautifully all day"*

The Truth

This checklist will save your butt when things go sideways but if you're still juggling flower ordering chaos, panic-buying at markets and praying your orders make money... you're gambling with your business.

Stop donating your profit to the flower markets!

Look, this checklist will patch the leaks in your boat. But if you don't fix the hole, you're still sinking.

Right now, you're:

- ✗ Panic-buying overpriced stems
- ✗ Driving home with a van full of leftovers
- ✗ Delivering "Pinterest pretty" but "profit ugly" weddings

Let's be blunt: **if you're not using the Bunch Cruncher Floral Calculator, you're running a charity, not a business.**

🖨 The Bunch Cruncher isn't optional — it's the line between florists who *play business* and florists who actually make money.

For **\$298**, you'll:

- ✓ Stop bleeding cash at the markets
- ✓ Know your margins before you spend a cent
- ✓ Finally run a profitable, sustainable floral business

👉 [Grab it here now](#)

If you'd rather keep working 60-hour weeks for free, be my guest.

But if you want to stop being the "starving artist" of the wedding industry and start being the florist who gets PAID, the Bunch Cruncher is your ticket.
