

CREATIVE IDEAS ARE EVERYWHERE

A Practical Guide to Finding Inspiration
for Floral Designs
& Social Media Content

Everbloom Design Club™
Exclusive Training

EVERBLOOM
DESIGN CLUB

PART 1: WHERE GREAT DESIGN IDEAS COME FROM

1. Pinterest (Inspiration, Not Duplication)

Talk about using Pinterest as a springboard.

Look for:

- Color combinations
- Shape and movement
- Flower combinations
- Greenery placement
- Wreath or Arrangement Ribbon ideas
- Home décor trends
- Wedding florals
- Tablescapes
- Store displays

Ask yourself:

- What do I like about this?
- How can I make it mine?

2. Nature Is the Greatest Designer

Nature already knows what works.

Look at:

- Sunsets (colors)
- Moss
- Tree bark (texture/color)
- Feathers (texture/color)
- Wildflowers (shape/movement/color)
- Ocean (colors of water/sand/shimmer)
- Mountains (color depth)
- Fall leaves (color combos)
- Snow-covered branches (realistic)
- Flower Garden beds (terracing/color/flower combos)

Notice:

- Texture
- Contrast
- Balance
- Repetition
- Color palettes

3. Inspiration Is Everywhere

Keep your "designer eyes" open.

Examples:

- Clothing prints/patterns
- Wallpaper
- Throw pillows
- Rugs
- Gift wrapping
- Greeting cards
- Restaurant décor
- Boutique window displays
- Hotel lobbies
- Catalogs
- Quilts
- Vintage dishes
- Paint color swatches

Ask Yourself:

- What if this became a wreath or a bow?

4. Let the Flowers Tell You What They Want

Long stems →

- Crescent
- Swag
- Vertical arrangement

Wiry flowers →

- Airy arrangement
- Garden style

Large blooms →

- Compact design
- Center focal

Trailing greenery →

- Crescent
- Asymmetrical Arrangement
- Tall Containers

Round flowers →

- Mass designs

Tiny flowers →

- Fillers
- Contrast

Stop forcing materials into designs they weren't meant for.

5. Use Design Formulas

Creativity becomes easier when you have a recipe.

Examples:

- Crescent
- Compact
- Double Binding
- Single Binding
- Teardrop
- Asymmetrical
- Symmetrical
- Wild
- Layered Greenery
- Triangle Theory
- Modern Minimal

Tell them:

Chefs and bakers don't invent a brand-new recipe every day. They use proven recipes and simply change up the ingredients.

6. Learn From Other Industries

- Fresh Florists
- Wedding designers
- Interior designers
- Landscape designers
- Event planners

Why? They understand color, proportion, texture, and balance.

7. Follow Creative People

Encourage them to follow:

- FloristTok
- Floral Instagram creators
- Botanical gardens
- Home décor creators
- Event designers
- Wedding florists

Don't only watch wreath makers. Sometimes the best ideas come from another industry.

8. Visit Stores

One hour walking through stores can spark dozens of ideas.

Places like:

- Hobby Lobby
- HomeGoods
- TJ Maxx
- Target
- At Home
- Garden centers
- Antique stores
- Local boutiques

Look at:

- Color trends
- Seasonal displays
- Product groupings
- Signage
- Texture combinations

9. Keep an Inspiration Folder

Create albums on your phone.

Examples:

- Spring ideas
- Summer colors
- Ribbon inspiration
- Greenery
- Christmas
- Front doors
- Wedding flowers
- Interesting textures

When you're stuck...

...open the folder.

10. Create Before You Judge

One of the biggest creativity killers is deciding something is bad before it's finished.

Bonus: Creative Exercises

The One Flower Challenge

- Use one flower.
- Create three completely different designs.

Color Swap

- Take your favorite wreath.
- Recreate it using completely different colors.

One Greenery Challenge

- Make a list of your top 5 favorite greeneries to use.

PART 2: WHERE SOCIAL MEDIA IDEAS COME FROM

Not every post has to be a new perfect idea. One design can become many pieces of content.

Build Once. Post Many.

One wreath can create:

- Time-lapse of the entire design
- Before and after
- Finished reveal
- Favorite flower close-up
- Ribbon tutorial
- "Why I chose this Greenery"
- "Why I chose these colors"
- Customer reaction
- Packaging video
- Hanging it on a door
- Behind the scenes
- Materials laid out
- Mistakes and fixes
- Care instructions
- Pricing explanation
- Poll: Which ribbon?
- Ask followers to name the wreath

Document, Don't Create

One of the biggest mistakes we make with social media is believing we have to come up with something new every day.

The reality is...we're already creating something worth sharing.

Instead of asking yourself...
"What should I post today?"

Ask yourself...
"What am I already doing that I can document?"

Your followers love seeing the process. They don't just want the finished wreath, they want to experience the journey with you.

Think Like a Documentary, Not a Commercial

Imagine a camera crew following you through your day. What would they capture?

- Pulling supplies from the shelf
- Choosing ribbon
- Laying out flowers
- Testing color combinations
- Making a bow
- Fluffing greenery
- Fixing a mistake
- Hanging the finished wreath
- Packing an order
- Unboxing Supplies
- Visiting the wholesaler
- Organizing your ribbon wall
- Drinking coffee while planning your next design

None of these moments require extra work. You're simply inviting people behind the scenes.

Example: TikTok creator Ren

Answer Customer Questions

Every question becomes content.

Examples:

- Why silk flowers?
- Will this fade?
- How do you ship it?
- How do you store it?
- Why are handmade wreaths more expensive?
- What size wreath fits my door?
- What's your favorite glue?
- How long does it take to make one?

Tell Stories

People connect with stories more than products.

Ideas:

- Why you chose these flowers
- Where the inspiration came from
- A challenge you solved
- A funny design fail
- Your first wreath compared to today
- A customer's reaction
- What you're currently learning

Repurpose Everything

One Facebook Live can become:

- Several Reels
- YouTube Short
- Pinterest Idea Pin
- Facebook posts
- Instagram Stories
- Email content
- A blog
- A tip of the week

How many ways can you share what you already created?

Encouragement

Creativity isn't about waiting for inspiration to strike. It's about paying attention. The more we notice the beauty around us, collect ideas without judgment, and keep creating, the easier it becomes to see possibilities everywhere. Every flower, fabric pattern, sunset, or conversation can become the starting point for our next idea creation.