



Worksheet 2: Client Mapping

Before you *plant* for weddings, you need to *plan* for weddings,
and that means knowing who you'll be selling to.

Use this worksheet format to create your own worksheet / spreadsheet document.
Make a folder (IRL) or digital to hold all your market analysis work.

This will help get you thinking of your most immediate sphere of influence, then radiating outwards.

To sketch out potential client lanes in your area and identify the best fit for your farm.

Client Type	Name of Contact	Business Name	Contact Info	Do I Know Them? (Y/N)	Needs (volume, colors, timing)	Outreach Plan / Notes
Florists						
Designers						
Planners						
Venues						
Wholesalers						
DIY Couples						

Prompts:

- Which lane feels most realistic for me to pursue first? _____
- What's one step I can take this month to connect with that lane? _____