

Your Attendee Takeaway

Cameron Pappas / Norton's Florist, Events & Gift Baskets / Birmingham, AL

Start small. Stay human.

Your First 3 AI Tasks

Pick one. Finish it tomorrow.

1. **Write one product description.** Pick an arrangement on your site. Ask AI for a warm, 75-word description in your voice. Edit, post, done.
2. **Generate 10 social posts.** Ask for ten Instagram or Facebook ideas for the next month. Schedule three, save the rest in a folder.
3. **Draft one tough email.** Late delivery, missed sympathy details, refund request — ask AI for a calm, empathetic reply. Personalize. Send.

The 4-Part Prompt Formula

Tell AI four things, in plain English, every time. The example prompts in the library below all follow this pattern — read them and you'll spot all four parts every time.

- **Who you are** — "I am a retail florist in Birmingham, Alabama."
- **What you need** — "Write me five Mother's Day promotional captions."
- **Context** — "Most of our buyers are sons and grandkids."
- **Tone & style** — "Warm, sincere, not salesy. Short enough for Instagram."

Detail in, quality out. The more specific you are, the better the result.

Where AI Helps in a Flower Shop

Six places to start using it this month.

- **Product copy** — Website descriptions in your voice
- **Social media** — Captions, calendars, story ideas
- **Holiday planning** — Production, staffing, forecasts
- **Customer care** — Hard emails, sympathy wording
- **SOPs & training** — Checklists, onboarding guides
- **Leadership** — Job descriptions, feedback scripts

Use Case Library

Prompts you can use this week — each one follows the 4-part formula.

PRODUCT DESCRIPTIONS

I own a retail flower shop in Birmingham, Alabama. Write a heartfelt website product description for an arrangement called Debby's Delight. It features purple hydrangea, lavender roses, purple stock, veronica, and sword fern in a white ceramic cylinder — our September "Charity in Bloom" piece, with \$15 from every purchase going to Alzheimer's and dementia research through the Walk to End Alzheimer's. Keep it elegant, compassionate, and community-focused.

Who: Birmingham retail florist **What:** a website product description for "Debby's Delight" **Context:** the flowers, the container, the September charity tie-in **Tone:** elegant, compassionate, community-focused

SOCIAL MEDIA PLANNING

I run a retail flower shop. Build me a recurring monthly social media content calendar for Facebook, Instagram, and TikTok, organized by week and platform with a caption or video idea for each. Mix in product posts, behind-the-scenes videos, flower-care tips, community involvement, holiday reminders, staff features, and fun personality-driven content. Keep the voice friendly and local, not corporate.

Who: retail flower shop owner **What:** a monthly content calendar across three platforms, by week **Context:** the specific content categories to include **Tone:** friendly, local, not corporate

HOLIDAY & PRODUCTION PLANNING

I own a retail flower shop with 6 designers. Build me a Valentine's Day production and staffing plan. We're forecasting about 2,200 units — 30% roses, 60% mixed, 10% plants — peaking Feb 13 (~700 orders) and Feb 14 (~1,000), with a daily target of 400–450 arrangements and each designer producing roughly 8 per hour. Give it to me as an hour-by-hour schedule I can hand to my team, with order cutoffs flagged.

Who: shop with 6 designers **What:** a Valentine's production & staffing plan **Context:** the volume forecast, product mix, peak days, throughput **Tone:** a hand-off-ready hourly schedule

CUSTOMER COMMUNICATION

I own a retail flower shop. Write a calm, professional email to a customer whose anniversary arrangement was delivered a day late. Acknowledge the mistake, apologize sincerely, and offer to make it right without over-explaining. Keep it warm and human, not corporate.

Who: flower shop owner **What:** a service-recovery email to an unhappy customer **Context:** anniversary arrangement delivered a day late **Tone:** calm, warm, sincere, no over-explaining

SOPs & TRAINING

I own a retail flower shop. Write a Standard Operating Procedure for a Fulfillment Manager. This person owns order fulfillment from design to delivery — assigning orders to designers, prioritizing timed deliveries, coordinating with the buyer on inventory, managing route changes, and running QC at both design completion and route pull. Every ticket should carry the designer's name, and if QC fails, it goes back to that designer rather than the manager fixing it. Lay it out as clear, numbered steps an employee could follow without me in the room.

Who: flower shop owner **What:** a Fulfillment Manager SOP **Context:** the role's duties plus your QC and accountability rules **Tone:** numbered, employee-ready steps

LEADERSHIP & HIRING

I own a retail flower shop and I'm hiring a Customer Service Specialist. Write me a job description and a matching performance scorecard. The role covers answering phones, processing web orders, and assisting customers, and I want to evaluate on customer satisfaction, order accuracy, product knowledge, scripting and upselling, communication, problem resolution, adaptability, attendance, work ethic, reminder calls, and FlowerClique training progress. Make it specific and measurable, so expectations are clear before the person is even hired.

Who: owner, hiring **What:** a job description + performance scorecard **Context:** the duties and the criteria you'll measure
Tone: specific, measurable, expectations up front

Ground Rules

Four things AI is not for.

- **Do not paste in private customer information.**
- **Do not upload sensitive employee data.**
- **Do not trust the output blindly.** Always read before sending.
- **Do not let AI make decisions for you.** Use it to think.

AI doesn't replace the human touch. It protects the people delivering it.

After the Webinar

- **Webinar recording:** [youtube.com/FTDMercuryNetwork](https://www.youtube.com/FTDMercuryNetwork)
- **Handouts:** [FTDi.com/FTDUniversity/WebinarMaterials](https://www.ftdi.com/FTDUniversity/WebinarMaterials)
- **Two free AI tools to try:** ChatGPT (chat.openai.com) and Claude (claude.ai) — both have free tiers.