

FLORAL DESIGN EDUCATION & MORE

The Greenhouse Membership

Helping earth-conscious florists, designers, and floral-based solo-preneurs upskill & grow their floral business.

Try it out! Access a free course here.

Become a member

✓ reignite your spark

✓ increase revenue

✓ develop your style

Take a peek inside The Greenhouse

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Is your floral business wilting?

- ✗ no time to attend workshops to elevate your skills?
- ✗ putting in the effort but no financial gain to show for it?
- ✗ feeling alone, isolated, and unsupported?

Become a member

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FLORAL BUSINESS COACHING

Bloom with a Greenhouse Membership

Join an evergreen learning environment designed to help you and your business flourish.

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Education

Self-paced floral courses covering 50+ earth-conscious designs

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Mentorship

Group & individual sessions to get your questions answered

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Community

Connect with like-minded florists who understand

What You'll Receive

As a Greenhouse member, you'll have access to:

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+ Professionally filmed tutorials

+ Design notes

+ Business coaching sessions

+ Private podcast

+ Resource hub

+ Connection

+ Mini coaching sessions

+ VIP Access

Become a member

What You'll Gain

As a Greenhouse member, you'll be able to:

- ✓ Be inspired in your artistry
- ✓ Develop your own, unique style
- ✓ Know how to price & quote confidently
- ✓ Communicate clearly with your clients
- ✓ Create a business that is nature led
- ✓ Grow your understanding of a sustainable business
- ✓ Find the clarity you seek
- ✓ Feel less overwhelmed and more in control
- ✓ Connect with a like-minded community
- ✓ Discover new opportunities to increase revenue
- ✓ Grow business in a way that feels aligned to your values
- ✓ Market your business confidently & in a more authentic way
- ✓ Elevate your offerings to a level you're proud of
- ✓ Attract your ideal clients

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Your Investment

\$88/month

- Pay as you go
- Get immediate access to our monthly library content
- Cancel at any time

Start monthly subscription

MOST POPULAR OPTION \$792/year

- Save over \$250—equivalent to 3 months free
- Get immediate access to the full library
- Cancel at any time

Start yearly subscription

3 Steps to a Thriving Floral Business

1

Become a member

Choose between a monthly or annual subscription option.

2

Get involved

Dig in to courses, connect with other florists, and ask questions.

3

Start implementing

Apply what you're learning to grow your floral business.

Become a member

I know how hard it is to grow alone as a florist.

Hi, I'm Nadine.

You have found me now after 30+ yrs on my own floral filled path, it's lovely to meet you here on yours.

Starting where many do with formal learning & working long hours for others before taking the leap at just 23 to open my first retail florist business, 10 years later transitioning to my wedding and events business via a Home studio & then studying to begin my teaching career of 17 yrs, I understand the challenges that face business owners both new to the industry and established. I also know that I would have loved access to an inclusive space like this during many different times in my career.

Founder of 3 different business models an educator, mentor & forever learner allows me to now openly & authentically share all of this within my premium offering...The Greenhouse.

I have a strong focus for earth-conscious design & sustainable practices to all of my teaching & mentoring & am proud to be one of 20 Ambassadors globally for The Sustainable Floristry Network that allows me to help us, as a collective to **Bring Floristry Back to Nature**

I sincerely hope you'll join in this space where I'll be here to guide, support & empower you to make the changes & take the actions needed to reset, reignite & align yourself so that you are loving your business, and the person you are within it.

-Nadine Brown, Founder, The Ivy Institute
[Learn more about Nadine & The Ivy Institute](#)

Nadine photo

SFN badge

200+ students

50+ courses & topics

30+ years experience

"Nadine's passion for floristry, creativity and sustainability was evident from the moment I met her. This, combined with her natural flair for teaching in a simple yet engaging way, where she generously shared her extensive knowledge of techniques and resources, gave me the confidence and skills to create beautiful memorable spaces. Every lesson with Nadine brings new ideas, an ever increasing collection of techniques that I use to add unique and special touches to our guests' experiences, all the while confident in the knowledge that I have been taught by one of the best in the industry."

- Anna

The Greenhouse Way

Not all floral design courses are the same. This is how The Greenhouse is different:

- Earth-conscious practices
- High caliber videography
- In-person opportunities

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You May Be Wondering

I'm brand new & want to start a flower business. Is this course for me?

Can I get direct feedback on my designs?

I've been in the industry for years. Is this course for me?

Can I gift a membership?

Become a member