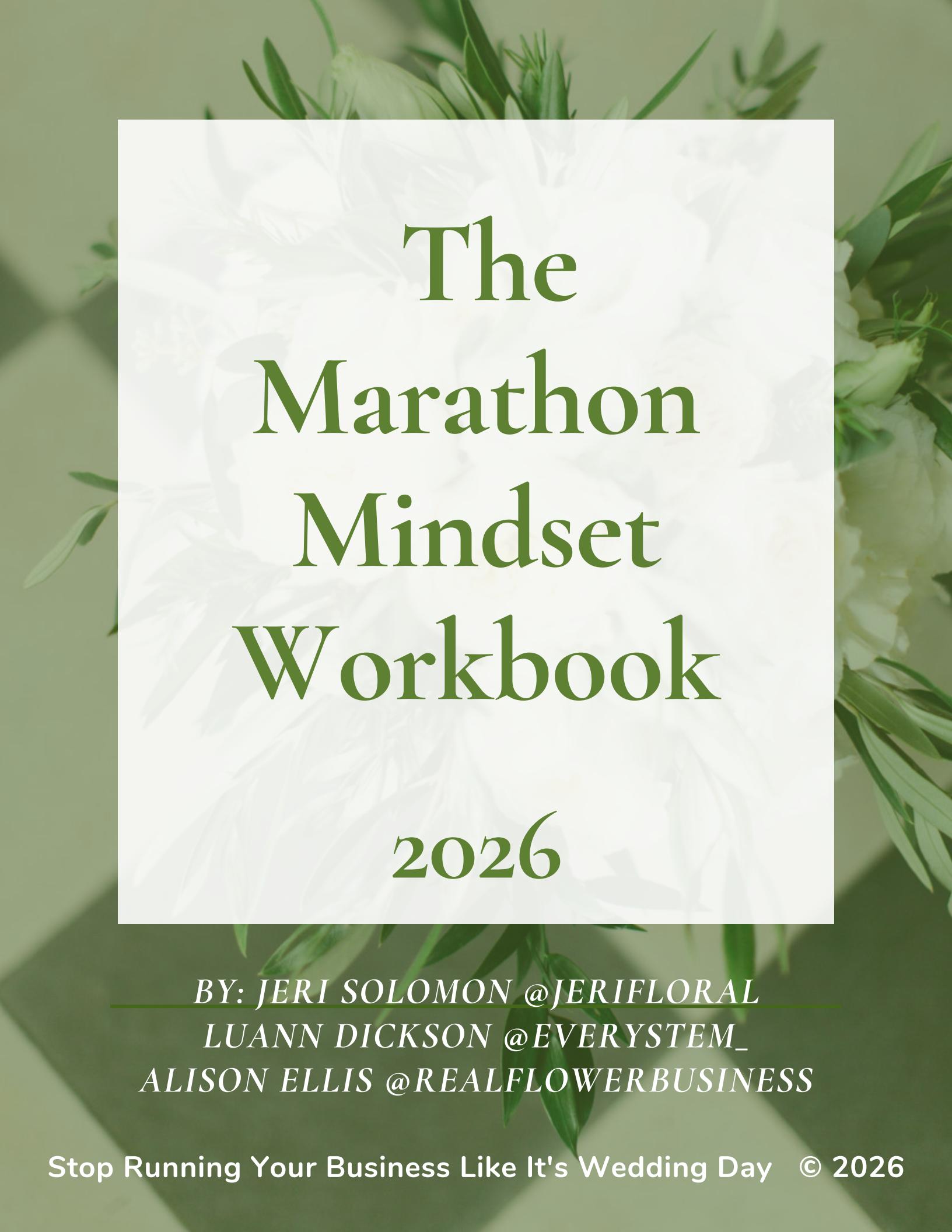




The Marathon Mindset Workbook 2026

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The Marathon Mindset Workbook

Hello! Here's how to use this workbook.

This workbook is designed to help you process what you're learning in real time and make decisions—not just take notes. Here's how to get the most out of it:

- ✓ Be honest. Pretty answers won't help you. Real answers will.
- ✓ Write as you go. Don't wait until after the session. Answer prompts during and immediately after each session while it's fresh.
- ✓ Look for patterns. By Day 2, your answers will show you where you're struggling most. That's not failure—that's clarity.
- ✓ Don't overthink it. First-thought answers are usually the most true.
- ✓ Keep this after the summit. This diagnostic framework works whenever you feel stuck. Come back to these questions in 3 months, 6 months, a year.

Remember: The goal isn't to fix everything. The goal is to see clearly what to fix first.

Let's go!

BEFORE WE START

Your Current Reality Check

Take 5 minutes right now and answer these questions honestly.
Don't think about what you "should" say. Write what's true.

1. Where does my business feel steady right now? What's working?

Write your response here:

2. Where does it feel hard? Why am I doing it this way?

Write your response here:

3. If I'm being completely honest, what am I avoiding right now?

Write your response here:

Day One

The Real Cost of Sprinting



Session 1: The Sprint Trap (lead by Jeri)

DURING THE SESSION:

As Jeri talks, jot down anything that resonates or makes you think “Oh snap, that’s me!”

Write your response here:

AFTER THE SESSION:

Where am I leading from reaction instead of intention?

Think about the last two weeks, What choices did you make because you were putting out fires vs. decisions you made from a clear strategy?

Write your response here:



If I admitted the truth: what feels hardest right now isn't the work itself, but_____?

Write your response here:

REFLECTION: Sprint Mode vs. Marathon Mode

Think about one SPRINT MODE decision you made recently in your business. *The decision was:*

Write your response here:

I made it in SPRINT MODE because:

- ☐ I was reacting to urgency
- ☐ I was afraid to say NO
- ☐ I had no time to think it through
- ☐ I was comparing myself to others
- ☐ Other: (fill in) _____

If I'd made it in MARATHON MODE, I would have:

Write your response here:

Session 2: Systems Create Freedom (lead by Alison)

DURING THE SESSION:

As Alison walks through the 4 Systems to run a Successful Floral Design Business (Pricing, Sales, Marketing and Workflow), take notes on the areas where you are strongest and where there's room for improvement in your current steps and processes.

Pricing: Write your response here:

Sales: Write your response here:

Marketing: Write your response here:

Workflow: Write your response here:

Session 2: Systems Create Freedom (lead by Alison)

AFTER THE SESSION:

What am I redoing weekly / daily that could be decided once? (Writing proposals from scratch? Explaining pricing? Creating timelines? Ordering from vendors? Responding to repeat questions?)

Write your response here:

What am I customizing that I could be templating? (Be specific. What takes 2 hours that could take 20 minutes if you had a template?)

Write your response here:

If I got back 15 hours this month, what would I do with it? (Be honest. Design creatively, Take time off, Spend it with family, More/different work.)

Write your response here:

THE ONE THING:

The one decision I make weekly that I can systemize this month is:

Write your response here:

What will the template/system look like?

Write your response here:



Session 3: By the Numbers

(lead by LuAnn)

DURING THE SESSION:

Write down the 3 biggest pricing mistakes florists make. (If you missed them, write them down when the replay is up)

1.

2.

3.



“One of the hardest parts for me has always been trusting the flower math, I would panic buy extra flowers and greenery on the day of the wedding and end up with far too many leftovers.”

VANESSA

AFTER THE SESSION:

What numbers do I look at?

Profit Margin, Flower Costs, Bank Balance, Nothing?

Write your response here: (Be honest)

Did I make money on my last event?

- ☐ Yes, I know exactly how much
- ☐ I think so, but not sure
- ☐ Revenue, but not profit
- ☐ Honestly, I have no idea



If you didn't check the first box, what's stopping you from knowing?

Write your response here:

DAY ONE CLOSE:

What's coming into focus?

Before you log off. Take 5 minutes and answer these questions:

1. What surprised me the most today?

• Write your response here:

2. What made me uncomfortable today? (That's where the truth is.)

• Write your response here:

3. If I had to guess right now, my biggest bottleneck is:

- ☐ MINDSET: I'm reacting instead of leading, Avoiding decisions, Stuck in comparison.
 - ☐ SYSTEMS: I'm redoing everything, No templates, Constantly reinventing the wheel.
 - ☐ NUMBERS: I don't know my real numbers, Guessing on pricing, Unclear on profit.
 - ☐ ALL OF THE ABOVE: (It's okay, tomorrow we will help you focus on ONE.)
-

YOUR HOMEWORK ASSIGNMENT

Look at your answers.

Look at your answers from all three sessions. Do you see any patterns? Where do you keep seeing the same problem(s) pop up?

Write the problem(s) here:

.....

.....

.....

Tomorrow you choose your
Mile One. See you then!

Notes:



Day Two

Choosing your Mile One

Session 4: Design that Supports the Marathon (lead by LuAnn)

DURING THE SESSION:

As LuAnn contrasts Sprint Designer vs. Marathon Designer, which one sounds more like you?

Write your response here:

AFTER THE SESSION:

**What if I only worked with 5 core flower types?
What would they be?**

This is about developing a signature, not limiting creativity. What flowers / flower types do you LOVE working with and can source reliably?

Write your response here:





Do I have a signature style, or am I trying to be everything to everyone?

Write your response here. Be honest. Can someone look at your work and say “That’s clearly theirs!” or does every event look completely different because you’re saying “Yes” to every aesthetic request?

REFLECTION: Where does “Custom Everything” serve my creativity vs. exhaust it?

Think about your last 5 weddings. Did full customization make the work BETTER? or did it just make it HARDER?

Write your response here:

Creative BOUNDARIES check: I say YES because

- ☐ I’m afraid I’ll loose the client
- ☐ I don’t want to seem difficult or inflexible
- ☐ I enjoy the challange creatively
- ☐ I don’t have a defined style to point them toward
- ☐ Other: (fill in) _____

What would change if I had signature styles my client could pick from?

Write your response here:

Session 5: Decision time

(Led by Jeri, Alison & LuAnn)

This is where you choose your Mile One.
Answer these questions as honestly as possible.

- 1 What is costing me the MOST ENERGY right now in my business?
- What drains you? What keeps you up at night? What feels hard?

Circle the TOP / MAIN issue below:

This sounds like Mindset, Systems, Numbers, Design

- 2 What is costing me the MOST TIME right now in my business?
- What takes way longer than it should? Where are you redoing work?

Circle the TOP / MAIN issue below:

This sounds like Mindset, Systems, Numbers, Design

- 3 What is costing me the MOST MONEY right now in my business?
- Where are you losing profit? Underpricing? Overspending?
Not tracking?

Circle the TOP / MAIN issue below:

This sounds like Mindset, Systems, Numbers, Design

Look for the pattern!

Which option did you check most often?

MINDSET: circled _____ times

SYSTEMS: circled _____ times

NUMBERS: circled _____ times

DESIGN: circled _____ times



Choose Your Mile One

Circle the one that showed up most in your answers above.

Your Mile One is...

MINDSET

SYSTEMS

NUMBERS

DESIGN

Your MILE ONE Action Plan

Use the roadmaps from session 5 to fill this out.



My Mile One is: **MINDSET**

If your Mile One is **MINDSET**: Take this action this week.

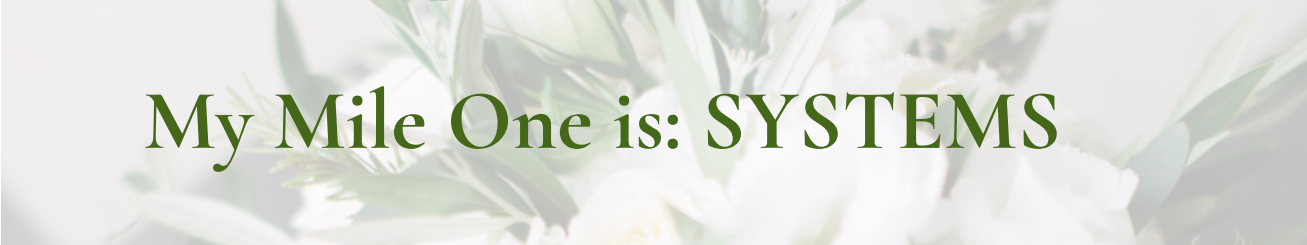
I will schedule my first CEO hour (when:_____) where I will make one decision that I have been avoiding (what:_____) and identify my “sprint mode” trigger so I can create a reset practice.

The decision that I have been avoiding that I will make this week is:

The way I will catch myself when I go into Sprint Mode and reset is:

Your MILE ONE Action Plan

Use the roadmaps from session 5 to fill this out.



My Mile One is: **SYSTEMS**

If your Mile One is **SYSTEMS**: Take this action this week.

Pick ONE thing that I'm consistently redoing that I'll template:

(This could be proposal template, pricing template/calculator, event timeline template, client inquiry form, contract, or other.)

My Deadline to have this template created is: _____

If I need help building this, I'll reach out to this person: _____



Your MILE ONE Action Plan

Use the roadmaps from session 5 to fill this out.



My Mile One is: NUMBERS

If your Mile One is NUMBERS: Take this action this week.

Pick ONE thing that I consistently don't track that hurts my profit.
(This could be underpricing, overfilling, not tracking profit goal/margin, not including all costs, not including labor or other.)

I will start tracking this on EVERY EVENT for the next 30 days with a tracking tool.

(Spreadsheet, EveryStem, Floral Software, Manual Tracking)

If I need help tracking this, I'll reach out to this person:

I will do a post-event RECAP for my next event:
(write the event name/ date)

Your MILE ONE Action Plan

Use the roadmaps from session 5 to fill this out.



My Mile One is: DESIGN

If your Mile One is DESIGN: Take this action this week.

My signature style in 3 words is:

1. _____ 2. _____ 3. _____

My CORE flowers: (5-7 go-to flower types/ varieties) are:

(list them here)

The next time someone requests a style that is not my aesthetic, I'll say:



Accountability and Support

My accountability person is: _____

I'll tell them by: (date) _____

Where I might need Support:

I can probably do this
by myself:

- ☐ Yes, I've got this!!
- ☐ I think so, but not sure
- ☐ No, I need support
- ☐ Honestly, I have no idea



If I need help, it would be **MOST HELPFUL**
to have: *(pick one of the options below)*

1. Someone to show me how- guided learning/ course
2. Someone to do it with me - coaching/ accountability
3. Someone to REVIEW my work- feedback/ consulting
4. A community doing the same work- group program

Reflections and Actions:

YOUR RESOURCES:

- Jeri: Mindset & leadership coaching
- Alison: Business systems & operations
- LuAnn: Pricing strategy & recipe development

Reflection: What's one thing I heard over these sessions that I can't stop thinking about?

Write your response here:

What changes if I fully follow through on my Mile One?

Write your response here:

What's the cost if I don't?

Write your response here: **Be honest. What does another year of sprinting look like?**



You've got this!

Remember:

- Marathons aren't run in one sprint
- You don't need to FIX everything
- You need to take the NEXT step
- Mile One starts NOW

Keep this workbook. Come back when you feel stuck. This process works every time.



What's Next?

Replays: Available for you - reach out to Jeri with questions

Follow Up: You'll receive an email with resources in 48 hours

Community: Join Alison's Real Flower Business Facebook Group for accountability partners and to share your Mile One.

Support:

- Jeri Solomon: <https://jerisolomon.com/>
 - Alison Ellis: <https://realflowerbusiness.com/>
 - LuAnn Dickson: <https://www.everystem.com/>
-

My Commitment to myself:

I, _____, commit to working on

my Mile One: _____

Starting on: _____

Because: _____

DATE:

YOUR SIGNATURE:



Now, go run your Mile One!

Do You Need More Help?

[Schedule a Call](#)

Reach out to Jeri or Alison to schedule a 1:1 session today

- Jeri Solomon: <https://jerisolomon.com/>
- Alison Ellis: <https://realflowerbusiness.com/>

Or Sign up for EveryStem Recipe Software: <https://www.everystem.com/>