### HOW TO MAKE A SPRING DOOR WREATH

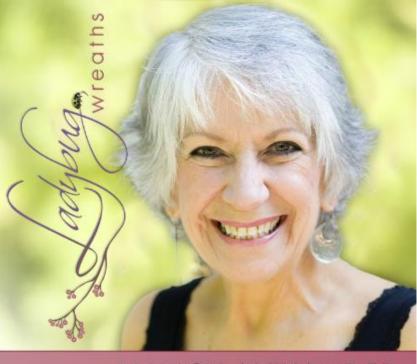
# by Nancy Alexander

OP.

World Renowned Floral Designer

## Spring Meadow

#### LEARN WREATH DESIGN



### NANCY ALEXANDER

### By World-Renowned

Floral Designer – Nancy Alexander



#### **Publisher's Disclaimer**

No part of this book may be duplicated, stored in an information retrieval system, or sent in any form or by any available resource, electronic, mechanical, photographic reproduction, recorded material, scanning, optically, either digital or analog or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without the prior written permission of the Publisher or Author.

Requests to the Author or Publisher for permission should be addressed to: Ladybug Wreaths 203 Regent Road

Anderson, SC 29621

Limit of Liability/Disclaimer of Warranty: While the publisher and the author have used their best abilities in assembling this book, they make no representations or warranties with respect to the exactness or wholeness of the contents of this book and particularly reject any implied warranties of marketability or appropriateness for a particular purpose. No warranty may be developed or continued by sales representatives or written sales materials.

The information and methods contained herein may not be useful for your circumstances. The reader should confer with a professional where suitable. Neither the publisher nor the author shall be responsible for any loss of profit or any other commercial injuries, including but not limited to special, incidental, significant, or other damages.

If you would like to begin receiving our popular and Free newsletter with valuable information, visit: <u>http://www.LadybugWreaths.com</u>. We would love to add you to our subscriber list.

Please email <u>nancy@LadybugWreaths.com</u> to report illegal distribution.

As of the writing of this book, all information is current. Please note that over time, this type of information may change – especially when writing and picturing seasonal items.

#### TABLE OF CONTENTS

About the Author	6
Introduction	8
Items You Will Need	10
Making Your Wreath	12
CHAPTER 1 – LET'S MAKE A WREATH	12
CHAPTER 2 – PREPARING YOUR WREATH	13
CHAPTER 3 – ADDING HONEYSUCKLE	14
CHAPTER 4 – LET'S ADD A BIRDS NEST	18
CHAPTER 5 – LOVE USING FICUS LEAVES & GREENS	23
CHAPTER 6 – FLORAL PICKS	26
CHAPTER 7 – USING FLORAL TAPE	28
CHAPTER 8 – LETS GLUE IN OUR STEMS	29
CHAPTER 9 – NOW TO ADD OUR SWEET LITTLE BIRD	33
CHAPTER 10 – ADD LARGE, FOCAL POINT FLOWERS	37
CHAPTER 11 – GERBER DAISIES	38
CHAPTER 12 – ACCENT & FILLER FLOWERS	43
CHAPTER 13 – GREENS & GRASSES	47
CHAPTER 14 – LETS GLUE IN OUR STEMS	49
CHAPTER 15 – MORE FILLER FLOWERS AND BERRIES	59
CHAPTER 16 – YOU DID IT! a BEAUTIFUL BOW	64
CHAPTER 17- FINISHED WREATH BY NANCY ALEXANDER	68
Appendix - Resource Page	69

Appendix – Getting Started Making wreaths	. 71
Appendix – Get Started Selling Wreaths	. 76

#### **ABOUT THE AUTHOR**



**Nancy Alexander** is a wife, mother, Mimi, sister, best friend, and child of God.

She is also a Dreamer, Artisan, Teacher, Author, Public Speaker, Coach and Internet Entrepreneur. It didn't take long for her to become known as a world-renowned Floral and Interior Designer.

In her close to 30 years of running her own businesses, she now sells popular floral designs, as well as her how-to, instructional DVDs and downloadable videos.

But, that's not all! Nancy is a published author offering several popular EBooks. Her life story is in the process of being written by a published author, and should be released within the next year.

She has met, worked, and partnered with some of the best and most talented "Internet Entrepreneurs" in the business.

Nancy **LOVES** her students. She shares in their joy and excitement in every accomplishment!

# *"Nancy's dreams are to make YOUR dreams come true by equipping and teaching YOU to become a success!" You'll quite often hear Nancy's encouraging words saying "You Can Do It!...I Know YOU Can!"*

In the last 10 years she and her staff have personally shipped well over 3,000 wreaths to happy customers all over the world. She has sold thousands of videos and e-books which teach her customers how to design and sell their own floral creations!

Nancy, along with her best friend and partner, Linda Joseph, offer private and group coaching. This one-on-one or group coaching has made a huge difference in many lives. You can find more information about these coaching venues on their latest website: <u>www.PassionIntoProfits.com</u>.

Their coaching/membership site, <u>www.BestOfNancy.com</u> encourages and trains women to develop their "artisan" skills as they learn to sell and promote their crafts and products online through several different venues.

Nancy now offers Group & Private (VIP) workshops in her home studio, where she teaches women to make gorgeous wreaths. When they leave after experiencing a "Studio Day" with Nancy, each departs with a gorgeous wreath, an easel, access to instructional videos, and other supplies needed to begin designing their own beautiful creations.

Nancy says: "It is so fulfilling watching these ladies leave my studio with a gorgeous wreath, hugs, laughter and lots of smiles. They have confidence in themselves! I am so thrilled to know they're leaving ready to begin setting up their online and offline businesses to sell their beautiful creations."

Nancy has been encouraged, and coached by her mentor and dear friend, Jim Cockrum. Nancy admires Jim and calls him one of the most ethical Internet Marketers around, and all the while Jim says "*Nancy has inspired me* more than I could *ever* inspire her." As a matter of fact, Jim has written about Nancy in his newly published book; "FREE Marketing 101". This book is **the number one** book on Internet Marketing in the world!

Nancy is inundated with emails and calls from her faithful followers who want and need her to help them. You see, Nancy has been fighting a lifelong, painful battle with Fibromyalgia. She became severely ill at twenty-nine years of age, and now, thanks to her husband, Steve, along with amazing Doctors and God's leading, she is being cured from this insidious disease.

Nancy has a yearning within her heart to help others regain their health and experience positive changes in their lives as she has experienced in hers. She desires for each of you to find joy, health, and happiness through God's leading while also on a path which leads to your own successes in business. This has turned into quite a ministry for Nancy and Steve.

 $\ensuremath{\mathbb{C}}$  LadybugWreaths.com – Spring Meadow - Page 7

#### INTRODUCTION

#### Welcome and Congratulations on your purchase of Spring Meadow Wreath e-Book!

Wreath making can become one of the easiest and most delightful hobbies you will ever undertake. I taught myself how to make a wreath twenty-three years ago during a difficult time in my life. I was struggling to feel normal while experiencing chronic pain, so wreath making became an outlet of selfexpression and creativity. I first sold my wreaths at craft shows and after finding success there, I purchased a local shop called The Straw Basket. This purchase was a dream for me, allowing me to develop my own style in floral design. Business grew, taking me down several avenues, which eventually led me to Ebay. As they say, the rest is history.

For many years I have received requests from friends, customers, and new acquaintances alike wanting to learn my style in designing one-of-a-kind wreaths. For almost twenty years, customers and friends in my hometown told me when they visited a home or a home or doctor's office, etc. and recognized my wreaths and my style immediately. Well, this e-Book is geared to instruct, but most of all to help you develop your own style!

I have poured hours of labor and creativity into this instructional e-Book so that you can learn the basics, and each step in building (and yes, it is a building process) your own wreath. **I will be sharing with you some of my tips and secrets for making gorgeous wreaths.** I encourage you to follow along closely and then add your own creative touch.

These quality tips and secrets will help you make your very own wreath that can withstand the weather, birds looking for a place to nest, and the occasional fall from your door. If you begin each wreath or design in the right way by tightly securing each stem, bloom, bird, birdhouse, nest, etc., then your wreath will hold up for many, many years. Sun damage, which, unfortunately, is inevitable, may occur, even with quality stems.

You will also learn how to make your wreath "wild & woodsy", "light & airy", or very full and formal. These phrases have described my personal style, but in the long run, and with lots of practice, you will eventually start to see your own style developing. This style will be exclusive to you, your likes and dislikes, and will reflect the unique and special person that you are. I can guarantee that it will be absolutely beautiful!!

This instructional e-Book includes a list of suggested supplies, in addition to a list of the particular items I used for the wreath on the cover. Please go to your local craft/floral store to purchase the stems that best suit your style and taste. You will find the list of items I used in the wreath shown on the cover and in pictures throughout this book.

This instructional E-BOOK is the first in a series. I have several e-Books as well as instructional DVDs and digital videos. You can learn more in the <u>Resource Appendix</u>.

#### ITEMS YOU WILL NEED



#### **Wreath Making Tools**

- Glue gun and glue sticks\*
- Wire cutters\*
- Floral tape
- Picks
- Pipe Cleaners
- Easel (optional)\*

**\*NOTE:** I use a custom made easel which you can purchase here, as well as other wreath making supplies:

http://ladybugwreaths.com/doorwreaths/product/wreath-makingsupplies/

#### **Supplies for the Spring Meadow Wreath**

(Supplies can be found at Your Local Craft Store or Wholesale Supplier.)

- Wild Birch Wreath
- Ficus Leaf Branches
- Green Grasses
- Ivy Bunch
- Two Yellow Gerber Daisies
- Two Tearose Gerber Daisies
- Stems of Airy Blueberries
- Leafy Burgundy Filler
- Stem of Daisies
- Stem of Verbena
- Mini Yellow Blossoms
- Bird, & Nest
- Mosses
- Ladybug & Bumblebee or Other Critter
- Freshly Harvested Wisteria Vine

Use your personal style to decorate the colors and exact stems you purchase. (You don't have to use my exact elements.)

Just purchase something similar so the finished wreath will have the same look as mine.

It can even be in different colors!

#### MAKING YOUR WREATH

#### CHAPTER 1 - LET'S MAKE A WREATH

The wreath I used is one of our custom-made wild birch wreaths. A young mother, who lives in the hills of Kentucky, makes them and personally drives 9 hours each way to bring them to me.

Since these wreaths are custom made, they are not available for individual purchase. Also, all wreaths that you purchase from me on Ebay are made with my Wild Birch wreaths.



#### CHAPTER 2 – PREPARING YOUR WREATH

Place the wreath on your easel or door until it hangs evenly to find a top and a bottom.

If you would like to create a more "wild and woodsy" look, cut off "curly" stems from your honeysuckle vine and glue them into the outside of the wreath. The sticks radiating and curling out will give your grapevine wreath a similar feel to my wild birch wreaths.

Let's put a wreath hanger on the back of our wreath before we do anything else.

Using one of the Begin by picking up one of the green pipe cleaners, and working from the back of your wreath, attach your stem to the top of your wreath.

Make sure you attach it to one of the thicker, sturdier stems in the wreaths so that no matter how much weight you add, your wreath hanger will not come off.

Then tie the chenille stem and leave yourself a loop at the top to hang it from a door hanger or a nail.

#### CHAPTER 3 – ADDING HONEYSUCKLE

Next take the fresh honeysuckle that you picked to make the wild loops and curls in your wreath. Remember, honeysuckle grows wild in trees, on the side of the road, in the woods, etc. It is easy to find if you look for it and will add such a natural feel to your wreath.



Looking at the picture above, notice the placement of the wreath, and how the honeysuckle ends are looped into the wreath.

Since your grapevine wreath may be tight, put a pick on the end of your honeysuckle vine to create a sharp and fine point. Before any of the honeysuckle is cut, insert that end into your wreath and out the back about <sup>1</sup>/<sub>2</sub> to one inch.

At this point you can cut off the excess from the back of your wreath. Secure it to a branch using one half of a pipe cleaner (only use the pipe cleaner if the end doesn't fit in tightly), and then apply hot glue to your stem on the front and back just to make sure it doesn't slip out.

In order to prevent glue drips, have a small pinch of moss to stick in on top of the hot glue before it runs out and down your wreath. By putting a little moss on each pipe cleaner, pick or stem that shows from the front, you will make the wreath look fuller and hide your work such as picks, glue, etc. Moss is often the small touch that ties an entire wreath together. It may seem insignificant right now, but as your wreath unfolds, adding moss will fill gaps, add texture and make your wreath look more natural.

You need to anchor the honeysuckle into your wreath, first on the right side, and then on the left to complete your loop. This should drape across the entire width of the wreath. Push the stem in one side and out the back, tying it with your pipe cleaner. Secure it with glue and moss. If you have any excess after you finish this loop cut it off evenly with the wreath from the back.



As you can see in the picture above, your second loop needs to be at the bottom of your wreath. You want it small enough for the bird nest to rest on the loop of honeysuckle in the front. The backside of the nest will be raised a little and rest in the wreath.

I want to stress again that you need to pay close attention to how all stems are secured and that the tips are covered with a small cluster of the fresh moss with a touch of hot glue. Make sure each and every stem is secure and tight with a gentle tug after the hot glue has dried.

If it is loose at all, apply more glue. Glue can be added until you get drips running out of the bottom of the wreath. That's ok - just make sure your hand is not in the way! Pick off the glue drips after they are cool and dry.

I would rather have to go back and pick drips off the bottom of my wreath, than have stems that might be loose and fall out. It doesn't take much moss to secure your stem, so don't use too much in the beginning. You would hate to run out, and you can always come back later and add more if necessary.

#### CHAPTER 4 – LET'S ADD A BIRDS NEST

Now, let's add your bird nest. These are so sweet in a wreath! Holding your nest against your wreath, rotate and turn the nest into the bottom loop of fresh honeysuckle until you find the spot where it nestles in and really seems to fit.



You will know when you find the correct spot. Once you have determined the best place for your nest, remove it and apply glue to the bottom and lay it back into the same spot as before. Since you have already found the right location, it should go in quite nicely.

Push the six-inch pick through the nest and into the wreath. If the pick hits one of the stems of the wreath, twist it around until it slides into the wreath easily. Cut any excess off your pick from the front and the back.



Now, let's add your bird nest. Holding your nest against your wreath, rotate and turn the nest into the bottom loop of fresh honeysuckle until you find the spot where it nestles in and really seems to fit.

You will know when you find the correct spot. Once you have determined the best place for your nest, remove it and apply glue to the bottom and lay it back into the same spot as before. Since you have already found the right location, it should go in quite nicely.

Push the six-inch pick through the nest and into the wreath. If the pick hits one of the stems of the wreath, twist it around until it slides into the wreath easily. Cut any excess off your pick from the front and the back.



To make sure the nest is secure; you might need to apply more glue to the backside and under side of the nest. At this point you can add a little pinch of moss tucked up underneath each side. Try

to make it look like your sweet bird has just built its nest in your wreath.

Make sure you trim off both sides of your 6" floral pick after using it to secure your nest into the wreath.



The picture below shows the back of the nest after applying more glue and then tucking a little moss in before the glue has dried. In looking at this same picture, you can see a couple of the green florist picks sticking out of the back.

These can be cut off right now, or you can wait until you are finished with your wreath.



You will also want the area of your wreath around your nest to look kind of woodsy and natural.

You can put a little dab of moss in the bird nest, and trailing out the side. And if you have any of your honeysuckle vine left, you can tuck a little piece under the nest.

Sometimes the slightest little cluster of berries looks so cute inside the nest. You really do want it to look just like the mama bird has built the nest herself to protect her little ones!

#### CHAPTER 5 - LOVE USING FICUS LEAVES & GREENS

Bring out the three different types of greenery, including the long leafy stem, grasses, and ivy bunch. If you have more, that's fine. Use a little of each.



The first stem you will add is the long, leafy stem. I used a wisteria stem for this step. Using a mix of greenery gives your wreath depth and a lush appearance.

I always like to add at least three different greens, and sometimes more in a larger, woodsier, wreath.

Different textures and styles work best. For example, in this one we have a stem of wisteria leaves, then the different look of trailing ivy, and last but not least, the grasses.



Taking your long, leafy stem, use your wire cutters and cut the stem into six (6) sections, or more. In the picture on the previous page, I am cutting the top half of the center stem right beside where the next two leaves are joined.

Next, slide your wire cutters down the center stem to where the next stem is joined and cut the center stem again. From here, cut the two bottom stems separately, making sure each stem is as long as possible.



The first pieces you cut from the center stem probably will not need picks. The side pieces are a little shorter and will more than likely need picks. If they don't seem to extend far enough out from your wreath, picks can be added to all stems.

#### CHAPTER 6 - FLORAL PICKS

Lay the pick beside your flower or greenery stem, so that they overlap about one inch. Wrap the wire down the stem pulling it tightly and curling down onto the wood of the pick to bind them together.



Note: It is very important in this step to wrap the wire very tightly. If you miss this step, the pick won't support your stem as you are pushing it into your wreath.



This is how the pick on your stem should look after attaching it. It does take a little practice to wrap it tightly enough so that the stem will not pull loose from the pick. You can pull on it some yourself to see if it is loose at all.

After putting the pick on your stem, you should wrap it with floral tape. I like using moss green for stems like this, but also keep some brown around when needed.

Floral tape sticks to itself when it is pulled tightly enough. This along with the wire should hold your stem firmly in place so that you don't have to worry at all about it coming out.

#### CHAPTER 7 – USING FLORAL TAPE

You must always wrap florist tape on your stem after applying a pick – it hides the wire and keeps your wire secure. It also gives that joint support.



Apply florist tape by starting at the top of the pick, and in a curling motion, bring it down the stem, wrapping the tape around itself a couple of times at the beginning and the end. When using florist tape, keep a slight pull on it while wrapping.

This stretch makes it stick to itself and stay in place. Florist tape is not typically sticky. This tape only sticks to itself, so stretching it a little makes it stick together easier. Floral tape comes in several shades of brown and green that looks natural against your wreath.

There is no need to wrap floral tape on a stem that does not have a pick, unless the tip is frayed, and you cannot insert it into your wreath.

#### CHAPTER 8 - LETS GLUE IN OUR STEMS

Apply a thin stream of glue down the stem, and insert the stem into the wreath. Always insert all of your stems at an angle. I almost never stick a pick straight into a wreath. After inserting a stem, run your thumb and fingers on the leafy part of the stem, pulling outward to put a slight curl on your stem.

Curling the stem will add depth and dimension to your wreath. If it looks like your stem is loose and not catching hold, apply a little more glue by pointing the tip of your glue gun into the space. Add a little pinch of moss to secure it.



Insert some of your longest green stems into the top and bottom of your wreath. This gives each wreath more of an oval appearance than round.

Go in at an angle, and have the stems stick out in a clockwise fashion in the same direction as the honeysuckle sticks you added to your wreath in the beginning.



Next, place the shorter stems on each side of the wreath. The shorter stems will probably need picks. See the picture below where I am putting a stem into the side.

Insert the long, leafy stem in at an angle with glue already applied. Bend the stem out a little so that is not resting against the wreath. You want to get some of the airy feel that is so popular with these stems.



As you can see in the pictures below, you need to add a little bit of moss with glue applied to it. Pushing the moss securely into the wreath and stem helps to anchor your stem so that it will not come out easily.



#### We're finally getting into the fun part when you start adding color and our wreath begins to take shape.



#### CHAPTER 9 - NOW TO ADD OUR SWEET LITTLE BIRD

You can cut the wires off the feet of the bird, and as a matter of fact, you could cut the feet off also (yes, I said the feet!) with your wire cutters.



As cute as the feet are, they just don't show when you put her into the nest. She actually sits in better without them.

All birds are made out of a material that is pretty soft so you can insert the pointed end of a small pick into the bottom of the bird.

Cut off the bottom half of the pick at an angle, it goes in easier. Apply some glue to the stem of the pick and the bottom of the bird and push it through the woven nest.



The nests are sometimes tightly woven, so you may have to move your bird around a little to find the right spot.



Since this is your first one, why don't you try sticking the pick into the nest in different places until you find where you would like for your bird to perch. They do seem to look a little better sometimes up on the side of the nest a little, but that is up to you.

As a wreath gets fuller, it is harder to stick your stems in. It is a good idea to try out each stem and pick (both cut into an angle) in your wreath from here on out without glue at first. When you find the right spot, then take out your stem, apply glue and push it right back in the same place.

From time to time, the stems don't slide in as easily after the glue is added, so you may need to get a little rough and really push! After you have found a spot that you like and the stem fits very securely, leave the stem where it is and put the tip of your glue gun right into the spot to apply a little! I do that all the time.



The picture above shows this sweet little bird all tucked into the side of her nest. She really does look like she found a loop high up in a tree in a honeysuckle branch to build her own nest and lay her eggs.

Below you will see the entire wreath up until this point. It looks so pretty already that I sometimes want to stop with greens only, but we must go on! I guarantee it will look even better!



Also, there are times at this point I may go ahead and add the rest of my greens like my ivy and grasses, but in this case, I think we'll wait until the end.

## CHAPTER 10 - ADD LARGE, FOCAL POINT FLOWERS

Through the years, this is the point in the wreath building process where I have found it easiest to place all of my larger flowers. These flowers will catch your eye because they are the focal point of the wreath.

Certain criteria need to be met when inserting the stems. The size of the flowers and the colors determine their placement in any wreath. In my wreath, I chose to use Gerber daises as my focal point flowers. Notice the Gerber daisies on the next page. Look at how they are spaced out and placed by alternating colors around the wreath.

Now, in a larger and more advanced wreath, this doesn't always apply. You can remind me of this later when I am clustering two or three of the large focal flowers together in one section of my wreath!

I do always make up for this by balancing out my design in other ways that you will learn later in a more advanced lesson.

### CHAPTER 11 - GERBER DAISIES

We'll begin by adding your four bright and beautiful focal point flowers. I will insert a picture of the completed wreath at this point so that you can look at it again while placing these stems.



Notice that the head of each focal flower is tilted and inserted in a clockwise fashion as you move around the wreath.

It is important to have all your flower stems "swooping" in the same direction as the honeysuckle stems you added to the outside of your wreath.

It is best to hold each flower up against the wreath to determine exactly where you want it to go and how much of the stem needs to be cut off.



After cutting the excess off your stem, find a spot in the bottom of the wreath where the stem inserts easily. Now if there are going to be any spots where you have a hard time finding a place to put in your stem, it is going to be the bottom.

With everything you are doing, glue and moss accumulate, closing up all the spots. Just keep working with the flower until you can slide it in. Make sure each stem is cut at an angle.

It will also work better if you can locate a spot to insert your stem so that it goes in at least 1 1/2 to 2 inches. Again, use the same process as before –

It will also work better if you can locate a spot to insert your stem so that it goes in at least 1 1/2 to 2 inches. Again, use the same process as before – remove the stem and add glue or just apply glue through the vines of your wreath, making sure it covers the ends of your stem.



After applying glue to this stem, I placed it into the wreath under the bird's nest, with the flower head coming out the bottom; it's just a little hard to push in.



Choose a different color large flower to insert next. Again, hold it up to your wreath to determine how much of the stem to cut off. This one will look better fairly close to the bird in her nest, so you need to place it in the crook of the wreath.

After you secure the stem, insert the final two focal point flowers using the same method as the first two. Be careful not to have the heads of the flowers too close to your wreath. You need a little space there. It shouldn't appear as if the flower heads are just glued right into the wreath – much too stuffy!



The large, focal point flowers are in and it is already looking beautiful. But just wait; there is still a lot more color & detail to come. Are you enjoying this as much as I am?

I have lost, or rather enjoyed, many, many hours working on wreaths. I turn my radio up pretty loud, and just enjoy the whole process. As I work, I can watch the four pairs of cardinals who are always in my back yard eating up all the sunflower seeds!

### CHAPTER 12 - ACCENT & FILLER FLOWERS

In my wreath, I begin this step by cutting my white daisies into five separate pieces. You will need to choose one of your accent flowers, and cut the stem into individual pieces.



The same method that was used to cut the long, leafy green stem at the beginning is used here to cut the small accent flowers. You may not need to use picks on these, and unless it is really necessary, I usually leave them off.

These stems are spaced evenly throughout your wreath and in between the large, focal point flowers. Please refer to the finished picture on the next page for placement.



The above picture shows where each small, accent stem was placed, and also where we placed some ivy.

Cut off all the stems of ivy from the base. You can add picks and tape only to the stems that are not long enough to stick into the wreath. (You don't need to use this on every single stem.)

Use your fingers to curl the longer pieces of ivy into a loose  $\S''$  shape.



I like to place the longest pieces on the bottom and the right and left lower sides of the wreath, and at the top. Insert the shorter picks into the outsides and inner parts of the wreath.



Don't use all of it right now, but set aside several pieces to use as filler at the end of the wreath building process. As you can see below, I am adding one of the longer stems of ivy to the top of the wreath.



### CHAPTER 13 - GREENS & GRASSES

Now let's add the stems of green grass. Tuck the first one under the right side of the nest so that it falls to the front of the wreath, securing with glue as you go.

Point the next cluster of grass downward under the bottom left side of the nest. Keep referring back to your finished picture and the pictures on this page, if you have any questions regarding placement.





The third cluster of grass is to be placed into the side of the top focal point flower, with the final cluster on the top of the wreath swooping to the right.

### CHAPTER 14 - LETS GLUE IN OUR STEMS

This section of our wreath making process is so much fun that you won't really notice that it is a little tedious and time-consuming.



From this point on, your design really starts to come alive and it takes on a professional quality look. This step requires you to place the smaller flowers and fillers into the uncompleted, unfinished, or empty looking spots throughout your creation. I consider this process to be one of the most important lessons I can now teach you to make sure you have a finished and professional looking design. These same lessons and principles can actually be applied to any floral design you are working on, whether it is a wreath, a wall basket, or a table arrangement.

Now it's time for you to examine your floral design and critique it. Look at the shape and determine if it is shaped evenly throughout. If you don't want it shaped evenly, choose a line arrangement in your container or your wreath and balance out all of your objects and stems around that line. For instance, if you have a full, low flowing design on one side, balance the other side with tall freeflowing design. These are total opposites, but look absolutely beautiful in arrangements of any kind.



 $\ensuremath{\textcircled{C}}$  LadybugWreaths.com – Spring Meadow - Page 50

Take a moment to hang your wreath on a door or wall. Step back and look at the fullness, shape and balance of the wreath. Notice if you have a big gaping hole in one side without flowers.

Look at your flowers and the spacing of colors to determine if all of your bold colors are clustered together in one section or evenly spread throughout. Are the deep rich colors hiding, so that you can't really see them?

This is the point where a good designer can still end up with a very beautiful creation, no matter how the arrangement started out.

So, after saying all of this, let's begin to fill our wreath with a small accent flower. I am using a verbena stem, as you can see in the picture to the right, in this step. Whatever you have chosen will look beautiful in your wreath whether it is a small flower or berry stem.

Cut your stem into individual pieces, leaving one stem longer than the others. Place the longest stem to the right of and behind the nest. The length of the stem adds height and dimension to the wreath and looks very pretty. You can see placement in the above picture.

In the next picture, you can see that I am still working on the same side of the nest, but bringing a different stem out from the wreath and curling it down a little. Continue on by placing one stem in the left side of your wreath and the other coming out from the top and pointing to the right. If you will notice, I never put quite as much on the right side of my wreaths as on the left. The stems, which are "swooping" from left to right, in a clock-wise fashion, mimic the fluid design of the wild birch wreath. This creates balance and movement to your wreath.



In the picture above, you might have noticed a ledge of paint jars. I love color and enjoy painting, as well as many other creative hobbies. I like to pour some of my favorite colors of paint into jars so I can have them handy. The colors also add to the whimsical and cheerful atmosphere in my workshop! That wonderful mirror with a shelf is a favorite yard-sale find!

I added a blueberry stem next. You can choose any airy stem to insert here. These delightful blueberry stems are very airy and wispy. It is important at this point that we start adding "airy" stems to give your wreath a light, soft appearance rather than a hard, stuffy one. Insert the first cluster of berries or small flower stem into the top section of the wreath.



Place the next cluster of berries or stem to the right side of the bird's next adding color to this already beautiful spot. Because this spot in your wreath already has a lot of moss and several stems in it, first find a location for the stem before applying glue.

After just the right spot has been found, fold up the wire stand to the glue gun and put the tip directly into the moss and the stem. That will secure it without having to pull it back out after the glue

has already been applied. At this stage, that can get kind of messy!

These airy stems really do add so much to your wreath. I use this type of stem often in my designs because they soften the look of my wreath.

Next, I placed a larger cluster of berries into the left side of the wreath and nest. If you are using a floral stem instead of berry, choose one that is larger than the others so that it will appear to "fall out" or cascade on the side of the wreath. Let the stem drape some without tucking it in too closely. We can't have it too tight and stuffy!



Another pretty place to insert an accent flower is the underside of your bird's nest. As you can see in the above picture, make it fall out toward you. Get your stem in and under your bird's nest just as close as possible.

If necessary, you can take your wreath off its stand or holder and turn it upside down to apply some hot glue. This way, it won't run out all over you before it can dry.



Get your stem in and under your bird's nest just as close as possible.

If necessary, you can take your wreath off its stand or holder and turn it upside down to apply some hot glue. This way, it won't run out all over you before it can dry.

Then, as with all the other smaller filler flowers and stems look for any holes or gaps. Go around your wreath putting one stem on the left side and an airy one coming out from the top. Swoop another stem over toward the right side of the design.

I want to take a moment here to show you a side view of this wreath so far. If you look closely at the picture, you can tell that some of the side stems are tucked in a little toward the front of the wreath, and some are tucked in toward the back. Also, they curl in different directions, from the front, the side and the back. Some of the airy stems and grasses curl toward and out the front of the design.



 $\ensuremath{\mathbb{C}}$  LadybugWreaths.com – Spring Meadow - Page 56

All of this movement is very important in giving your wreath design some depth. If every stem in the outside of a wreath were placed exactly in a "row", two things would happen. First, the wreath would look very flat – you would lose any depth that you already had. Secondly, there would be a lot of empty space around the inside or the backside of your "row". More stems would then be required to have a full and pretty wreath. You may be thinking that it isn't quite full enough yet, and you would be right. We still have several stems more to go. A front view will show you the difference.



WOW! You really are getting very close to finishing your special creation. I know it must be looking very, very pretty by now! Don't get too excited and hang it up before it is completed!

I know you must be anxious to get it hung on your door or in your house, but wait just a little longer. Only a few more stems left!! These subtle finishing touches will change your wreath from a "homemade" feel into the polished, professional appearance that you want.



# CHAPTER 15 - MORE FILLER FLOWERS AND BERRIES

Now let's add the rest of your fillers and berries by dividing them into individual sections. I particularly like the pretty yellow stem that I added here because I think it adds so much to a design!



After dividing your stems, chose the largest one to add next. Can you guess where I would put that one? If you said the bottom right or the bottom left; either would be correct. This time, let's place the largest one coming out of the bottom right – kind of even with the bird's nest.

When I look at the bottom right side of my wreath, I see an empty spot without anything trailing out. This is the reason I choose to put my larger stem there. Attach the largest stem so that it trails out of your wreath and swoops down. Here is another one of those situations where you might want to hold your wreath upside down and apply a little glue. You don't have to be afraid of how you handle your wreath, because, you have built this one very securely from the start.



Next, insert a smaller cluster under the bird nest and curl it up a little. I really want to have some of that pretty color up as close to the bird as I can get it. I know there isn't much room left in his section, but the sharpness of a pick will help you fit the stem right in.



Here is another completed wreath picture for you to refer to in placement of the filler stems we have been using. I know that you're gaining confidence now and probably can choose where to put each stem all by yourself!



The next to last stem that I placed in my wreath is the beautifully colored berry stem.

Again, choose a stem that you would like to accent the bird's nest and cut it into individual pieces. You should have a shorter piece and a longer one.



These two pieces will look very pretty up close to your bird and bird nest. If you try to use them anywhere else in your wreath, they would just get lost and not have the same impact they will have up next to your bird.

First, place the shorter stem on the right side of the nest. Apply some hot glue to the base of the stem to secure it. Notice in the picture where I am placing the long piece. Apply glue to the long stem and place it, to the left of and behind the nest, standing straight up.

If you have any sprigs or little blooms left from your collection of supplies, this is a great time to add them. Glue these blooms where you see a place that needs a little color. Just be creative as to where you put yours as I am doing in the picture below!



We are nearing the completion of your beautiful wreath! A few final details to take care of and it will be ready to hang on your door! Gather together any ivy and moss that you have left over. I like to save a few pieces of ivy to add at the end because there are always a couple of spots that need some extra greenery.

Examine your creation carefully and look for any places that you think look sparse. Add the ivy as you see fit. If no gaps are found, simply leave the ivy out. Don't feel like you have to use every piece that you purchased. Tuck any left-over moss in and around your wreath where you see stems or picks peeking out.

## CHAPTER 16 - YOU DID IT! A BEAUTIFUL BOW

Turn your wreath over to the back. Use your wire cutters to remove any stems or picks that are sticking out of your wreath. This will clean up the back as we discussed earlier.

The final step in completing your wreath is the addition of the "critters" you purchased. I always like to add my signature "ladybug" and a bumblebee.



Any creatures you place will add whimsy, character and delight to your work. Apply a spot of glue to the underneath side of the bug and place her wherever you see fit.

Large bugs take a little more glue so make sure that they are properly secured. I spread apart the legs of my bumblebee so that he can land on one of the honeysuckle vines wrapped across my wreath.



But this is your special creation, so you can place them anywhere you like. My clients love finding them sitting on the honeysuckle vine or tucked beside a prominent flower.

# I have sincerely LOVED making this wreath along with you!



Don't you just LOVE the way all of the fine details I have taught you show up so well in this very special wreath?



Remember, I Know You CAN Do It!

Thank you for allowing me to visit with you in your home as you are learning to make your first wreath, or to polish your skills.



For more wreath ideas and samples go to my website: <a href="http://ladybugwreaths.com/doorwreaths/wreaths-for-sale-2/">http://ladybugwreaths.com/doorwreaths/wreaths-for-sale-2/</a>

View my wreath galleries while you're there.

Summer: <a href="http://ladybugwreaths.com/doorwreaths/summer-wreaths/">http://ladybugwreaths.com/doorwreaths/baby-wreaths-2/</a> Fall: <a href="http://ladybugwreaths.com/doorwreaths/fall-wreaths-2/">http://ladybugwreaths.com/doorwreaths/fall-wreaths-2/</a> Christmas: <a href="http://ladybugwreaths.com/doorwreaths/christmas-wreaths-2/">http://ladybugwreaths.com/doorwreaths/fall-wreaths-2/</a> Christmas: <a href="http://ladybugwreaths.com/doorwreaths/christmas-wreaths-2/">http://ladybugwreaths.com/doorwreaths/fall-wreaths-2/</a> Christmas: <a href="http://ladybugwreaths.com/doorwreaths/christmas-wreaths-2/">http://ladybugwreaths.com/doorwreaths/christmas-</a> wreaths-2/</a> Character: <a href="http://ladybugwreaths.com/doorwreaths/character-wreaths-2/">http://ladybugwreaths.com/doorwreaths/character-wreaths-2/</a>

## CHAPTER 17- FINISHED WREATH BY NANCY ALEXANDER



This has turned out to be such a beautiful wreath, don't you think? This is truly one of my favorites!

Smiles & Blessings, Nancy

# **APPENDIX - RESOURCE PAGE**

### LADYBUG NEWSLETTER

Nancy's FREE weekly newsletter contains: decorating ideas; design tips; free 'how to' videos; or special deals. To begin receiving Nancy's newsletter, go to her website: http://www.LadybugWreaths.com . Nancy would LOVE to add you to her mailing list!

## **INSTRUCTIONAL DVDS & DIGITAL VIDEOS**

Nancy offers over 20 instructional videos that show you step by step how to make a particular style of wreath or bow. To view the list of video offerings, go to:

http://ladybugwreaths.com/doorwreaths/product/dvds/ http://ladybugwreaths.com/doorwreaths/download-videos/

### **WORKSHOPS:**

Nancy offers both private and group workshops in her studio in South Carolina. In these workshops you receive personal instruction from Nancy and her assistant on the art of wreath making. You leave with the most beautiful wreath you created and with the knowledge how to make more!

Learn more here: <a href="http://passionintoprofits.com/workshops/">http://passionintoprofits.com/workshops/</a>

### **CONNECT WITH NANCY ON FACEBOOK:**

https://www.facebook.com/nancyladybugwreaths

### **COACHING:**

Nancy, along with her friend and partner, Linda Joseph, offer private and group coaching. Our goal is to show you step by step how to sell your wreaths and/or other creations online.

#### **Getting Started Coaching**

"Best of Nancy" is our introductory coaching club. It consists of a forum, video training, monthly updates and bonuses. The forum is a great place to ask questions, meet other like-minded people and find encouragement. The video training covers all the essential elements for selling your creations on the Internet.

To learn more, go to: <u>www.BestofNancy.com</u>

#### Private/Group Coaching

Our goal is to help as many artisans as possible to realize their dreams by selling their creations on the Internet.

We offer a premium private coaching package to walk you through setting up your business and refining your signature product. This is a three to six month package where you meet on the phone with use a couple of times a month, you receive specialized training, have email access to us and several other bonuses.

To learn more, go to: <u>http://passionintoprofits.com/</u>

#### **PURCHASE CUSTOM WREATHS**

Nancy continues to create beautiful wreaths that are a treasure for any home. To see her wreaths currently for sale go here: <u>http://ladybugwreaths.com/doorwreaths/wreaths-for-sale-2/</u>

To order a custom wreath, go here: <u>http://ladybugwreaths.com/doorwreaths/custom-door-wreaths/</u>

### **APPENDIX – GETTING STARTED MAKING WREATHS**

#### HOW TO MAKE A GORGEOUS WREATH 3 EASY STEPS

- 1. Get Step by Step Instructions
- **2. Buy Supplies**
- 3. Make a Wreath

#### **STEP 1 - GET STEP BY STEP INSTRUCTIONS**

I have produced well over 50 step by step instructional video tutorials and have written several instructional e-Books! The feedback I have received has been overwhelming! Here is just one testimonial:

> "Nancy, I have just viewed my copy of your video about the two-foot Christmas tree, and I cannot tell you how much I treasured every moment of it!!! I received it a couple of days ago but put it aside until I had time to savor every minute of it like I was eating a luscious box of chocolates! I love your color choices, and not only did your tree have a wonderful burst of elegant color and glitter, but hanging the greens made the tree have movement as well. You REALLY are a Master Designer and I could watch your video all day.

*I shared your website with a professional wedding, floral designer. She was thrilled with your website and had as much of a hard time dragging herself away from it as I did!* 

Thank you SO much for pursuing your heart's work through your adversities because it is a real inspiration to so many of us too!" Blessings! ~Carmela~

[NOTE: I have hundreds of testimonials. If you'd like to read a few more, <u>click here</u>.]

You have just purchased the Deck the Halls e-Book to learn how to make a wreath. How much easier do you think it would be to "watch" me while I do it and explain what I am doing? Yes, it would help a whole lot!

Rather than give you a list of my DVD's to choose from, I want to make this very easy!

To get started: Just purchase 2 DVDs: "<u>Summer Daze</u>" and "<u>Ribbons</u> and Bows"



Summer Daze

**Ribbons & Bows** 

All you have to do is watch these two videos! You'll be surprised at how much you learn!

## LEARN FROM ME (NANCY) IN PERSON!

That's right! You can come to my personal shop and learn directly from me! We will start the day at 9:00am in my shop. You will work on your own wreath as I and my assistant lead in the design of a gorgeous wreath.

I provide all the supplies and tools and even an easel. You will be able to ask me any question you want and I will give you immediate feedback on your work. You will complete a 24 inch wreath.

You will learn to ship by boxing and shipping your wreath to your home. You finish the workshop around 4pm with a completed wreath and all the tools, as well as the bonuses.

Learn more about my workshops!

# **STEP 2 – BUY SUPPLIES**

You will need some basic supplies for making wreaths.

#### These wreath making materials include:

- "Wild Birch" wreaths in several sizes made exclusively for LadybugWreaths
- Wreath making easel designed by and made exclusively for LadybugWreaths
- Rolls of freshly harvested honeysuckle vine
- Klein Wire Cutters, my personal favorite
- Sure-bonder Glue Gun or any other hot glue gun



The above is a picture of some of the supplies you will need to get started. You will also need a wreath form (birch or grapevine), honeysuckle vine, and an easel (optional).

<u>CLICK HERE to view wreaths, honeysuckle vine by the roll, and easels</u> <u>on my website:</u>

(I have all the details here).

# **STEP 3 – MAKE A WREATH**

First I recommend that you spend some time practicing your bowmaking skills. Make them over and over again! That is the best way to learn. You can even use the same ribbon, and iron it if necessary inbetween bows. The more you practice, the prettier your bows will be.

I would watch <u>"Ribbons & Bows"</u> over several times as you practice your bows. Please don't be discouraged if your first one doesn't turn out as you would like. But after several tries, you'll actually begin to see in your mind where each loop and streamer should be. That's the way it was for me. I did have a hard time with my first several bows.

Then, one day, something just clicked in my mind, and I thought: "WOW, I've Got It!! I can really see the bows as I am making the loops!" And, I did have it! I have been making beautiful bows ever since. And, my bow-making skills are still growing and changing to this day – as I'm sure yours will too.

## I PROMISE THAT YOU CAN DO THIS! I GUARANTEE YOU CAN DO THIS!

Next, you can start working on your wreath. Watch the wreath-making video once all the way through so you can become familiar with the terms, as well as my techniques, tips, and methods. Then you are ready to work along with my video.

Pause the video whenever you need me to stop so you can catch up. Rewind it when necessary. This IS NOT hard. It is SO enjoyable! As you get started, you'll be amazed at what you can accomplish with the correct instructions! Remember again... I know you can do it!

**NOTE**: Short-cut the process by working with me in person!

## **APPENDIX – GET STARTED SELLING WREATHS**

# **1. Buy Wreath Supplies at the Lowest Price**

# 2. Learn Where & How to Sell Online

**3. Utilize Experts to Jump Start Your Business** 

Now that you have learned how to make different types of wreaths and have gotten positive feedback from family or friends, you may want to start making some money from your hobby.

# **STEP 1 – BUY WREATH SUPPLIES AT THE BEST PRICE**

I have been making and selling wreaths for almost 30 years and have discovered the best sources for different wreath supplies at the best prices.

After much persuasion I released an e-book with all my precious vendors. This best-selling e-book is called **"My Secret Vendors"**. You can read all about it <u>here.</u> If you want to sell your wreaths and maximize your profits, you are definitely going to want to know the best sources for your supplies!

# **STEP 2 – LEARN WHERE/HOW TO SELL ONLINE**

I started out selling on eBay and had tremendous success there! However over the past several years I have seen a lot of changes in the Internet and with those changes have seen major shifts in my online selling techniques.

I created <u>www.BestofNancy.com</u> to help my followers learn how to make and sell wreaths online. We have an active forum where you can ask questions and learn from myself as well as other experts. There are many hours of training videos on selling online which are updated monthly. We talk about Etsy, Facebook, shipping wreaths, floral designs and so much more.

If you want to sell online, you will certainly want to join our online coaching community!

# **STEP 3 – UTILIZE EXPERTS**

There is nothing like taking the 'fast track' to starting a business online. I made so many mistakes when I first got started but I plowed through the difficulties even though it took a lot of time and money. However, my income soared once I hired a coach--someone who took me by the hand and guided me through the pitfalls and eliminated my 'trial and errors.'

### **WORKSHOPS**

Workshops -I now run private and group workshops in my home studio.

Our **Premium Intensive TWO day workshop** includes making 2 wreaths as well as learning business practices, Facebook Page setup, and Etsy store setup. You will go home with a beautiful wreath for yourself as well as a beautiful wreath listed and ready to sell on Etsy. This workshop is designed to REALLY take your wreath-making skills as well as your business to the next level.

Each coaching sessions include, your very own wreath supplies (wire cutters, glue gun, pipe cleaners, picks, floral tape, and green sheet moss), a custom designed "Ladybug Wreaths" easel and a beautiful, finished wreath.

#### **BEST OF NANCY**

<u>Best of Nancy Community</u> – learn the basics of selling online and get to know other members who will encourage and support you.

#### **PRIVATE COACHING**

<u>Private coaching</u> – fast track your business with customize coaching and hand holding; get questions answered quickly and training when you need it.