



School of Interior Redesign

Marketing Your Design-Related Business

This manual is jam-packed with **creative ways to market your business effectively**. Written from a designer's perspective, we know that the way you do business today has changed, so we've provided a myriad of ideas, and instruction on how you can implement these ideas for very little money.

Do you have all of the design ability you need to have a business in interior decorating, interior redesign, or real estate staging but just don't know how to get customers? Have you started your design-related business, but are wondering where the clients are and how you can reach them? Marketing Your Design-Related Business is just the tool you need.

During this course, you will learn the secrets of locating your potential clients, and getting them to buy your services!

Some of the things you will learn include:

- **Understanding the marketing umbrella:** advertising, marketing, promotion, public relations and publicity, and sales
- Knowing your market
- **Branding your business:** Creating the "look" and "feel" of your business
- How to communicate effectively with your client, both verbally and in writing
- The tools necessary to market in print, through the internet, and face to face
- Public speaking and presentation techniques and ideas
- How to **create a marketing plan** and measure your results
- Resources

...As well as a myriad of business forms that will keep you and your business ready for success.

With the step-by-step process provided, you will know exactly what needs to be done in order to market your design-related business using tried and true techniques that keep you one step ahead of the competition.

When you enroll in the Marketing Your Design-Related Home Study Program, you will receive the following:

- An information-filled manual (in pdf format) covering all of the material above and including forms and templates that you can customize for yourself.
- A host of exercises to test your knowledge at every step of the process to get you thinking about today, tomorrow, and beyond.
- Your own tutor (an established business owner) to answer your questions, review your exercises and provide detailed feedback (both written and verbal), and help in any way to ensure your successful completion of the program.
- Access to the Student Center and virtual classroom (from the time you begin the program until the time you no longer want access), which offers additional examples and information to supplement your learning.

Enroll in the Marketing Your Design-Related Business Home Study Program

Price for Marketing Your Design-Related Business is \$275. To enroll in Marketing Your Design- Related Business program, please complete the [Application](#) and submit it, along with your [payment of \\$275](#).

The Best of Both Worlds: Enroll in both Starting Your Design-Related Business and Marketing Your Design-Related Business (Business Complete) for a total cost of \$500. To enroll in Business Complete, please complete the [Application](#) and submit it, along with your [payment of \\$500](#).

Cancellation Policy: Because Home Study courses are completed in your own time at your own pace, cancellations are not accepted once the payment has been made.