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page 281

Interior

THE BUSINESS OF DESIGN

PROVEN MARKETING SECRETS TO ATTRACT MORE CLIENTS,
MAKE MORE MONEY, HAVE MORE FREEDOM,
AND LOVE BEING A DESIGNER!



Vita Vygovska MBA, CWFP

Foreword by **David Shepherd**
President & CEO, Designing Profits, Inc.

FOREWORD

by David Shepherd



I'd like to ask you three questions.

First, do you think you could defeat Viswanathan Anand – the current world chess champion – in a game of chess?

No? Well now let's do a little time traveling and imagine that when Mr. Anand was four years old his parents had put a golf club in his hands instead of a chess piece. And assume that, at about the same time, your parents taught you chess, which you then practiced for several hours a day, 300-plus days a year...for decades.

Now who wins the chess match between you and Mr. Anand?

The difference is clearly not talent (that's almost unknowable) but rather the practice of known techniques. Repetition. Perseverance. And most of all, a cult-like dedication to the fundamentals that are proven precursors of success.

My next question is multiple-choice. Which of the following interior designers do you think would be more successful, financially?

- A) an enormously talented designer who was completely incompetent at marketing, or:
- B) a relentless and fearless marketing machine with only average design talent

I'm going to save my third question for the end, but the professor in me can't resist a quick review. Unless I miss my guess, I've easily convinced you that you could rise to the top of almost any field with enough practice, and that if you want to be successful, much of that practice should be in the realm of marketing.

So imagine my pleasure when I was asked to pen the Foreword for a book that so exquisitely combines these key principles.

In *The Business of Design*, readers are presented with highly focused action items guaranteed to increase their client base and revenue.

Foreword

Some of this advice you've undoubtedly heard before, such as getting involved, networking, word-of-mouth marketing, and using newsletters. But why would any serious businesswoman or businessman ever tire of that which is known to work?

Some of the advice is new, including one of the clearest explanations I've yet read as to the role of Facebook, Twitter, and the like.

And some of the advice is so old that it's completely new again, including innovative and exiting applications of trunk shows, speaking opportunities, and advice on how to get published.

Each of these practical strategies (and I emphasize *practical!*) could grow into a book of its own. But hats off to the authors – all of whom are proven successes in the design world – for resisting that temptation. The genius of this work is that it avoids page-filling bulk in favor of razor-sharp action steps. (Did I mention that they are proven to work?)

If you want to snag only those strategies that you think will have the highest impact on your current situation, you should know that editor Vitalia Vygovska thought of that as well. She provides a helpful system for getting organized and setting your unique priorities.

And if you want more, contact information is provided for each author, and each expert offers a wealth of additional resources to help you succeed.

Now, are you ready for my third and final question? Well, the truth is that your parents didn't put a chess piece in your hand when you were four years old. In other words, if you haven't been practicing these techniques for the past few years, you may feel a sense of regret when you think about where you'd be today if you had. You may have a Homer Simpson moment or two. ("*Doh! I know that! Why did I stop doing that? Why aren't I doing that?*")

So here's the third question: If you commit to the principles in this book today, how old will you be when the success you crave finally comes your way?

The answer is, the same age you'll be if you don't commit today.

The only difference is your success.

Foreword



David Shepherd, MBA, is president and CEO of Designing Profits, Inc. His firm produces the annual *Business of Design Conference* and manages the industry's Best Practices Network (BPN) for interior designers. He is a long-time faculty member of the McCombs School of Business at the University of Texas at Austin and author of *Your Business or Your Life: 8 Steps for Getting All You Want out of BOTH*,

an Amazon best-seller and the source of a seminar attended by over 2,000 interior designers. The 8 Steps are now available in a home study course on DVD. (Find out more at www.designingprofits.com.)