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Posted By Andrew Neiderman

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view—who you want to serve
and why you do business, and
it's a process that happens
from the inside out.

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Uncover what a visibility

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strategy is and why it's
important and then, how it
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Branding + Interior Design
bridges the gap between
designer and design leader
and shows pros how to
define, value and
communicate their vision;
find clients who are a fit

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And earn more by serving For
better. It's a deep dive
into design marketing
solutions and includes
candid conversations with
design leaders like: Barbara
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important and then, how it differs from traditional marketing. Look at the beginnings of your brand DNA and review a series of case studies for comparison.

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firms thrive while others barely survive? The answer lies in one powerful little word: brand. More than a pretty logo, it involves telling the story of your distinct point of view--who you want to serve and why

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you do business, and it's a process that happens from the inside out. This book bridges the gap between designer and design leader and shows pros how to define, value, and communicate their vision;

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find clients who are a fit;
and master the art of being
visible. Worksheets give
designers the tools to learn
these strategies and apply
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Clients are the lifeblood of

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any interior design firm, and a clear understanding of how to manage those clients is essential. Interior Design Clients will help entrepreneurial designers build their clientele and avoid the pitfalls that can

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waylay even experienced designers. Becoming a residential or commercial interior designer is not an easy undertaking, and developing strategies to gain clients' trust is the key to making client

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of agreement; ordering
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management; delivery and placement; and retaining clients.

The Business of Design debunks the myth that business sense and creative talent are mutually

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installation. Multiply by
the number of projects on
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recipe for overwhelming
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and techniques necessary to manage a successful interior design business. The Fifth Edition of this essential resource has been revised to address the latest trends and changes in the field, with new and updated

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brand, client development,
social networking
and Internet marketing,
finances, purchasing,
technology and
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designers who are at the
start of their career.

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real estate market has
turned interior design into
a boom industry in recent

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years. Interior designers
owning their own firms have
a median income of \$75,000.
Tens of thousands of homes
are for sale in the United
States today, and many need
the help of an interior
designer to be sold.

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Interior designers create the spaces where we work, play, and live every day. Whether it is a private residence, corporate office, retail store, or a zany restaurant, interior designers use their

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