



TRAINING TOPICS FOR 2020-2021

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INTERIOR DESIGN BUSINESS COACH

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Theme: HOW TO THRIVE IN TIMES OF CRISIS

“ 5 Ways to Market Your Design Business in Challenging Times (and Good) ”

- ✦ How to **Pivot to Virtual and Make Real Money** Without Missing a Beat
- ✦ **Turn Your Points of Connection into Points of Profit** for Authentic Business Success
- ✦ How to Build Your Business Around What You Already Do for Fun **to Make a Fortune**
- ✦ Use the Power of Old School Touch to **Build Rapport that Leads to Revenue**
- ✦ How to Stand Out in a Crowded Market and **Get the Recognition & Clients You Deserve**

“ Grow Your Design Practice in Times of Crisis ”

- ✦ How to **Reach Out to Clients** with Care & Compassion
- ✦ Pivot Your Practice to **Keep Your Profit Pipeline Open**
- ✦ How to Invite Clients to **Explore a New Way of Working** (While Staying Safe)
- ✦ **Repackage Your Services** for Online Delivery with Your Designer Difference
- ✦ How to **Stay Focused and Moving Forward** When the World is Standing Still

Theme: WORKING WITH VENDORS, ARTISTS, MANUFACTURERS

“ Build Your Trade Team to Earn More on Every Project ”

(Working with Suppliers, Artists, Workrooms)

- * How to **Build a Team Without Hiring** or Managing Anyone
- * Stop Selling Retail and **Get the Trade Pricing You Deserve**
- * How to Leverage Your Trade Partners for **More Profitable Projects**
- * Make Each Project as Original as Your Client and **Stand Out to Get Published**
- * How to **Maximize Social Media** with Your Trade Partners & Vendor Team

“ How to Build Your Resources & Relationships to Increase Revenue ”

- * Where to **Find Rockstar Resources** Without Touching Google
- * How to **Build Winning Relationships with Your Reps** so They're There When You Need Them
- * Why **Less Is More When It Comes to Great Resources**, Loyalty Gets Rewards
- * How to Plan Your Market Trips to **Build Business by Collaboration**
- * The Best Tools to **Sell More Product in Every Project**

Theme: LEADING YOUR DESIGN PRACTICE TO THE TOP

“ How to Be the CEO of Your Design Firm and Escape the Trap of Being the Chief Employee ”

- ✦ How to **Capitalize on Your Strengths** Instead of Catering to Your Weaknesses
- ✦ **Stop Doing It All** and Refocus on Your Zone of Genius and Path of Brilliance
- ✦ How to Build a Team that Delivers **Greater Profitability and Time Freedom**
- ✦ Define What to Delegate to **Do More of What You Love, Less of What You Don't**
- ✦ How to Be the Chief Visionary and **Steer Your Practice Instead of Chasing It**

“ How to Build the Design Business of Your Dreams While Having the Time of Your Life ”

- ✦ **Create the Big Vision for Your Life**, Build Your Business to Serve & Support That
- ✦ How to **Surround Yourself with Powerful Peers**, Connected Colleagues, and Mentors
- ✦ **Invest Your Time in What Works** and Ditch the Distractions that Can Derail You
- ✦ How to Turn Every Project into a **Showcase of Your Talent & Expertise**
- ✦ Learn to **Embrace the Interior Designer's Lifestyle** Where Work is Play

Theme: MARKETING LUXURY DESIGN

“ Marketing the Luxury of Design to Attract Affluent Clients ”

- ✦ How to Identify Affluent Clients, It's Not Always Obvious
- ✦ Where to Meet Affluent Clients and How to Connect
- ✦ How to Build Trust and Credibility with Affluent Clients to **Increase Sales**
- ✦ The #1 Quality that Attracts Affluent Clients and How to Have It
- ✦ 6 Profitable Strategies for Marketing Luxury Design Today

“ Luxury Branding for Your Boutique Interior Design Firm ”

- ✦ 13 Elements Your Brand Needs to Be Seen as Luxury
- ✦ How to **Be Selective in Your Work** to Build a Luxury Brand
- ✦ Creating Luxury Experiences to **Generate Buzz in All the Right Circles**
- ✦ How to Provide Ultimate Client Communication and Care
- ✦ Branding Secrets that Won't Break the Bank and Deliver Results

Theme: TIME MANAGEMENT & TEAM BUILDING

“Get More Done and Love Your Business More”

(Time Management & Mastery)

- ✦ How to **Get More Done in Less Time** and Turn Productive into Profitable
- ✦ 3 Components of Project Management that Will **Make You a Master of Time**
- ✦ How to **Include Client Celebrations in Each Project** for First Class Service
- ✦ The No Brainer, Almost Free Tool that **Turns You into a Scheduling Ninja**
- ✦ How to **Eliminate Management by Crisis**, Client Frustration, and Digital Distractions

“How to Do What You Love, Get Rid of What You Don’t”

(Build a Talented Team)

- ✦ How to **Identify What to Delegate** to Avoid Overwhelm
- ✦ How to Document Your Processes so You **Minimize Time in Training**
- ✦ Where to **Find Great Talent Fast** Online and Offline
- ✦ Key Interviewing Tips so You **Hire Right the First Time**
- ✦ How to Build a Team Online & Offline that You Can Rely on to **Build Your Business**

Theme: CONFIDENCE AND MINDSET GROWTH

“ 7 Winning Word Choices to Increase Your Profit ”

(Change Your Words, Change Your World)

- ✦ How to Move Your Client from Hesitation to **Certainty on All Decisions**
- ✦ The Power of a Single Word to **Multiply the Value of Every Project**
- ✦ How to **Increase Your Confidence and Client Attraction** with the Right Words
- ✦ The **Positive Mindset Shift** You'll Experience When You Change Your Self Talk
- ✦ How Your Word Choices Will **Open New Doors of Opportunity and Income**

“ Unleash Your Inner Design SuperSTAR! ”

(Confidence and Mindset)

- ✦ The Surprise Secret to **Positioning Yourself as a Design SuperSTAR**
- ✦ How to Have **Conversations that Deliver Cash to You & Comfort to Clients**
- ✦ The **3 Universal Problems You Solve** With Every Design and Why It Matters
- ✦ How to **Make Any Piece of Furniture Life Changing and Irresistible**
- ✦ The Crazy Simple Client **Communication Skill that Every Client Wishes You Had**

Theme: RATES AND FEES

“ How to Set Profitable Transparent Rates for More Business ” (Transparency in Rates)

- ✦ Leverage Your Letter of Agreement as a **Lucrative Marketing Tool**
- ✦ Make Clients Your Advocates & Allies and **Build Reputation Revenue**
- ✦ **Get Fees Based on Value** Instead of Your Time
- ✦ Stop Selling Furnishings & **Provide Priceless Transformation**
- ✦ Master Transparency to **Build Trust & Be In Integrity**

“ Rates & Fees: How To Make Money With Flat Fees ”

- ✦ How to **Protect Your Profit** from Scope Creep & Client Changes
- ✦ Stop Leaving Money on the Table, Learn to **Pick the Right Flat Fee**
- ✦ How to **Find Your Fortune** with Square Foot Fees
- ✦ The Dual Fee Method that **Ditches Hourly Tracking**
- ✦ How to Use **Percent of Project Cost** for More Profit

Theme: GET MORE CLIENTS

“The 3 Step Formula that Gets You Hired and Earns More Money” (Discovery Process for Profit)

- ✦ How to **Establish Trust and Build Rapport** BEFORE You Meet Your Client
- ✦ **What Every Client Wants to Know** BEFORE They Consider Working with You
- ✦ How to **Ditch Free Consultations** and Get Paid for Your Brilliance Always
- ✦ **What Holds You Back from Earning What You Deserve** and How to Fix It
- ✦ How to **Stop Leaving Money on the Table** and Increase Every Project Value

“Define, and Find Your Ideal Design Client for Your Best Year Ever” (Ideal Client)

- ✦ **Save Time, Money, and Effort** by Marketing Exclusively to Your Ideal Client
- ✦ Learn the Simple **Shortcut to Recognizing Your Ideal Design Client** FAST
- ✦ Build the Life of Your Dreams While **Enjoying a Profitable Design Practice**
- ✦ **Work Exclusively with Clients You Love** Who Love You Back
- ✦ Discover Your Personal Points of Connection that Will **Tip Clients Over into Hiring You**

Theme: SOCIAL MEDIA & INSTAGRAM

“5 Keys to Capturing More Clients with Instagram”

- ✦ How to **Maximize Your Impact** in the Least Amount of Time
- ✦ Skyrocket Your Visibility so You **Get Found Fast**
- ✦ How to Collaborate to **Connect to Clients** in Your Own Backyard
- ✦ Leverage Your Vendors for **Increased Reach and Influence**
- ✦ How to Manage Your IG Marketing in **Less Than 30 Minutes a Day**

“The Social Media Routine that Drives Revenue”

- ✦ Master Repurposing Content to **Save Hours Each Week**
- ✦ How to **Be Where It Matters Most** on Social Media
- ✦ Leverage Your Vendors for **Increased Visibility**
- ✦ How to Turn One Project into Images for a Year for **Irresistible Content**
- ✦ Create a Social Media Routine so You **Stand Out from the Crowd (and Get Hired)**

Theme: PROTECT YOUR PRACTICE

“Get Better Clients and Earn More Money with the Right Agreement” (Letter of Agreement)

- * **How to Avoid Lawsuits** and Protect Your Practice
- * **Ditch Stress and Anxiety** and Reclaim Your Peace of Mind
- * How to Increase Your Profitability and **Stop Giving Away Your Talent**
- * Create a Contract Your Client Can't Wait to Sign and **Grow Your Business**
- * How to Position Yourself as a True Professional and **Get More Business**

Additional Considerations



- ✦ All topics are available for virtual webinar delivery or in-person training.
- ✦ Topics may be customized per company and event.
- ✦ Each is available in 45-60 key minutes or a 90-minute workshop (recommended.)
- ✦ Educational and entertaining presentations are included with high visual impact.
- ✦ Success guide handouts deliver maximum participant learning and help create a strategic plan of implementation.
- ✦ Fees on request.
- ✦ ***Content licensing is available to build an exclusive Designer Resource Library.***

About Melissa Galt



Melissa Galt is a business coach and marketing consultant to interior designers who want to earn more in less time with a lot less stress. She works with designers, nationally and internationally, who want a highly profitable design practice with exclusive clients, exceptional income, and time and resources for an extraordinary life.

As the successful CEO of her own residential practice for over 25 years, she knows first-hand the challenges today's designers face in today's fast-paced world. With a BS from Cornell in hospitality management, Melissa provides practical systems and processes to grow the business of design.

She speaks and trains designers across the country and around the world with online webinars and in-person trainings. When you're interested in capturing the attention of designer buyers, Melissa will make it happen.

“Melissa’s thoughtful, substantive program was filled with solid advice from someone who has clearly been there and done that. Plus, she made the learning fun so we would remember and apply it. Her performance dazzled me.”

– Partners for Market Leadership

“Everyone, whether in interior design, sales, manufacturing, or any other industry that wants to drive more sales needs to experience ‘the Galt effect.’”

– Delos, Inc

In addition, she offers relationship building trainings, for revenue generation, to home furnishings sales reps who want more interior designer business. Melissa knows what it takes to catch the attention and money of today’s top designers.

She’s the author of “Marketing Luxury Design: Attracting Affluent Clients,” “Move It Forward: 31 Days to a More Prosperous You in Business and Life,” and “Words that Reveal Results: 15 Word Choices to Get What You Want,” and additional motivational books. Melissa says her greatest inspiration is her great grandfather, world renowned architect Frank Lloyd Wright, design is in her genes.

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