



DOWNLOADABLE FULLY IMMERSIVE DESIGN YOUR BUSINESS WORKSHOP

WITH STACEY COHEN

I am thrilled to offer a unique workshop to fellow designers on the business side of design. I have meticulously designed this workshop to equip you with tools and strategies for running an organized and streamlined office. From pricing, proposals, developing a streamlined design process, executing projects seamlessly, managing client communication, mastering effective team recruitment and onboarding, and training, we will cover every facet of building a thriving interior design business.

This workshop offers clear, concise insights that are easy to apply. Whether you are launching or growing your firm, this workshop gives you practical, ready-to-use templates and strategies to streamline your projects and team management and is essential if you're serious about running a successful, profitable interior design firm!

My commitment to each student is that you will never have to take another workshop on the business side of design after completing DYB. Through our weekly group mentorship calls that you receive access to with the purchase of the course, you will have the opportunity to address the specific challenges you face in your interior design business and ask questions related to the workshop. You can expect dedicated guidance and support tailored to your unique circumstance.

This is an opportunity to invest in yourself and your interior design business, an opportunity to propel your career to new heights. Join me for this transformative experience where you will acquire the knowledge and skills required to run a successful and profitable firm.

Course Outline

There are 7 modules that I teach, and each module comes with templates that I help implement into your business during each breakout session. Students will leave the course with a USB containing templates for proposals, schedules, budgets, and internal systems to implement into their business.

- 01 - Potential Clients + Pitches
- Topic 1: Potential Clients + Pitches
- Topic 2: How to Charge + Client Proposals
- Topic 3: Cash Flow Management
- Topic 4: Project Schedules
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- 02 - Finances
- Topic 1: Cash Flow Management
- Topic 2: Furniture Profits
- Topic 3: Profit Margins
- Topic 4: Invoicing
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- 03 - Phase 1: The Design Process
- Topic 1: Identifying the Client
- Topic 2: Identifying the Client
- Topic 3: Onboarding Questionnaire
- Topic 4: Presentation Preparation
- Topic 5: Project Folder Organization
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- 04 - Phase 2: Execution
- Topic 1: Ordering Process
- Topic 2: Schedules
- Topic 3: Site Visits + Milestones
- Topic 4: Contractors + Vendors
- Topic 5: Final Installation

- 05 - Building Your Team
- Topic 1: Internships
- Topic 2: Recruiting
- Topic 3: Onboarding
- Topic 4: Company Policies
- Topic 5: Manuals
- Topic 6: Human Resources
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- 06 - Internal Systems + Communication
- Topic 1: Time Management
- Topic 2: Internal Communication
- Topic 3: Client Communication
- Topic 4: Your Internal System
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- 07 - Business Development
- Topic 1: Being Proactive Instead of Reactive
- Topic 2: Tools to Generate More Business

THE DYB DIFFERENCE

DESIGN YOUR BUSINESS

-  Flexible Learning: Downloadable videos you can start and stop to learn at your own pace.
-  Ready-to-Use Templates: Integrate expertly crafted templates into your business, including:
 - Sample emails
 - Spreadsheets
 - Schedules
 - Budgets
 - And much more!
-  Weekly Q&A with Stacey: Get your questions answered directly during live calls.
-  Exclusive Industry Events: Invitations to special events for networking and growth.

“You will get 10x your money worth and it is definitely worth the investment! Thank you Stacey!”



“The workshop was extremely thorough, Stacey covered every topic imaginable and dove into the ins and outs of the industry, leaving me with actionable takeaways that I can directly implement into my business moving forward. I feel that I saved years of trial and error by taking this workshop, and I am now feeling more confident than ever moving forward in growing my design business.”

Alessia Lamonaca,
New Mode Home

“I simply loved the DYB workshop. I started my business in 2017 and felt that it was time to take things to the next level, but needed guidance and support on how to do so.



“Attending the DYB workshop was both a game-changer and a reassuring affirmation for me as a design business owner. Stacey's comprehensive approach covered every aspect of running a successful firm, from end to end. What truly set this workshop apart was Stacey's experience and transparency, providing actionable takeaways that I could immediately implement.”

Priya J Mirtrovic,
Studio P Interiors Inc.

“ You will get 10x your money worth and it is definitely worth the investment! Thank you Stacey!”



“DYB is a comprehensive and brilliantly organized course for anyone running their own design firm. Stacey offers a full scope of business tools to incorporate into running your business efficiently. She breaks down processes and expectations to help designers build their team, choose their clients and most importantly remain profitable. It was the best business decision I made!”

Sara Roth,
Dynamic Design Associates

Streamline your processes, gain more freedom and learn how to run a profitable and streamlined interior design firm

\$250
Discount

PROMO CODE: **DYB10**

Limited Time Offer!

Take advantage of a \$250 discount.