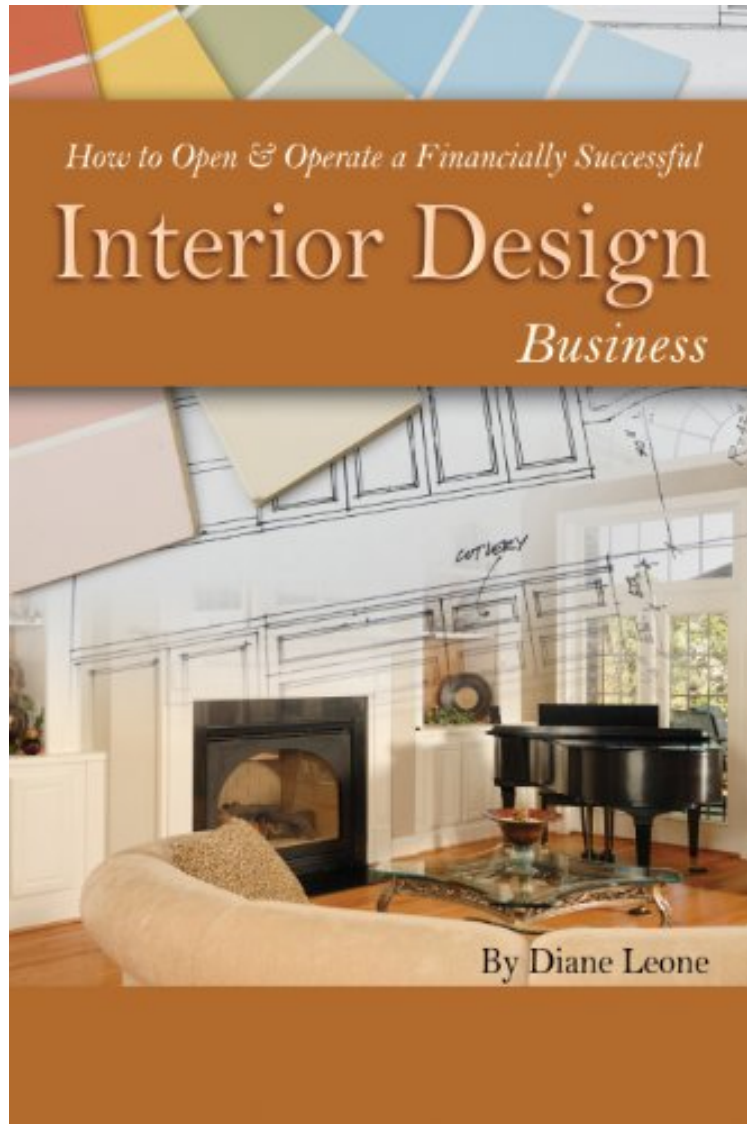


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How to Open Operate a Financially Successful Interior Design Business

Diane Leone

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you on the web for free, and if you do any research on your own, you can pretty much find it all with out the book. Sorry for the bad review, but I am already a business owner, and I guess from what I read about the book I was expecting something a little more interactive and educational. 2 of 2 people found the following review helpful. Valuable Resource! By A Naps This book is pleasingly packaged and includes several pieces that are integral to any publication that references a design theme. First, full size photographs provide pleasing reference points, and the addition of a CDROM with a customizable business plan and an appendix full of case studies both give additional value to those just starting out in the business. The text itself is approachable and easy to read, always highlighting and explaining industry-specific vocabulary, and always providing examples of design "dos" and "don't dos." At times the arrangement seems a bit out of order, for example some income and earning points are covered before the real essentials of the career are established, but the coverage in total is truly exhaustive. The author covers the history and main players of the design market (past and present), and also delves deeply into current trends such as eco design and designing for baby boomers. However, the most valuable piece of this specific publication is its focus on the entrepreneurship and business of design, which is covered not only through how-to and text, but also with reams of worksheets that any new or intermediate designer will find useful. Overall, this book is an excellent choice for the design student, or those who are new to the business, and is highly recommended. 3 of 3 people found the following review helpful. Very useful book! By KWI found this particular book to be extremely concise and useful. From the very beginning, I was drawn into the author's simple yet engaging writing style. Leone utilizes a logical flow in the book's sections and ensures that the reader has a clear understanding of her ultimate purpose. Leone not only offers sage advice on how to open and run an interior design business, but she also emphasizes the personality traits needed to become a successful entrepreneur. The book's content goes above and beyond redecorating tips and various types of interior design. Someone with absolutely no background in interior design would learn a great deal from this book on everything from marketing to exit plans. Leone's "A Day in the Life of a Designer" section offers an in-depth, realistic portrayal of an interior designer's workday. Additionally, information on already established interior designers offers inspiration to readers. Overall, Leone's book is an extremely helpful and valuable resource to anyone interested in opening and operating his own interior design business.

Interior design has become a booming industry in recent years with interior designers who own their own firms pulling a median income of \$75,000. Thousands of homes are up for sale in the United States today, and many may need a spruce up in order to be sold for asking price. 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 restaurant, interior designers use their creativity and knowledge of color principles, architecture, and design to make it work and look amazing. How to Open Operate a Financially Successful Interior Design Business shows how to build a highly successful business using your talent and understanding of color and architectural features. While providing detailed instruction and examples, this book touches on every detail that will bring success. You will learn how to draw up a business plan and about choosing a name. You will learn the ins and outs of interior design, including home staging and redesign. This book shows how to build a portfolio, get your first clients, and attract new jobs. You will learn about advertising, insurance, taxes, sales and marketing techniques, and pricing formulas. If you enjoy working with people and have that creative knack, How to Open Operate a Financially Successful Interior Business will show how to run your perfect business. The companion CD-ROM is not available for download with this electronic version of the book but it may be obtained separately by contacting Atlantic Publishing Group at sales@atlantic-pub.com. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 288 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.

About the Author Diane Leone is a native of St. Augustine, Florida. Diane is a Certified Interior Decorator and owns her own design firm. She is also a marketing specialist and has owned her own marketing firm, Marketing Edge, Inc., for the past 15 years. Diane is also an established author with a published marketing book, Marketing Multifamily Housing with Integrated Marketing Strategies, available at www.marketingedge.com. Diane currently writes a monthly column on design trends for a regional magazine, as well as a monthly column on the business of design for a national magazine. Diane's background includes marketing, advertising, television, radio, agency work, event and wedding planning, writing, and interior decorating. Diane has hosted several local real estate design shows. Diane's business was honored

as one of the Top 100 Fastest Growing Businesses in the State of Florida in 1999. She has a passion for education and was appointed by the Governor to serve on two State Educational Advisory Boards, the Postsecondary Education Advisory Council, and The Council for Education Policy Research and Improvement, and she currently serves on the Board of Trustees for St. Johns River Community College. For more information about Diane's work, visit her Web site at www.DianeLeone.com.