

Interior Designers to Learn How to Create Winning Marketing Plan in Just 1 Day

On Thursday, March 23, university professor and interior design business expert, David Shepherd, will explain his "1-Day Marketing Plan" system.

DALLAS, TX, USA, March 16, 2017 /EINPresswire.com/ -- Interior design is a notoriously hard business for which to develop a formal marketing plan.

Clients often come from unexpected word-of-mouth sources, and one client may be ten times larger than the average client.

Combined with the lurking pressure to maintain a vast social media presence, designers spend much of their time wondering if they can or should be doing more.

David Shepherd, university professor and interior design business expert has developed a solution—the "1-Day Marketing Plan." The concept is for interior designers to get out of the office for just one day, and during that day to examine all possible marketing channels, and return with a committed 12-month plan for success.

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Designers need to stop trying to chase ideal clients, and let ideal clients chase them!”

David Shepherd

"I just find too many of my coaching clients worried not so much about getting more clients," Shepherd said, "but about getting better ones. And with limited budgets, they agonize between social media, direct mail, advertising, influencer

marketing and other possible campaigns."

The 1-Day Marketing Plan webinar is presented to members of The Edge, an organization founded by Shepherd to present the best business practices of interior designers. Shepherd, the original founder of The Business of Design Conference and The Best Practices Network, is also founder of The Edge. The Edge offers in-depth articles, special reports, e-Books, video tutorials, and live coaching events for its members.

The 1-Day Marketing Plan webinar is open to members and non-members, but Edge members attend at discounted prices, or free, subject to the membership level they belong to.



"I think this concept of relegating marketing to just one day a year will really free up designers to do what they love—design," Shepherd said. "They're going to learn some very powerful things that they must focus on, and learn to stop worrying about all the rest."

Edge members, and non members, may learn more and register at <https://the-edge.wildapricot.org/1-day-marketing-plan>.

The one-hour webinar will be held on Thursday, March 23, 2017 at 2:00 p.m. Central Time

For information, those interested may visit www.designingprofits.com.

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