

12 STEPS TO BUILDING A WORLD CLASS
INTERIOR DESIGN BUSINESS THAT YOU'LL LOVE

BUSINESS TRANSFORMATION

RAPID GROWTH

BUILDING THE BUSINESS THAT WILL CHANGE YOUR LIFE

WHO IS IT FOR

Created for the busy designer who wants to lead with confidence and professionalism. Giving you everything you need to build your ideal business in bite size pieces. The 12-module curriculum will be delivered online, by video, audio, and transcripts over 12 months.

THE MODULES ARE

1. Start With a Winning Strategy – Your business why and your strategic roadmap
2. Transform Yourself From Designer to Business Owner – Your baseline assessments
3. Tailoring a Business Model to Fit Your Needs
4. How to Harness the Power of Your Financials – Making friends with numbers
5. How to Create a Sustainable Interior Design Business
6. How to Identify and Leverage Your Natural Strengths to Build A Business You Love
7. How to Get More Done Without Losing Your Mind – Effectively manage priorities, time, delegate and outsource
8. Simple Steps to Building Your Dream Team – Building and empowering your team
9. How to Build Your Successful External Team
10. How to Market for Profit and Growth
11. How to Create Happy Clients and Generate Referrals
12. How to Fix Common Problems Designers Face – Anticipating and solving problems

Photo | BRITTANY BEACH for Editor At Large



GAIL DOBY
COACHING & CONSULTING

OUR MISSION

*We help you build the design
business of your dreams and
live the life you love.*



BUSINESS TRANSFORMATION

RAPID GROWTH

"Two years ago, I signed up for the 12-month BT program and worked with Nancy Dale as my monthly business coach. My business has more than tripled in one year."

– Terri Fiori



"Business Transformation has made me look seriously at my design business with fresh eyes. I owned two businesses, a retail store and interior design firm. I have since closed out the retail side and I can now focus on my ideal clients. I work less and have more money. Thanks for opening my eyes to what really makes me happy!! I love my interior design business!!"

– Lori Carpenter



TRAINING CONTENT (\$3,600 VALUE)

- Stay on track with consultants assisting you
- Video, audio, and transcripts bring you the latest, most up-to-date information
- Shortcuts to implementation with checklists and action sheets
- Discover the right software and services to support your business

ACCOUNTABILITY COACHING (\$3,600 VALUE)

- Monthly 30-minute Coaching calls with a Gail Doby Certified Coach
- Fun, monthly challenges & tools to keep you focused and motivated to achieve your business goals
- All the latest tips & tricks, along with advice & feedback to know that you're getting it done the right way
- You're not alone when you have us with you

ACCESS TO COACH ACCOUNTABLE COMMUNITY

- Ask the Gail Doby faculty anything when you're looking for answers
- Share your ideas and progress
- Celebrate your success with your coach

BONUS INTERIOR DESIGN SERVICES CONTRACT (\$1,000 VALUE)

- Get access to our most popular contract structure
- We've done all the heavy lifting for you by creating a simple template you can customize for your firm
- Join others who are using tried and true contract terms that protect your business

60 DAY HAPPINESS GUARANTEE

The goal of Business Transformation is to give you proven strategies and support to help you achieve your business goals. We will happily refund your money if you feel the course isn't right for you, even after you've completed the first two months and you've had two one-on-one coaching sessions. Just let us know.