

SELLING: Genius Exchange 2019
Email 1
Email type – sneak peek announcement

Subject lines – [SNEAK PEEK] we're (just about) ready. Are you?

Hi [first name],

We're in the process of finalizing the agenda for **2019 Genius Exchange** [make this a link to the sales page]...

...including some REALLY EXCITING keynote speakers coming out to Genius Exchange for the first time.

I will have more for you in the following weeks, but for the time being, I wanted to give you an exclusive sneak peek of the topics we'll be covering.

Everything is focusing on – ***Growing the Heart of Your Business.***

- *How to find great employees and create a tribe*
- *Create a great team to avoid headaches*
- *Know your numbers – how the top 1% of Design firms reach the top*
- *Build a winning business culture, the right way*
- *What you need to do to get published in a top tier magazine*
- *Instagram tips and tricks that are game-changers*

These are just 6 of the **23+ topics** that are going to take place at 2019 Genius Exchange. You are going to be blown away with all that we have planned. We'll be covering the essentials to every successful Interior Design firm - today.

Also...

What always works - that you need to be sure you're executing correctly AND what's actually working now.

Growing the heart of your business is all about successful execution. Even if you've been in business 5, 7, 10, or even 15 years or more if you're not where you want to be... let's look at the core of your design business.

Check out all the EXCITING details at **2019 Genius Exchange**. {link to page}

Warmly,

Gail Doby
President & Co-Founder

Gail Doby Coaching and Consulting

P.S. The full agenda will be released in future emails.

What's always on the agenda...

You'll meet, network, and create friendships with people just like you...

You'll leave Genius Exchange inspired and ready to take your marketing and business to the next level...

But most of all, you'll leave with a PLAN to grow your design firm, your brand, and create the life you always wanted.

SELLING: Genius Exchange 2019

Email 2

Email type – It's not your fault

Subject lines – Business lessons that the worst year of my life taught me...

Hi [first name],

This is what happened to me.

Even when we finished the year 2000, at nearly \$900,000 in revenue, my drive to build a large firm was utterly gone.

Then came the day my “right-hand” employee of 6 years told me she was going to start her own firm. And you know what?

I was actually OK with that.

Because I was tired, and I was disappointed, and every day, I was questioning the reality of my business.

That part was happening because of the two epiphanies I'd recently had: First, about how much “paperwork” was involved with my work...

and second, about how “overwhelmed and unprepared” I felt even with my business degree and the business practice class I took in interior design school.

If, at this point in the story, it looks like I was entirely ready to redesign my life, and utterly prepared to accept whatever changes were needed to make it happen ... I was.

You see, I had done everything right. By the book. And it still wasn't working.

That's when I went back to the fundamentals, the heart of my design business. Because just like you... I love designing.

The truth is, it's not your fault that you're...

- Stuck
- Overwhelmed
- Exhausted
- Confused
- Unsure
- Hesitating

When you've done everything right. By the book. You should have the success that others are enjoying.

In fact, I found the solutions outside our industry that I then adapted to our interior design business. You need to know the truth, and that is why...

We created Genius Exchange for the designers, like you, who want answers.

You will be so excited with the hottest topics and the coolest industry experts to fill in the blanks for you.

Yes, you'll be motivated and feel good. *Nobody likes boring.*

AND

Yes, you'll get solid ideas to move your business forward.

AND

When you bring your team, they'll be ready to hit the ground running when you return.

Check out all the EXCITING details at **2019 Genius Exchange**. {link to page}

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P.S. BONUS. If you're not a Gail Doby Coaching and Consulting client, you'll also receive a FREE coaching session with us. People spend thousands of dollars in coaching sessions with us, but I want this to be the best year ever for you.

I can't wait to meet you at...

SELLING: Genius Exchange 2019
Email 3
Email type – testimonial success stories

Subject lines – This is the secret sauce...

Hi [first name],

Genius Exchange is the beginning...

At last year's Genius Exchange, there were so many lightbulb moments that the event could be seen from outer space.

[<https://cdn.mos.cms.futurecdn.net/ExpEkHQATfSY9REDNx2VKd-650-80.jpg>]

OK, well that may be a little bit of a stretch, but this is what they said –

- 'I am a marketer' – a Boardroom member
- 'delegate to move faster'
- 'take the time to get it done'
- 'need to hire'
- 'hug your numbers'
- 'procrastination is expensive'
- 'dream out loud, breathing, speaking them'
- 'be authentic'
- 'have the confidence to scale and brand'
- 'you don't have to be an owner to be a leader'
- 'use social media and tools'
- 'create a strong foundation'

...and so many of your fellow designers are making plans to attend, 2019 Genius Exchange.

Along with access to peers, the Boardroom members will be sharing their successes with you. This tight-knit community of interior designers is here for you to make sure you never stay stuck – meaning more momentum, more wins, and a tribe of like-minded business people who are always ready to share a virtual happy dance with you.

If you're like me, I always knew there were answers to my challenges – but I wasn't sure who had the answers. If this is your first time, you'll be pleasantly surprised by the generosity of your peers.

Everyone that comes has the same goal, grow their business with purpose and efficiency.

Because you're coming to Genius Exchange, you'll see for yourself why more designers keep coming back year after year. They make plans to be at Genius Exchange every July. The place to see what's new and hone their skills with what's working now.

Let's not forget... Genius Exchange is FUN. You're going to love Providence Rhode Island. It's described as the combination of "friendliness of a small town with the culture and sophistication of a big city". Why not add some quality time while you're away... combine history, arts, boating, or libations to your itinerary? You don't want to miss this beautiful city and all it has to offer.

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SELLING: Genius Exchange 2019
Email 4
Email type – Fear of Missing Out

Subject lines – You don't want to miss this...even if you're the busiest person you know

Hi [first name],

Want to get the story behind the uber-successful Interior Designer who built three businesses in less than ten years...a design business, online merchandising business, and development business?

Yes, it's Bria Hammel.

And she is just one of the keynote speakers at Genius Exchange.

Want to know advanced Branding methodologies that could transform interior design business, even if you hate tech?

Bria will be sharing how and why you should be branding yourself. Most people are just missing a tremendous opportunity to expand their business. And wouldn't you like to know how she did it?

How she became featured on the HGTV website, CEO of Brook & Lou – a merchandise site, Co-creator of Hammel House & Co and her core business - CEO of Bria Hammel Interiors. These are some of the fantastic accomplishments she has achieved in less than ten years. WOW

You'll see for yourself what a warm and generous woman she is at Genius Exchange.

Here's the thing... for far too long you've been guessing and getting it wrong, and the stakes are massive. If you're a designer who still hasn't hit the levels of revenue, respect, and projects that you should have, then Genius Exchange is for you.

The truth is in just 2.5 days, July 17 - 19, you'll discover what's needed to fill that hole in your success bucket.

But wait there's more...

In the next email, I'm going to share with you the other remarkable keynote speaker who is going to blow you away with her message.

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SELLING: Genius Exchange 2019
Email 5
Email type – funny - closer

Subject lines – I'm sorry, I just can't.

Hi [first name],

‘What just happened?’

[image]

Is this going to be you... “are all the rooms booked?”

...Wondering how time got away from you?

You’re coming to Genius Exchange 2019.

Just take 5 minutes to register for the event and then book your rooms. Done.

As cute as you are and as much as we love you, we can only guarantee a limited number of rooms for Genius Exchange.

Of course, you can still register, and there might be rooms available, but we can’t guarantee the fantastic room rate we got for you.

The truth is, when you act now, you’ll have the best room rate possible and everything will be all set.

You have until June 6, 2019, to secure your room at the Biltmore Providence. Once you register, you’ll be given the code to register under the Genius Exchange.

But the tricky thing is, you need to do this now. You know you’re going, so click on the link below – then you can get back to reading that great book, feet up, eating chocolates.

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I can’t wait to see you...

SELLING: Genius Exchange 2019
Email 6
Email type – FOMO

Subject lines – Happy Memorial Day

Hi [first name],

Want to meet a super successful designer that started out in his attic, just nine years ago? Today, he has a team of 34 full-time employees. He has been honored as the Best of HOUZZ every year since 2012.

He is known for his sass, snarky attitude and wicked sense of humor.

If you're not careful, he'll charm you out of

Need any more hints?

I'm talking about Garrison Hullinger, from Portland, Oregon.

Garrison is going to be talking about scaling and diversifying your business. You'll find out that one of his many skills is hiring the right talent before he leaps into a new area. The list of current projects is stunning by any measure.

While he's from the northwest, his work is known around the country. I promise you - meeting and getting to know Garrison is worth the price of admission...

The thing about scaling is it's good for stability if it's done correctly.

One of our table topics will be, how to diversify your business for stability. So, you get to hear from Garrison AND take the conversation to the next level.

And aren't we always looking for someone to help us brainstorm our ideas? Flush out the possibilities. In just 2.5 days, you'll come away with inspiration and a plan for transforming your business.

I'm so excited for you.

You want to consider how many team members should come with you. Naturally, we have a discount in place for additional tickets. The first ticket is \$2,000, and all the others are \$1,500.

We have table topics that are specific to team members. It's all about increasing their value to the business and you.

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Don't forget to ask Garrison about his backyard fire pit adventures.

I can't wait to see you...

SELLING: Genius Exchange 2019
Email 7
Email type – scarcity

Subject lines – don't be left behind.

Hi [first name],

You don't want to be left 'Home Alone.'

[image]

If you're reading this, it's because you haven't gotten your tickets yet.

Or, if you are still on the fence about who else should come, now is the time for action.

In a few days, June 6, our reserved room block will be gone.

You can still register for the event. You might be able to get a room at the Biltmore Providence, but not at the terrific, money-saving rate that we secured.

Here are more of the table topics we'll be discussing.

- *How to make hard decisions and transform your business*
- *Organizing your business for sanity and smooth operations*
- *How to get the most from your accounting firm*
- *Managing your team and getting great results*
- *Setting client expectations*
- *Tech tools - essentials for your business*

- *How to become a Rock Star team member*
- *What drives your employer crazy and how to avoid it*
- *How to think like an owner – and why it matters [team members]*

More agenda and roundtable topics to come in future emails.

Grab your calendar and make it happen.

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I can't wait to see you...

SELLING: Genius Exchange 2019
Email 8
Email type – end of rooms!

Subject lines – It's really happening...

Hi [first name],

Tomorrow is the last day to secure a room at the Biltmore Providence at the money-saving rate for 2019 Genius Exchange.

Here are THREE reasons why it's worth carving out the 2019 Genius Exchange into your schedule:

1. **You'll learn how to get to the Boardroom.** The significance of this achievement is what you will accomplish to do it. An Alliance member will walk you through the processes, systems, and milestones to reaching a **\$1M** in annualized revenue.

Genius Exchange brings together business owners who are ready to achieve more. Armed with proven strategies and tactics, we'll help you map out your path to a \$1M design firm.

And there's always room for more successful designers in the Boardroom.

No more guessing, trial, and error, or hesitation. If that's your dream, we're here to help you get there with more than motivational speeches. It takes know-how, and we've got a proven system to get you there.

2. Negotiating pricing with manufacturers at market

Growing your bottom-line profits and your reputation means securing high-quality products at the best possible prices. Naturally, manufacturers are hanging on to their profit margins too.

The fact is when you know how to negotiate with manufacturers, you open your world to new opportunities. Bigger profits for you.

So, how do you do it? That's where we step in. You'll learn the inside secrets to getting the best possible prices for your clients – and you. Win-Win.

3. How to create a great brand.

When you're already a well-respected brand, bigger and better projects come to you. Becoming a great brand takes strategy, tactics, and follow-through. With the best in the business, Bria Hammel and Garrison Hullinger as your keynote speakers, you'll have a new understanding of what it takes to be a great brand.

While the rest of the world is scrambling to learn what these two amazing women have to offer, you'll be soaking it all up.

Becoming a great brand can happen, even if you've been in business for 5, 10, or more years. When someone shows you the proven way, you have a choice. Follow or stay the course.

“Take the time to get it done,” as one of our attendees said last year.

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