



THE VIP EXPERIENCE





**THE VIP  
EXPERIENCE**  
BEYOND BUSINESS

## EXCLUSIVELY FOR INTERIOR DESIGN FIRMS

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# THE VIP EXPERIENCE

BEYOND BUSINESS

## WHAT IS THE VIP EXPERIENCE?

It's the ultimate Business Success Shortcut for interior design firm owners. We reveal the step-by-step formula for a profitable business. It is like a "business reset" during which we help you "unstick" your business.

You will reach your personal, professional and financial goals faster.

Our mission is for you to enjoy your passion for design, build a successful business and a more meaning-filled life.

This is for you if you want to:

- Increase your profits without adding new clients
- Plan for your next hires to scale your business and offload more tasks
- Outsource tasks that are slowing you down and aren't using your genius
- Develop new knowledge and skills that will up-level your business
- Cut your accounting paperwork in half, cutting internal costs, and reducing client confusion
- Increase your cash flow quickly and take the stress out of collecting final balances
- Improve your profitability when you understand how to measure and manage productivity
- Give yourself more money for travel, retirement, family and college
- Understand the key profit drivers of your business to reach your financial goals.

## YOUR CHOICE

The VIP Experience is an intensive hands-on opportunity to work on your business. We have created options for your budget and schedule.

### VIP DAY THE 1-DAY EVENT

Private session with Gail Doby or  
Gail Doby Certified Coach

### VIP INTENSIVE THE 2-DAY EVENT

2 - 3 companies together with Gail Doby  
and Gail Doby Certified Coach



You will gain clarity, confidence and transform into a real CEO of your business.

We take the guesswork out of getting results with the right tools. As a result of the changes you'll make, you'll get fast results, and build a sustainable and growing company. This custom-tailored workshop will show you how to work on-your-business instead of in-your-business.

#### **YOU'LL DISCOVER...**

- How to do less of the things you shouldn't be doing - like paperwork, accounting and expediting
- How to focus on your strengths and delegate according to the strengths of your team
- How to build a business that fits your values and goals - a true lifestyle business
- How to create a clear plan for financial freedom so there is no more guessing
- How to create a company that supports your life goals and priorities with less worry and stress about your future

### **WHY GAIL DEVELOPED THE VIP EXPERIENCE**

After two years of coaching designers, a client brought Gail a special request. She wanted an answer to her current financial and growth challenges. The client needed to address the same opportunities and challenges that other rising design owners face.

So, in 2012, Gail developed what has become a proven step-by-step method to move your business forward. An entirely new concept for Interior Design owners who want to own million-dollar businesses. Gail created a streamlined process for building a successful and sustainable company.

After over 100 VIP days, Gail has refined the tools and processes to teach the business management principles. As a result, she created the proprietary VIP Manual in 2016 full of her custom tools and exercises. Clients can review the materials often until they truly have the knowledge they need. And the results are stunning.

The VIP Intensive is designed for 2-3 firms in a group setting. The 2-day workshop serves more clients by teaching the essentials during the first day to all attendees. Then the coach meets privately on day two with each attending company to review financial goals, budgets, and plans.

After implementing the first VIP Day, many clients return for additional VIP Days to address new challenges or growth needs as they scale their businesses.





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## **WHY GAIL DOBY COACHING & CONSULTING IS DIFFERENT AND HOW YOU'LL BENEFIT**

Our consulting firm is the only one that helps success-minded design firms avoid costly missteps by offering a VIP Experience that fits their specific needs. It's customized to your business. Our leaders have helped others, like you, get great results.

Our proprietary tools and processes will last for the lifetime of your business. Most of our clients have seen their profits increase significantly when they take action, apply the tools, methods, and information to their business.



### **ABOUT GAIL**

After graduating with a BSBA in Finance & Banking, she worked for a Fortune 500 company in the home furnishings industry. She received invaluable sales and marketing training which she uses to help her coaching clients today.

After completing an Interior Design degree, Gail ran a high-end interior design firm of 8 people in Denver, CO. Gail Doby, ASID is an NCIDQ-certified designer so she's uniquely qualified to help design firms.

Gail personally works with \$1M+ firms. Many are at the multi-million-dollar level and scaling rapidly with 10+ employees.

In 2016, she also developed an exclusive Boardroom experience for \$1M+ companies. The Boardroom is an intimate community of accomplished designers pursuing excellence in life and business. Members discuss and solve their challenges and opportunities. They give and receive feedback and best practices from other firm owners at their level. And most importantly, they build lifetime friendships with their peers.



## YOUR COMMITMENT

Our team will create your customized toolkit before you arrive. We'll evaluate your company so your "VIP Experience" is productive, and some might say "eye-opening."

Naturally, your commitment determines the quality of your results. The more you apply, the more you will increase your clarity, confidence, cash flow and profit.

We can talk about other client's results, but only you can determine your outcomes. She has had clients increase their net profit 800+% in 4½ months, double their business in a year and even 10X their business over 5 years.

Is that true for all clients? No. Some weren't willing to do the work. Without their commitment to executing what we taught them they didn't see the results. Gail now screens for willingness to do the work and take immediate action.

We engage with clients that are committed to changing their business. The VIP Experience is not for everyone. If you don't typically follow-through, then please don't apply. We require you to dig in and do the work with our help along the way.

## WHAT IS INCLUDED IN THE VIP EXPERIENCE

Inside your VIP Manual, you'll find proprietary tools, exercises, checklists, and valuable resources. These tools will be reviewed during your VIP Experience, and you'll be able to refer to them for years to come. You'll also receive digital access to the manual and tools, so you can continue to review and learn from them.

Within 10 days of your VIP experience, you'll receive your CEO Financial Management Toolkit & Tracker. Plus, you'll receive a summary report with specific recommendations and insights from your coach. Any changes made during your VIP Day | VIP Intensive session have been integrated, so you're clear about your future goals, tasks, and metrics.

You'll receive three additional follow-up coaching calls to help you get the most from your VIP program

- One with our CFO within 30 days
- Two one-on-one sessions with your assigned coach, at 60 and 90 days
- During the 90-day VIP follow-up, you'll have access to your coach by email to get your questions answered.





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## **BONUS OPTION 1: BUSINESS TRANSFORMATION PROGRAM LIBRARY** [\$2,997 VALUE]

You'll have lifetime access to our Business Transformation Program library. Over 250 valuable resources.

You'll receive immediate and full access to Business Transformation once you complete your VIP experience materials, so you can begin your immersion in learning and discovery before your VIP experience. Just set aside time each week to listen to the modules and put in place a few key strategies to get early results.

You can dive into the module(s) that are most relevant to your needs on your schedule. Your Business Transformation access is available 24/7. It's designed for all learning styles. Including videos, audios, transcripts, checklists, exercises, and eBooks.

This course is the most comprehensive program available in the industry. It's updated every few years to keep it relevant and applicable to your business.

## **BONUS OPTION 2: 2-DAY GENIUS EXCHANGE** [\$2,500 VALUE]

You can choose to attend our annual 2-Day Genius Exchange in a resort or city location. During this two-day summer retreat, we use this time to bring in the best and the brightest speakers. We address best practices and current industry challenges and trends. You'll have the opportunity to mastermind with peers while making new friends. Travel is not included.

## **BONUS OPTION 3: RETURN ON INTERIORS PACKAGE** [\$2,000 VALUE]

Or, you can select the Return On Interiors processes and procedures package designed by Kathleen DiPaolo – an experienced designer that loves order and simplicity.

- Simplify your business with proven office tools, systems, and templates
- Reduce costs with done for you job roles and descriptions, checklists for meetings, budget worksheets
- Reduce anxiety with professional looking Project Management Tools
- Customizable forms for the personal touch
- Standardize your Design Project Organization with effortlessness when it's already laid out for you
- Organize your business with simple and personalized tools
- Quickly find what you need when everything is in Word Format
- Training videos get you up and running with minimal learning curve

## **BONUS OPTION 4: DESIGN SERVICES UNIVERSITY CONTRACT PACKAGE** (\$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



## COMPARING VIP DAY AND VIP INTENSIVE

### THIS IS HOW WE CAN HELP YOU...

	2-DAY VIP INTENSIVE	1-VIP DAY
\$1 Million+ Businesses meet with Gail Doby		x
\$250K- \$999K Businesses meet Gail Doby Certified Coach		x
\$250K- \$999K Businesses meet with Gail Doby and Gail Doby Certified Coach	x	
One-on-one Private 1-Day Session		x
2-Day Group Session (2-3 companies) with 2-3-hour Private Meeting	x	
Deep dive into your business	x	x
Review financial model including pricing	x	x
Identify successful marketing strategies of typical successful businesses	x	
Review and define marketing strategy		x
Create marketing budget	x	x
Review industry benchmarks & how they apply	x	x
Address your personal and business challenges	x	x
Define values and culture	x	x
Discuss productivity strategies for self and team	x	x
Secret sauce for increasing profit and cash flow	x	x
Identify 30/60/90 Day Plans & Priorities	x	x
Personalized Review & Highlights from your VIP Experience	x	x
VIP Manual includes exercises & industry-specific information	x	x
Contract template specifically tailored to our secret sauce and best business practices	x	x
Review staffing & compensation strategy		x
Identify and address personal roadblocks		x
Scripting exact words to address specific challenges		

### WHAT IS THE OUTCOME?

Clarity, specific plan for transforming their business, emotional breakthroughs, epiphanies, Return on Investment [ROI] - if you invest the money and effort, you will earn multiples over the lifetime of their business from what you have learned

x	x
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### YOUR NEXT STEP

Have a conversation with a member of our coaching team

x	x
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## INCREASE YOUR RESULTS AND ACCOUNTABILITY

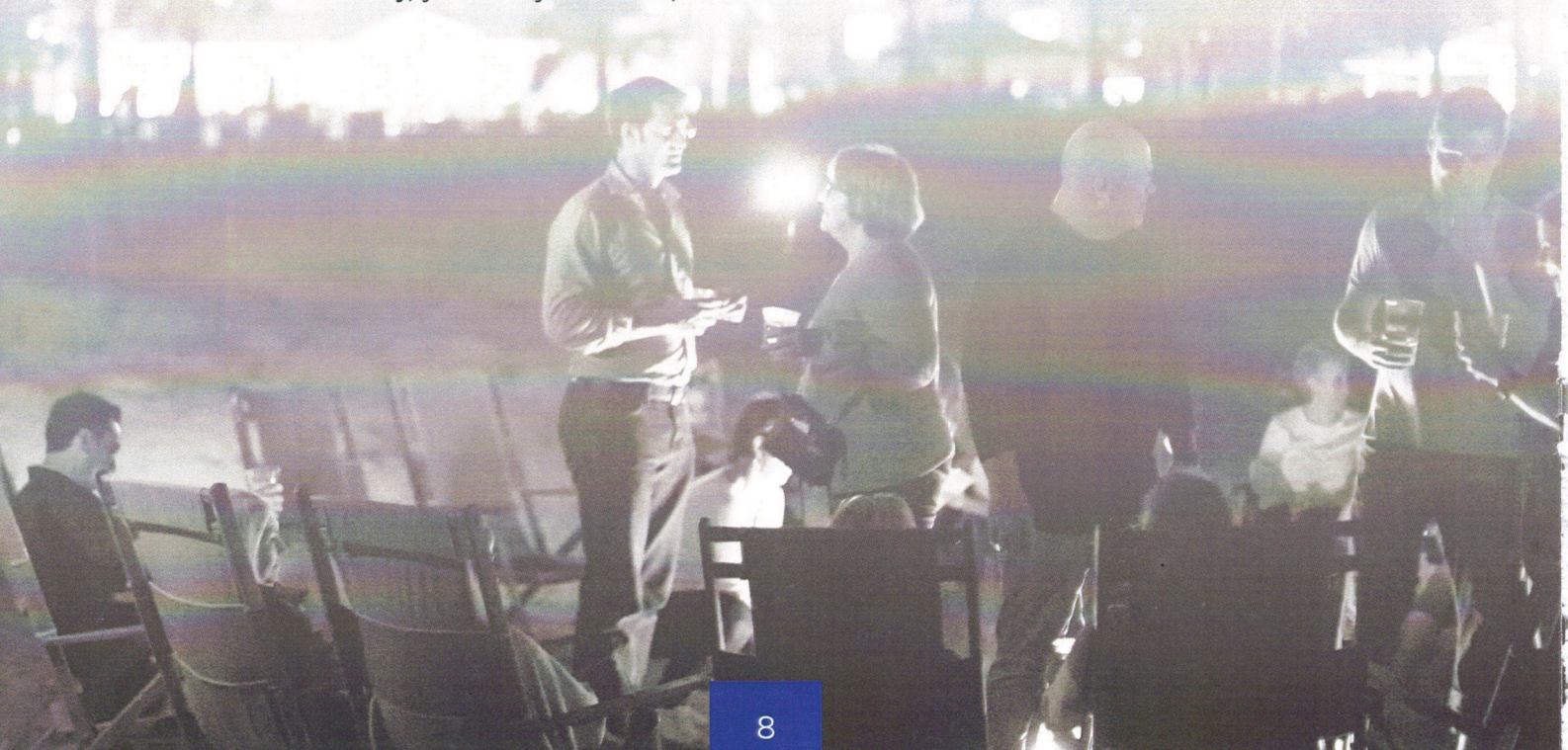
We highly recommend adding on the Alliance Mastermind membership which includes:

- 9 additional one-on-one coaching sessions
- A live Genius Exchange event ticket for firms of \$250K+ revenue
- Monthly peer group mastermind calls for further accountability
- A private Slack Group for peer support and encouragement

## PLANNING FOR YOUR VIP EXPERIENCE TRAVEL

Our VIP Concierge, Tiffany Humpert, will contact you to personalize your VIP Experience. She will review:

- Uploading documents to your private DropBox files
- The schedule for submitting your assignments
- Recommended travel schedule, for your flights, ground transportation, and incidentals [travel not included].
- 2-Day VIP Intensive Group - with Gail Doby & your assigned coach you'll fly into Denver.
- Private 1-Day VIP with your assigned coach:
  - **Nancy Dale**, you will fly to NYC.
  - **Drue Lawlor**, you will fly into one of the Los Angeles airports to meet with her in Pasadena, CA.
  - **Gail Doby**, you will fly to Denver, Colorado





## INSIDE YOUR VIP MANUAL

Your VIP Manual includes tools designed specifically for interior design firm owners. We take out the guesswork.

Take a look inside.....

### OUR CFA|PM METHOD™

#### **OUR CFA|PM METHOD IS OUR “SECRET SAUCE.”**

It cuts your billing, proposal paperwork, and administrative time in half. With the simple Cash Flow Accelerators & Paperwork Minimizers™, you'll quickly and easily increase your cash flow and bottom line profits without selling more products or time.

Experience less worry and stress about the money by knowing these insider methods. Simplify your accounting costs, with more control over your money and more profit.

#### **CONTRACT**

We provide a contract that has been written by Gail and her attorney with specific clauses that are proprietary and applicable to the best practices that Gail and her coaches teach.

#### **PRIVATE CFO REVIEW**

Continued support and training by our CFO 30 days after you VIP Day | VIP Intensive. You'll master understanding your financials and what drives your business's financial success.

#### **90-DAY ACCESS & ACCOUNTABILITY COACHING**

Private email access to and support calls by your accountability coach. They will assist you with clarification and problem-solving following your VIP Day. Your coach will ensure you stay on track to achieve your goals.





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## **FINANCIAL ADVICE, TRAINING, & TOOLS**

### **CEO PERSONAL FINANCIAL CALCULATOR™**

You'll document your current personal budget and identify your dream goals. Discover how much you need to earn bottom-line in your business to fund your personal financial goals and dreams.

### **CEO FINANCIAL MANAGEMENT TOOLKIT & TRACKER™**

Create a 3-year budget, for you to walk out a clear plan for achieving your personal and business goals. As you update the tracker each month, you'll see exactly how your business is performing vs. your budget.

You'll know how to get the results in your business and where you need to focus on earning more profit. With more income, you can enjoy a comfortable lifestyle free from worries about money.

### **VIP FINANCIAL WORKSHEET**

During your meeting with your coach, you'll receive a Personal Financial Goal Summary. It's a quick reference to the goals you developed with your coach. You can refer to this summary to stay on track and be motivated to achieve your goals.

### **FINANCIAL RESERVES GOALS**

Don't stress over cash flow and economic cycles when you know how much you need in reserves. You'll be confident that you've planned for possible downturns. You've prepared for an inevitable "Plan B" scenario. You'll feel lucky, relieved and thankful when you're ready for a worst-case scenario.

### **INTERIOR DESIGN INDUSTRY BENCHMARKS CHECKLIST™**

Metrics for your business so you can compare where you are with where you want to be.

We make it easy for you to quickly understand what your business needs to do to achieve the most profit and income.

You'll feel like an instant expert that understands your financials. With your checklist – you'll feel more confident as a CEO of your business.



## **BOTTOM-UP BUDGET™**

Use our proprietary, step-by-step Bottom-Up Budget™ method to understand your financials. How to create a budget that results in profit, so you know how to “fish for yourself” once you’re back in your studio. You can refer to this tool over and over so you can master how to design your ideal budget.

## **EXAMPLE COMPANY P & L**

We show you how to create a Bottom-Up Budget™ with an Example Company. The Profit & Loss (P & L) is during the group exercise time if you’re participating in the VIP Intensive.

Meet privately with our CFO to create your own P & L to understand your financials.

## **MARKETING BUDGET WORKSHEET**

A significant budget item for your business besides payroll or rent is marketing. Use this comprehensive checklist with budget ranges to establish your Marketing Budget. Included in that budget are advertising and PR. This Marketing Budget helps you know how to create your Marketing Plan for the next 12 months.

You’ll be strategic with your time and marketing budget. You can plan for marketing opportunities that fit in your budget. You will confidently know what suits your plans, to fit your budget and cash flow.

## **INDUSTRY-SPECIFIC CONTRACT**

Created by Gail with her attorney of 20+ years. They included specific clauses that are customized to Gail’s proprietary best practices.

## **PAYSCALES BY EMPLOYEE JOB TITLE**

Gail hired an HR consultant to create a PayScale calculator that is specific for your region, so you know the pay ranges for your team and prospective hires. It takes the guesswork out of offering competitive salaries.





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## **TIME & PRODUCTIVITY MASTERY TOOLS**

### **ACTUAL TEAM HOURS (FULL-TIME) CALCULATOR™**

It's surprising how much overhead is associated with having a team. Once you know the "burdened" rate of your employees, you can share the benefit your employees are receiving as a member of your team.

Your employees will better understand how well you compensate them. They are more appreciative and understanding of their value to the company. This leads to more accountability, responsibility, and profit.

### **PRODUCTIVITY CALCULATOR - CEO FINANCIAL MANAGEMENT TOOLKIT & TRACKER™**

You will set billing goals, so you know how to manage your team's time and increase your bottom line profit. Sharing a single number goal, your employees will clearly understand how their effectiveness is measured. With this one number, your employees will be accountable.

They will be motivated to contribute to the financial success of your business. This results in you are able to pay higher salaries and attract better employees. Time Management Tips & Productivity (& Rules)

Whether you bill by flat fees or hourly, it is crucial for your team (and you) to track your time. Because your team's productivity determines client satisfaction and referrals, an accurate budget is critical. Having time and resources leads to less stress, more time off for you and happier employees.

### **TEAM PRODUCTIVITY GOALS**

With the Team Productivity Goals worksheet, you'll be able to quickly estimate, based on your burdened payroll cost, how much you can bring in for fees.

This is a quick calculator to see where your firm needs to be with Design Fee Billing. No more guessing! You will finally have answers to how you need to manage your company's most important resource, your team.

### **TIME MANAGEMENT CALCULATOR**

This colorful calculator is coded by tasks you do as an owner. It helps you estimate how much time you spend on each task. Discover how you're using your time... are you generating money, or you're spending time on "administrivia."



## **CEO TIME BLOCKING**

Do you know your productivity rate? You'll see how to block your time to ensure you are billing according to industry benchmarks. So, you are working efficiently and effectively.....working smarter not harder.

When you set time boundaries, you will better manage your time so you can have a full life outside of work.

## **TEAM TIME BLOCKING**

You now have a tool to train your team to increase their productivity. Using industry benchmarks, you can ensure they're working efficiently and effectively. They're able to get their work done without excessive overtime. You protect your bottom line, increase their job satisfaction, and your company's culture.

## **MINDSET TOOLS & RESOURCES**

### **HOW TO AVOID MINDSET MINEFIELDS DISCOVERY SHORTCUT #1**

Running a business isn't easy. When challenges occur, your resilience and determination determine how quickly you will overcome. Overcome those challenges and feel secure and resourceful.

### **HOW TO DO WHAT YOU LOVE AND NOTHING MORE! DISCOVERY SHORTCUT #2**

It's common to get caught up in a reactionary mode when faced with situations. Savvy business owners understand that energy and time are our most valuable resources. When we spend time doing things we're not good at, don't know how to do or shouldn't be doing, we are taking money out of our pocket. Let go of bad habits and have fun again!

### **HOW TO STOP THE ROLLERCOASTER REVENUE RIDE DISCOVERY SHORTCUT #3**

One of the most stressful parts of running a business is managing the cash flow of the company. Stop worrying about paying the bills and staying afloat. Remove the stress and feel energized and motivated when you understand your numbers.





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## **DISCOVERY TOOLS & RESOURCES**

### **VIP DAY | VIP INTENSIVE QUESTIONNAIRE**

48 penetrating questions to better understand your business. We'll uncover where you are now, how you got there + where you think you want to go. (Your VIP experience will expand your vision and your plans to fit your dream lifestyle).

### **VALUES EXERCISE - DECIDING WHAT'S MOST IMPORTANT IN LIFE**

This exercise helps you identify your most deeply-held and essential values. We help you design a business that supports your lifestyle... not a company that dominates your time.

The goal is to build a business you love so it “feels” right. Is authentic to who you are as a person now and who you want to be in the future.

### **YOUR WHY EXERCISE**

It is easy to be busy being busy, but is that activity serving your ultimate goals? Discover your blind spots that prevent you from experiencing a fulfilling life, funded by your business instead of your business dominating your life experience.

### **HOW DO YOU DEFINE YOUR UNIQUE VALUE?**

This exercise helps you identify your unique viewpoint, process, and skills so you can better define your brand identity.

When you clearly articulate your unique value, you'll automatically increase the income. Your professionalism and creativity will make you the obvious choice over vanilla designers.

### **BUSINESS PLANNING TOOLS ONE-PAGE BUSINESS PLAN™**

You'll complete a quick and easy One-Page Business Plan™ with 3-year, 1 year and 90-day and immediate goals. You'll have a quick and easy reference that will keep you focused and on track. Your confidence and clear thinking support your long-term vision.



## **ADDITIONAL RESOURCES**

### **FINANCIAL GLOSSARY**

Few designers understand accounting and financial lingo. Why should you? You're an interior designer. Our goal is to train you to be a business owner who profitably delivers interior design services. The Financial Glossary is written in plain English without accounting jargon. You'll understand what the words mean and feel informed and clear.

#### **Year-End Accounting Checklist**

We recommend meeting with your CPA quarterly. This checklist provides the agenda for your discussion. You're always clear about where you are financially, and you're in control of your results.

### **INSURANCE ESSENTIALS**

Ensure that you are insured. Protecting your business and personal assets with the right coverage could mean the difference between financial freedom or financial failure. And we don't want the latter to happen to you.

### **RECOMMENDED SOFTWARE & RESOURCES**

A well-run business requires software and resources that are proven and industry-specific. Get access to our vetted resources so you can confidently get the additional support and advice you need when you need it.

### **RECOMMENDED BOOK LIST**

Gail is a life-long learner. Her favorite books and authors will provide invaluable insights. Along with shortcuts that streamline your learning process.







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### BEYOND VIP... YOUR NEXT STEPS



## THE ALLIANCE MASTERMIND

RAPID GROWTH

This elite forum is for rising design firms making \$500,000 a year who want a lifestyle business. Leading industry manufacturers are welcome to apply as well. This is a small group (50 members), mastermind setting, and is through application only.

The Alliance Mastermind helps you achieve more in less time. We've taken great pains to develop a program for up-in-coming design firms supplying you with tips, tricks, tools, peer exchange, and exceptional support to build your dream lifestyle.



## THE BOARDROOM

BEYOND BUSINESS

This is our highest-level group for Interior Design firms. It was created specifically for Designers who are generating a minimum of \$1 Million revenue from interior design fees + product sales. This intimate group (12 companies maximum) is by invitation only.

If you're looking for an inspiring and authentic community of accomplished designers to collaborate, support and transform your business and life, then you want to be a part of The Boardroom





VIP  
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## WHY ESTABLISHED INTERIOR DESIGN BUSINESSES AREN'T GROWING

AND IT'S NOT WHAT YOU THINK

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

**WHO IS IT FOR** If you're finding yourself stuck and dissatisfied with the direction your business is taking, then a VIP Day could be just what you need. In fact, many business owners find the VIP Day to be a turning point in their business... a game changer and even a life changing experience.

### PURPOSE

**Here's why a VIP Day can be invaluable for the future of your business.**

Frankly, not everyone will build a successful and sustainable half-million or even a million-dollar+ design business. And they may not want to grow their business significantly.

*Why is that?*

To overcome typical challenges and even many sleepless nights you need to know deep down in your heart why you want a different result. Finding your true purpose takes hard work. Your purpose anchors your belief that you're on the right path even when you're stuck in the weeds.

Achieving clarity of your vision, mission, values and purpose often requires the help of a compassionate coach and expert... someone you can trust with your dreams. Most of us need the help of an expert who asks the hard question, supports us and provides honest feedback. Someone who listens and supports you in creating a plan to fulfill your dreams. Someone who will give you what you need, not just what you want.

Take a deep breath and get ready to be more energized and confident. No more guesswork. No more doubt and uncertainty. Knowing your what, why, and how leads to better results with less stress.





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## **WHAT DOES IT OFFER**

You'll be working with Gail Doby and her highly-skilled certified coaches. We will start off by understanding your expectations. You can expect that we'll answer all of your questions. Your clarity is our priority.

We're here to help you move forward with phenomenal results. Some of our clients have doubled or even 10x their revenue. Additional benefits of developing a truly successful and profitable business include the freedom to travel, spend more time with family and friends, and the satisfaction that your business is sustainable and thriving.

**ROADMAP** – 'For Your Eyes Only' – This is your customized plan. Our time together will be invaluable to your growth, both personal and professional. We take a holistic approach to problem-solving. We believe your business should make your heart smile.

**CONSISTENT CASH FLOW** – Creating a steady cash flow is critical to a healthy business. Without it you will miss opportunities and potentially fail. You'll have access to our proven tools - contracts, financial model, and strategies all laid out with you.

**ROADBLOCKS** – The biggest impact you can make in your business is to identify and remove what's holding you back. And the reasons may not be what you're thinking. We'll find out what is standing in your way. We'll apply our proven methods to fix it. The effect will last for the life of your business.

**BOTTOM LINE PROFIT** – It's a simple fact that it's not how much money you make, but how much you keep. No matter your goals, bottom line profits will keep you in business. You'll walk away with the knowledge, tools, and systems to generate a healthy bottom line profit. And you'll sleep better knowing that you have cash reserves for rainy days... and for what's important to you – college for your kids and retirement.

**PRIVATE COACHING** – A coach is a trusted partner who supports your dreams. When you need to be real with someone, this is the person you turn to. And your coach will be with you for 90 days. It's not unusual to laugh and even cry in the privacy of our coaching sessions. You're in a safe place, and who doesn't need a judgement-free zone in our life. Somewhere you can be 'real'.



## THE VIP DAY OFFERS YOU UNMATCHED OPPORTUNITIES

### VIP MANUAL

(\$1,000 VALUE)

- Tools, exercises, checklists, and valuable resources that streamline and shortcut your business processes.
- Financial Management Essentials – Benchmarks & Reports so you know what your targets should be.
- Communication Essentials – Team, Clients, Vendors – improve your communication.
- Marketing Essentials – Managing the Sales & Marketing Process – consistently attract ideal clients.
- Attracting Your Ideal Clients – how to strategies and best practices to identify who you really want.
- Brand Experience Essentials & Communicating Your Value – what makes you stand out vs. your competition.
- Time Management Calculator & Productivity Calculator – find out how to apply these real keys to bottom line profit.
- Mindset Tools and Resources – part of winning is your mindset and these tools are invaluable.

### BUSINESS TRANSFORMATION

(\$3,000 VALUE)

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

### BONUS OPTION 1: RETURN ON INTERIORS PACKAGE

(\$2,000 VALUE)

- Simplify your business with proven office tools, systems, and templates. by Kathleen DiPaolo – an experienced designer that loves order and simplicity.
- Reduce costs with done for you job roles and descriptions, checklists for meetings, budget worksheets
- Reduce anxiety with professional looking Project Management Tools
- Customize forms for your brand
- Standardize your Design Project Organization with effortlessness when it's already laid out for you
- Training videos get you up and running with minimal learning curve





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*"After attending the VIP Day, I check with Gail Doby and her team every month on those metrics. I can't describe how much it has changed my life. I sleep better than I've ever slept before!"*

*-Lauren O'Connor*

*"My business has almost tripled since I had my VIP Day with Gail Doby two and half years ago."*

*-Glenna Stone*

*"My partner, Matthew Tenzin and I just spent a full VIP day with the marvelous Gail Doby. In many, many ways this experience has been the answer to our prayers. We are benefitting personally and professionally from Gail's deep well of knowledge and experience, combined with her compassionate approach, laser-like focus and boundless energy. We are absolutely thrilled to have become part of Gail's community of designers"*

*-Joe McGuire*

**BONUS  
OPTION 2:  
INTERIOR  
DESIGN  
CONTRACT  
(\$1,000 VALUE)**

- Customize your contract for your business with ease
- All the heavy lifting is done for you by using our simple template
- Tried and true contract terms that protect your business

**BONUS  
OPTION 3:  
2-DAY GENIUS  
EXCHANGE  
RETREAT  
(\$2,500 VALUE)**

- Summer 2-day retreat in a resort or city location designed for breakthroughs and best practice sharing
- Best and brightest industry guest speakers to enlighten, inspire, motivate and inform you. All to help you run a better business
- Mastermind with peers while making new friends you can openly share with and discuss any issue
- Discover industry best practices, and how to address challenges effectively
- Stay ahead of the curve and be "in the know" so you stand out against our competitors

**30 | 60 | 90  
DAY COACHING  
(\$3,000 VALUE)**

- One call with our CFO within 30 days
- Two one-on-one sessions with your assigned coach, at 60 and 90 days
- During the 90-day VIP support period, you'll have access to your coach by email to get your questions answered

**THE VIP DAY INVESTMENT OPTIONS**

VIP Day with Gail - \$7,500 deposit to secure your date, and \$7,500 balance due 30 days prior to your VIP Day.

VIP Day with a Gail Doby Certified Coach - \$5,000 deposit to secure your date, and \$5,000 balance due 30 days prior to your VIP Day.

**SCHEDULE YOUR INTERVIEW TODAY**

If you're ready to follow in the footsteps of other successful designers, with a deep dive into your business, then reach out to our team at [info@gaildoby.com](mailto:info@gaildoby.com) and we'll schedule a call with a member of our team to determine if the VIP Day is a good fit for you.





# BUSINESS TRANSFORMATION

RAPID GROWTH

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

**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 over 12 months. Upon completion you'll be receiving, The Gail Doby Business Practices Certification. Your certification can be proudly displayed on your website and all your marketing collateral.  
**Proof that you're a leader in your field.**

### 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

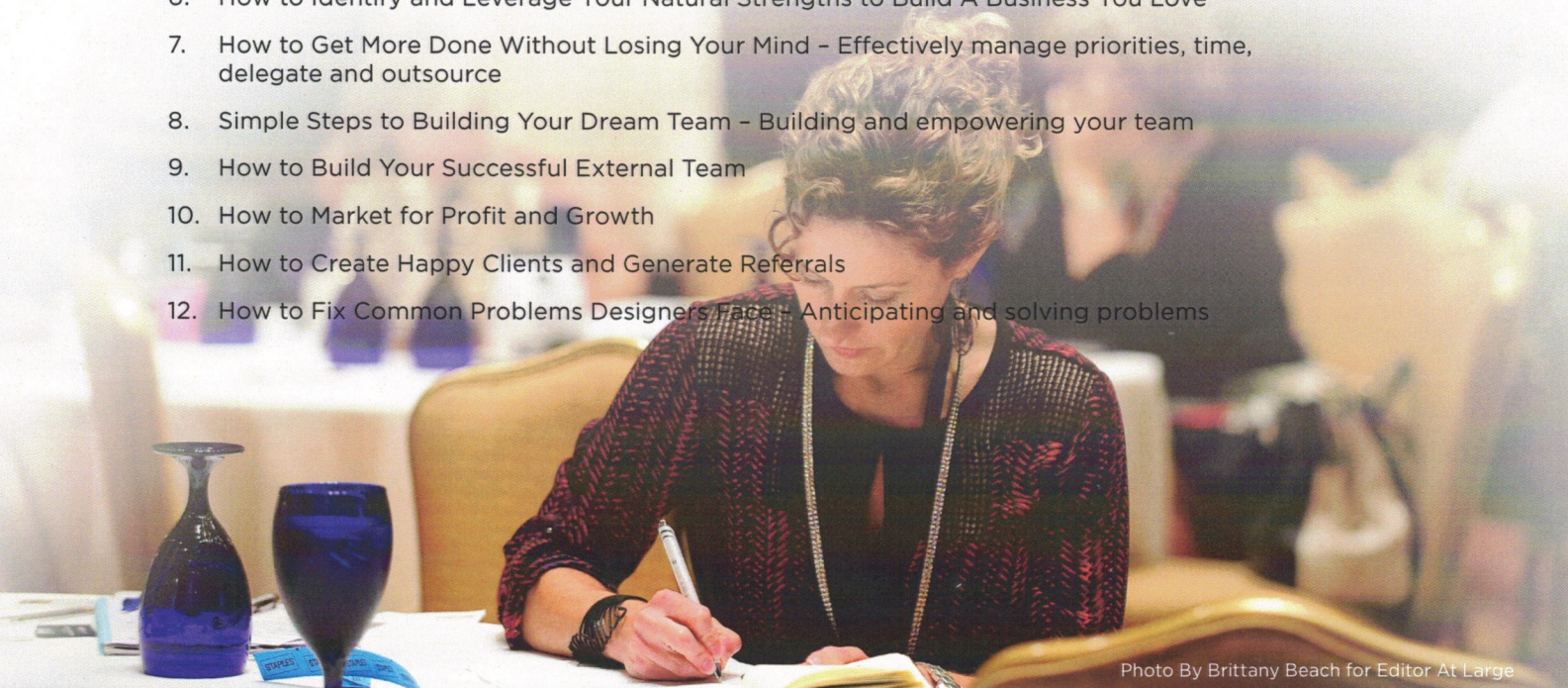


Photo By Brittany Beach for Editor At Large





# BUSINESS TRANSFORMATION

RAPID GROWTH

## TRAINING [Content]

Video, audio, and transcripts bring you the latest, most up-to-date information.

Shortcuts to implementation with checklists and action sheets.

Get your business on track with consultants assisting you.

Discover the right software and services to support your success.

## ACCESS [Community]

Ask the Gail Doby faculty and your fellow Business Transformation members anything via the members-only Facebook Group.

A tight-knit community within a community helping each other grow.

Sharing your ideas and progress.

Celebrate your success with friends.

## ACCOUNTABILITY [Coaching]

Monthly 30-minute Coaching calls with a Gail Doby Certified Coach.

Fun, monthly challenges and tools to keep you focused and motivated to achieve your business goals.

All the latest tips and tricks, along with advice and feedback to know that you're getting it done the *right* way.

You're not alone when you have us with you.

*"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.

### PRIVATE FACEBOOK GROUP [Community]

- Ask the Gail Doby faculty anything when you're looking for answers.
- A tight-knit community within a community helping each other grow.
- Sharing your ideas and progress.
- Celebrate your success with friends.

### 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 and tricks, along with advice and feedback to know that you're getting it done the *right* way.
- You're not alone when you have us with you.

### BONUS 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

## BUSINESS TRANSFORMATION INVESTMENT OPTIONS

Full Pay	\$5,000
Payment Plan	\$500 x 12 Months

## 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.





VIP  
INTENSIVE  
BEYOND BUSINESS

## TRANSFORM YOUR DESIGN BUSINESS IN 90 DAYS WITH A VIP INTENSIVE

MORE INCOME + MORE PROFIT + MORE LIFE BALANCE

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

**WHO IS IT FOR** If you want a \$1+ million design business, but you're struggling with a cash flow roller coaster, building a dream team, or finding better projects, then you need to attend a VIP Intensive.

### PURPOSE

Growing a business to "successful" maturity requires a different skill-set at each milestone. Each revenue level represents another stepping stone in your progress. It's exhilarating and terrifying at the same time. Some give up on their dreams because they don't know how to build a profitable and fulfilling business.







**VIP**  
**INTENSIVE**  
BEYOND BUSINESS

## **PURPOSE**

Because you're determined, resilient and committed, you've earned your current success. Your work is demanding. Clients. Vendors. Staff. Family. Life. You are your toughest critic. Your passion and talent have taken you to where you are now, and now it's time to figure out how to get better results. To reach your goals and dreams you're going to need more. More time. More people. More skills.

To create an exceptional brand, your challenges are different. You might wonder, who has the answers? Who can give me the roadmap to reach my goals. You need the answers - yesterday. You don't have the luxury of time or money to waste learning by trial and error.

## **HERE'S WHAT A VIP INTENSIVE EXPERIENCE DOES FOR YOU**

We've found the "stuck points" for most design businesses - and developed proven methods to fix them.

More time - We'll show you how to add more time in your day and run a profitable company. You'll discover how high-performing firms do it, so you can too. You'll leverage your time to do more with more calmness, confidence and sanity. You'll achieve better results with the right roadmap.

Consistent Cash Flow - Jump off the rollercoaster. Put an end to the stress of not charging enough and feeling overworked and undervalued. You'll love your design business even more when there's more money in the bank. Get access to the best tools - contracts, financial model, and strategies all laid out for you.

A Valued Brand - What does it mean to build a lifestyle brand? A brand that's recognized for excellence and high-quality. You'll learn the difference between building a premiere brand and having an average business. You'll walk away with the tools to create the right foundation for your brand.

Achieving Your Dreams - How do you build the right team that can help you achieve your dreams? First of all, knowing what you stand for and what you don't stand for is essential. You'll define your values and culture, so your business and life align.



## THE VIP INTENSIVE INCLUDES PROPRIETARY TOOLS THAT MAKE IT EASY TO ACHIEVE YOUR GOALS.

### VIP MANUAL (\$1,000 VALUE)

- Tools, exercises, checklists, and valuable resources that streamline and shortcut your business processes
- Financial Management Essentials – Benchmarks & Reports so you know what your targets should be
- Communication Essentials – Team, Clients, Vendors – improve your communication.
- Marketing Essentials – Managing the Sales & Marketing Process – consistently attract ideal clients
- Attracting Your Ideal Clients – how to strategies and best practices to identify who you really want
- Brand Experience Essentials & Communicating Your Value – what makes you stand out vs. your competition
- Time Management Calculator & Productivity Calculator – find out how to apply these real keys to bottom line profit
- Mindset Tools and Resources – part of winning is your mindset and these tools are invaluable

### BONUS OPTION 1: BUSINESS TRANSFORMATION COURSE (\$3,000 VALUE)

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

### BONUS OPTION 2: RETURN ON INTERIORS PACKAGE (\$2,000 VALUE)

- Simplify your business with proven office tools, systems and templates by Kathleen DiPaolo – an experienced designer that loves order and simplicity.
- Reduce costs with done for you job roles and descriptions, checklists for meetings, budget worksheets
- Reduce anxiety with professional looking Project Management Tools
- Customizable forms for the personal touch
- Standardize your Design Project Organization with effortlessness when it's already laid out for you
- Organize your business with simple and personalized tools
- Quickly find what you need when everything is in Word Format
- Training videos get you up and running with minimal learning curve





# VIP INTENSIVE

BEYOND BUSINESS

*"There was so much information and most things were equally important. Pricing is key, and it's the most obvious answer, but helping me onboard my new employee and getting us to speak to each other about the company culture we want to build together was just as important. I feel as though I've hired a teammate, not just an employee. And we are growing together."*

- Tina Ramchandani

## **BONUS OPTION 3: INTERIOR DESIGN CONTRACT (\$1,000 VALUE)**

- Customize your proposals for your business with ease
- All the heavy lifting is done for you by creating a simple template you can customize for your firm
- Tried and true contract terms that protect your business
- All the best practices providing you shortcuts and timesavers

## **BONUS OPTION 4: 2-DAY GENIUS EXCHANGE RETREAT (\$2,500 VALUE)**

- Summer 2-day retreat in a resort or city location designed for breakthroughs and best practice sharing
- Best and brightest industry guest speakers to enlighten, inspire, motivate and inform you. All to help you run a better business
- Mastermind with peers while making new friends you can openly share with and discuss any issue
- Discover industry trends, and how to address challenges effectively
- Stay ahead of the curve and be "in the know" so you stand out against our competitors

## **COACHING (\$3,000 VALUE)**

- One call with our CFO within 30 days
- Two one-on-one sessions with your assigned coach, at 60 and 90 days
- During the 90-day VIP support period, you'll have access to your coach by email to get your questions answered

## THE VIP INTENSIVE INVESTMENT OPTIONS

\$10,000 full-pay [best value] or \$2,000 per month X 6 months:

## TAKING YOUR NEXT STEPS

Schedule your interview today - If you're ready to follow in the footsteps of other successful designers, with a deep dive into your business, then reach out to our team at [info@gaildoby.com](mailto:info@gaildoby.com) and we'll schedule a call with a member of our team to determine if the VIP Intensive is a good fit for you.