



PUT YOUR INTERIOR DESIGN
BUSINESS ON THE FAST TRACK TO
**HIGHER PROFITS - SUSTAINABLE
GROWTH - BUSINESS MASTERY**

START WORKING SMARTER, NOT HARDER

LET'S CHAT

Photo: Hayes Photography

IMAGINE...

- Greater profits (without adding new clients) once you remove the roadblocks to profitability.
- Being the CEO of your design business where you have the freedom to spend time with the people you love, or to take amazing vacations without a blip in revenue.
- Being energized about your future because you're no longer working 60+ hours and 7 days a week. You can breathe again.

OUR CLIENTS



ELISSA GRAYER
INTERIOR DESIGN


GLENNA STONE
INTERIOR DESIGN



JOE
MCGUIRE
DESIGN



WHAT OUR CLIENTS ARE SAYING



Interior: Tina Ramchandani



"There was so much information and most things were equally important. Pricing is key, and it's the most obvious answer, but helping me on-board 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

"Since working with Gail, we have clear contracts, pricing, and documented task flows, added financial measurement tools, networked with other business owners, and built the right team. We also implemented a savings strategy that literally saved the business. A few years ago, Becky was out for several months due to an acute health crisis, and we sustained the business until Becky's recovery. Now we are thriving with consistent annual growth and profits! Gail's program is a commitment but if you're ready to grow, it's a great investment."

- JULI BRANDENBERGER



"I invested in the VIP Intensive because I can't reach my big picture alone - I need support and knowledge. I decided to invest because of the reputation and culture of Gail Doby and her team. I was hoping to obtain tools to grow, expand and strengthen my business. I didn't have any concerns about investing in the program. What I learned included the productivity formula for my team, and what I need to make yearly to get to my end goals. I would tell others that the VIP Intensive is necessary for their business."

- LISA ESCOBAR

WE'RE A GOOD FIT FOR YOU IF...

- You are an interior design professional who's reached a minimum of \$250,000 in annual revenue
- You're stuck or dissatisfied with the direction your business is taking.
- You value proven and trusted systems and practices.
- You're ready to move forward to create an incredible lifestyle business.

BUILDING AN INTERIOR DESIGN BUSINESS **SHOULDN'T BE SO HARD**



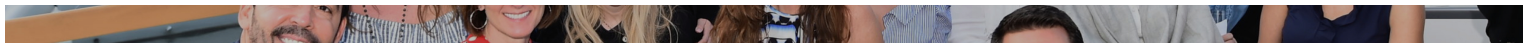


Photo: South Beach Photography

You have a passion and talent for interior design. You've built your business from the ground up and you've been successful. As a brilliant, talented interior design professional, you deserve an easier path to success.



Interior: Joe McGuire Design



WHAT DESIGN PERSONA ARE YOU?

DISCOVER YOUR DESIGN PERSONA



YOU'RE THE PROSPECTOR

You're constantly thinking about where to get new clients and projects. And how to get bigger more lucrative projects too. You're worried about where the next client is coming from and how to build a sustainable business. You're building a team.

You want to get off the feast or famine roller coaster.



YOU'RE THE TRANSFORMER

You're focused on growing your staff and learning how to expand your business by solving problems - every day. It's an exciting phase and a tough one. Your own skills transform daily as you encounter new challenges and opportunities, and yet you struggle to keep up.

You want to find the secret sauce to grow your business



YOU'RE THE DESIGN STAR

You're continuously thinking about the best ways to get new projects, meet new people. You're looking for Realtors and Builders referral partners, and higher-end clients who will pay you what you're worth. You win awards, get published, and receive critical acclaim from your peers.



YOU'RE THE MENTOR

Your business is stable, profitable (though it could always be more profitable). You're thinking about exiting your business sometime in the next 2 to 10 years. You want your team to consider buying into the business and taking over. You're focused on mentoring your team.

You're trying to define what your exit will look like.

to the next level and beyond.

You have a great brand, a vision of where you want to take your business, a steady stream of referrals, and a great team that's growing.

You're looking for answers to be a great leader for yourself and your team. Challenges that many business leaders face with a growing enterprise.

Balancing all the variables is challenging, and you need to get it right.

IF ANY OF THESE RESONATE WITH YOU,
THEN YOU NEED TO BOOK A CALL WITH US.
WE HAVE SOLUTIONS FOR YOU, NO MATTER
WHERE YOU ARE TODAY.

LET'S CHAT



TRANSFORMING YOUR DESIGN BUSINESS IS AS EASY AS...

Interior: Bria Hammel Interiors
Photo: Spacecrafting Photography

STEP 1

Let's talk one-on-one about what's important to you and your business. Where are you stuck? If you were to wave a magic wand, what would you want to achieve in your business and life?

STEP 2

Let's create a customized strategy with the next step plans right for you and your business. We'll find the perfection solution for your budget and goals.

STEP 3

With the right consulting team by your side, you'll build the design business of your dreams.

BOOK A CALL



CHARTER BOARDROOM EXCURSION

Photo: Bakerproductions



WHO IS GAIL DOBY?

She's spent over 20 years in the interior design business. Many of them managing her own Interior Design business through every imaginable challenge – many out of her control. Armed with a business degree she ran her business like most traditional Interior Designers do today.

Through those many ups and downs she discovered the special sauce to actually building and sustaining a highly profitable Interior Design business.

Today, the Gail Doby Coaching & Consulting team has helped hundreds of companies create the design business they always wanted. Clients just like you have experienced double and even triple revenues, something they never thought possible.

She trains her clients on how to run a highly profitable design business with clarity and confidence. Her team trains and leads clients on how to run a highly profitable design business with clarity and confidence. And, design professionals can elevate their new-found success even further with mastermind groups of motivated, like-minded business owners intent on helping each other achieve the goals most important to each member.

Photo: Emily Wilson Photography

FREE BONUS TO GET STARTED OUR GIFT TO YOU



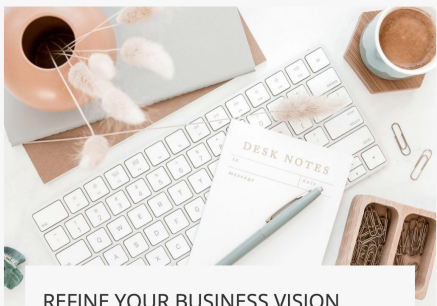
If you're an interior design professional who wants to take your business to new heights, then download The Business Success Checklist. You'll find the answers to your most challenging questions, like:

- How to get off the feast or famine roller coaster
- How you can work less and make more money
- How to increase your bottom line profit
- How to master your thoughts and self-limiting beliefs
- And many more smart business practices you won't learn in design school

This is for you if you want to be a successful interior designer achieving your business and personal goals.

[DOWNLOAD YOUR FREE GIFT](#)

LEARN MORE ABOUT RUNNING A SUCCESSFUL DESIGN BUSINESS



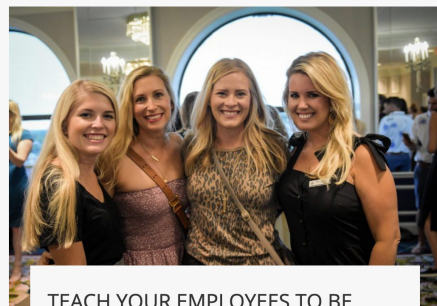
REFINE YOUR BUSINESS VISION

By Gail Doby, ASID CVO and Co-Founder of Gail Doby Coaching & Consulting If you've been running an interior design business for some time, you have a pretty good idea of what works and doesn't work for you. You've achieved a certain level of success and managed to maintain it year in and year out....

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BRANDING YOUR BUSINESS

By Nick May Owner of Walls by Design The first thing that usually comes to mind when branding is mentioned is a logo and name. These are integral parts of your brand, but there is so much more when you brand your business. But before we get into all that let's talk about what branding...

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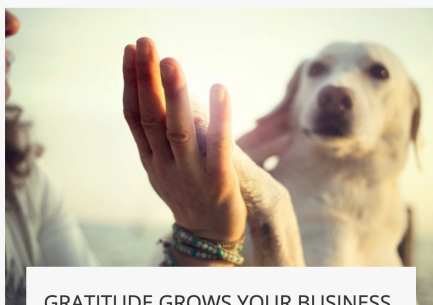
TEACH YOUR EMPLOYEES TO BE ACCOUNTABLE

By Drue Lawlor, FASID Director of Coaching at Gail Doby Coaching & Consulting Do your employees know that you expect them to be accountable? Or do you avoid addressing accountability because you want to avoid confrontation? If you teach your employees to be accountable they will feel more productive and if they are then adding...

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KICKING OFF YOUR YEAR

By Gail Doby, ASID CVO and Co-Founder of Gail Doby Coaching & Consulting Here we are, kicking off a new year and a new decade. We can't help but wonder what they might have in store for us. One thing is for sure. It's up to us to make the most of whatever it is....

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GRATITUDE GROWS YOUR BUSINESS

By Drue Lawlor, FASID As many are in the midst of celebrating the Christmas season and thinking ahead to the New Year, it's a perfect time to stop and reflect on that for which you can be grateful – both in your personal and professional life... Gratitude Grows Your Business! As you make your "gratitude list",...

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THE COLORS OF HOLIDAY HOUSE NYC

By Karen B. Wolf, ASID Karen B. Wolf Interiors I recently had the opportunity to visit Holiday House NYC which is the brain child of Iris Danker, a breast cancer survivor and arts supporter. Proceeds from the Show House support BCRF, Breast Cancer Research Foundation and thus far has raised over 1.3 MM to support...

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4100 Albion St., Suite 1605
Denver, CO 80216

[Contact Us](#) | 720.477.0378



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