



TOBI FAIRLEY & ASSOCIATES
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YEAR 1, SEMESTER 2

THE CURRICULUM

Module 1 – The Ideal Client

Working with the wrong clients can be draining, and can even damage your business. In this module, we'll talk about how to identify and attract your ideal clients!

Module 2 – Charging What You're Worth

This is the hottest topic in the interior design business – how to charge what your services are REALLY worth. In this module, we look at pricing and fees from all angles, helping you determine the best way for you to set your fees.

Module 3 – Perfecting Presentations

In this module, we look at two sides of your design equation – how to uplevel your design work so it is the best it can be, and how you can really WOW your clients with your presentations.

Module 4 – The Design Process

In this module, we'll look at the design process (from initial contact to installation) and talk about why it's important to have that process spelled out for you, your clients, your subcontractors, and for any employees you may have.

Module 5 – The Client Experience

We turn the tables on what we covered in Module 4, this time talking about what that design process should be like for your clients – because designing a top-notch customer experience is like designing a room, you have to think carefully about EVERY element.

Module 6 – Business Systems

In this module, we look at systems and processes that will help you keep your company running like clockwork. Having processes in place not only makes you more efficient and effective, but it also sets you on a path to deal with anything that comes your way.

Module 7 – Business Development

You may have fabulous clients keeping you super-busy today, but what happens when those projects are complete? What's on the horizon? In this module, we talk about how to keep that client pipeline flowing.

Module 8 – Getting Published

This is the most popular topic – along with Charging What You're Worth – in any of the Tobi Fairley events and programs. So in this module, we'll give you tips and ideas for how to get press and how to make that media coverage work for you!