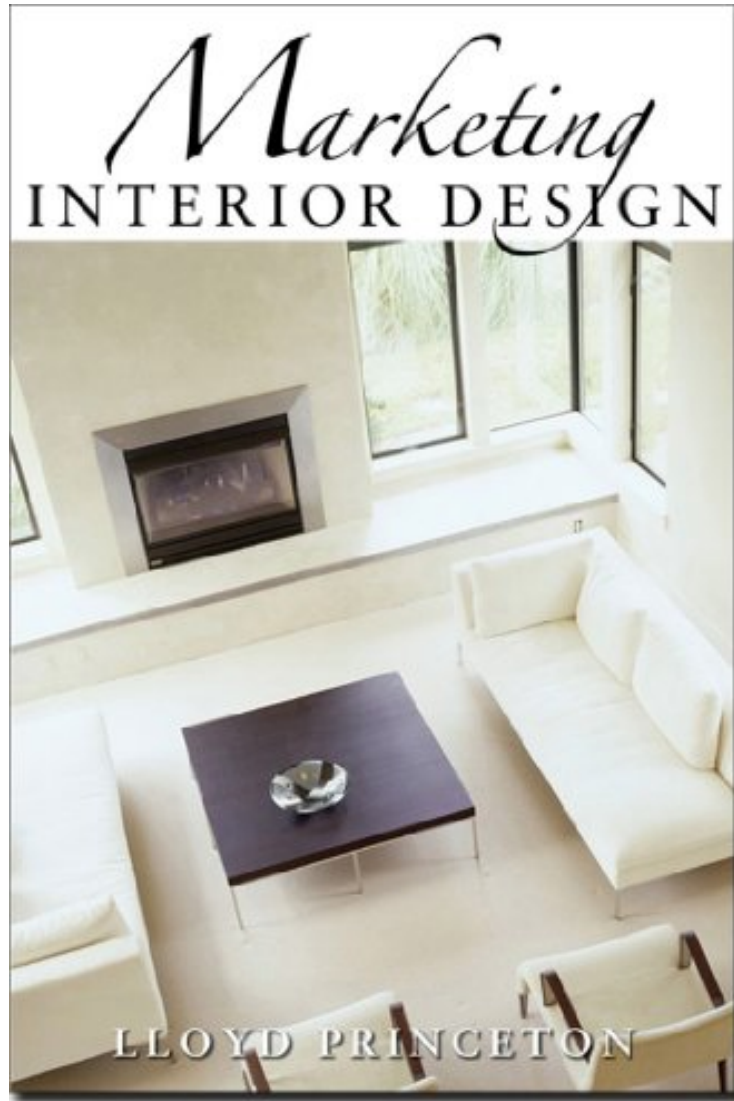


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Marketing Interior Design

Lloyd Princeton

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Lloyd Princeton : Marketing Interior Design before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing Interior Design:

0 of 0 people found the following review helpful. Great read. . .By Kimberly LyonsGreat read :-)
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0 of 0 people found the following review helpful. INFORMATIVEBy J. CouncilMarketing Interior Design by Lloyd Princeton is thorough and very informative. It's a little bit advanced for my beginners status (hence my 4 stars rating). However, a great read!

Why struggle to market interior design when you can get specialized advice from a top-notch consultant? In *Marketing Interior Design*, Lloyd Princeton offers you the same high-quality insights that he gives to his clientele. Drawing on his professional expertise as well as the experiences of his clients, he provides detailed guidance to help you learn to: figure out what to charge and have the confidence to demand that price; write your business statement; brand your business, including designing promotional materials; find leads and take advantage of them through networking; land jobs and learn how to handle the interview process; protect yourself with contracts; take advantage of the burgeoning market for green products and services. This insider guide is packed with examples of good (and bad) marketing materials, first-hand stories, and sample contract forms. If you are starting out in the field of interior design, or just want to retool your existing business, you need *Marketing Interior Design*! Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a *New York Times* bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

Praise for *Marketing Interior Design*: "As a motivator, Lloyd is an incredible speaker to the interior design trade. His industry experience brings tremendous value to any client, at any level. His theories are a roadmap to success." —Sidney Goldberg, owner, Sidney Goldberg and Associates, *Kravet/Lee Jofa* "If you are a designer who needs to be his or her own talent manager, then you need to read this book. Lloyd Princeton's rules of engagement for success in business give readers a clear blueprint for creative integrity and fiscal success. ... Yes, my dear, you can have it all!" —Margaret Casey, director of programming, Market Center, Las Vegas "Lloyd Princeton's *Marketing Interior Design* is to the design specialist what *Cosmopolitan* is to the human libido—a road map for self-assessment and a treasury of good advice to buoy professional expertise and confidence. The how-to also offers a forecast on changing markets, which has value for the uninitiated as well as the veteran designer." —Deborah Sanders, managing editor, *Veranda* magazine About the Author Lloyd Princeton is a sought-after consultant and motivational speaker specializing in the business side of interior design, architecture, and landscape design. He is founder and principal of Design Management Company, a consulting firm that helps design professionals increase revenue, gain media exposure, and develop their businesses, and of iMatchDesigners, a referral service that matches home, business, and property owners with the most talented architects, interior designers, and landscape designers worldwide. Lloyd has worked with such respected trade associations as the American Society of Interior Designers and American Institute of Architects, international manufacturers including Kravet, Ralph Lauren, and Kohler, and numerous design centers and individual showrooms throughout North America and the United Kingdom. He lives in Los Angeles and New York City.