

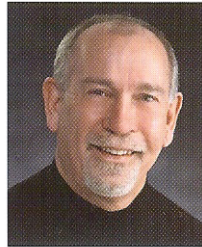


WINDOW*fashions*
CERTIFIED PROFESSIONALS™ PROGRAM

STYLE SCHOOL

Welcome

to the first 2008 issue of *Style School*, your
Advanced WFCP Members-only quarterly publication.



In this issue, we're pleased to offer you articles written by new contributors and WFCP Members. It's

always exciting—and gratifying—when Members step up to the plate to share their knowledge about our industry. That's one of the greatest benefits of being part of WFCP—the networking and sharing that happens on a constant basis. This invaluable benefit is sure to provide you with the tools you need to take your business to the next level.

Denise Turner, WFCP, ASID, CID, CMG, offers useful marketing strategies in “High-End Advertising on a Low-End Budget”. While most of us don't have marketing degrees, it is vitally important to the success of our business. Her advice will help your business get noticed.

Designers are often frustrated when dealing with specialty windows. Teresa Grysikiewicz, WFCP Associate, WCAA, takes the mystery out of working with angle-top panels and offers suggestions on how to make your panels unique.

Of course, no *Style School* issue would be complete without the contribution of Joan Willis, WFCP Expert, who provides valuable workroom tips on creating the ever-popular inverted box pleat valance, complete with sketches to illustrate her article.

Ending on a tasteful note, Craig Gustafson, GMI editor-in-chief of *American Cake Decorating* and *Mailbox News*, shares his love of food in *Graceful Cuisine*. Bon Appétit!

Don't forget to complete the questionnaire that accompanies this issue, and fax it back to us at 651/653-4308 to receive one WFCP credit.

Enjoy the issue!

Bruce Knott
Director WFCP/Media Relations

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High-End Advertising on a Low-End Budget

By Denise Turner, WFCP, ASID, CID, CMG, Color Turners



Regardless of what you may think, it is not difficult to attract “free” advertising. Like many of you, I spent more money on marketing and advertising for my interior design business than I care to mention; however, none were as effective in growing my business as the tips and techniques I’m sharing with you below.

Get to know the press

- Establishing media relationships is the secret to “free” advertising.
- Use language that grabs and captivates the media.
- Show them your star potential.
- Dazzle them to make them want to help you advance your career.

Media kit

- Invest in a professional head shot; have it ready to be sent via e-mail.
- Create a bio to accompany your head shot.

Write articles

- Trade magazines and chapter newsletters are constantly in search of articles.
- Newspaper and magazine editors peruse trade magazines and newsletters for ideas, sometimes contacting the author for an interview.

Get others to spread the word

- To successfully build your business, you need networks and strategic alliances to help promote your cause.
- Everyone you know, hear about, and do business with is a prospect for your network.

Capitalize on your uniqueness

- Find out what makes your business unique. What distinguishes you, your product, or your service from your competitors?
- Create clever and unusual ways to tell the world about it.

Speak before groups

- Speaking increases your visibility, reputation, and stature in your industry.
- Public speaking establishes you as an authority in your field, draws media attention, and makes you more attractive to potential customers/clients.
- Groups are constantly looking for guest speakers. Whether paid or unpaid, these are major marketing opportunities.
- Trade shows, conferences, and conventions are also a great marketing and networking opportunity, as the main purpose is to create contacts, talk shop, and do business.

Speak from the heart

- To successfully promote your product or service, you must believe in what you’re promoting.