

# furniture lighting & decor

*happy, healthy home*

wellness factors influencing design

FEBRUARY 2021

[furniturelightingdecor.com](http://furniturelightingdecor.com)



## SELL YOUR 'CUTTING EDGE'

Be a leader. Position yourself as ahead of the curve when it comes to advances in our industry. Several of my clients are exploring the new wearable technology that helps them gauge physical and emotional response to images and design. They record heart rate, eye tracking, skin response and more, which help guide the design approach for your client.

Alternatively, several clients are now marketing health-based design as a way to separate them from the competition.

The advances in neuro-aesthetics now document that good design improves health. Find your cutting-edge benefit and use it to distinguish your brand.

Effective marketing today requires the use of most, if not all of the media available to us. A carefully balanced and weighted investment will position your brand personality for acceptance by your target audience.

Know who you are as a brand, and know why you are differentiated. It's the key to effective marketing. It's where you start when planning how and where you invest. Next month we'll discuss several case studies of designers who have implemented brand personality marketing and the success they have enjoyed as a result. **FLD**

By Mike Peterson

**"EFFECTIVE MARKETING TODAY REQUIRES THE USE OF ALL MEDIA. A CAREFULLY BALANCED AND WEIGHTED INVESTMENT WILL POSITION YOUR BRAND PERSONALITY FOR ACCEPTANCE BY YOUR TARGET AUDIENCE."**

- Mike Peterson

## A Series of Experts

You may have noticed that in this space, Mike Peterson, Founder and President of Visionary Design Marketing, has graced our pages with his insights for the second month in a row. Peterson's focus is all about branding: how to understand and hone your brand (January), marketing your brand (February), and real-time application of some of his insights with clients (coming in March).

Our "Case Study" next month will include an in-person Zoom with Peterson and some of the designers who've benefited from his expertise for an interactive approach along with this feature. We kicked off this series with Peterson, as his credentials as a business coach, personal brand specialist and keynote speaker are well-known in the design industry. Says Peterson, "My reward is always when I see that 'light bulb' moment when you say, 'Yes, we did it!'" To learn more about Peterson and the services he offers, visit [visionarydesignmarketing.com](http://visionarydesignmarketing.com)

Peterson kicks off a year-long series of experts who will each share their respective expertise throughout the year, along with case studies of designers who have been successful working with these coaches. We have a great lineup headed your way in Design Coaching Corner with experts all focused on the interior design industry.

In April, May and June, we'll be sharing insights on finding your best clients and marketing to them with Melissa Galt ([melissagalt.com](http://melissagalt.com)). An author, business coach and interior designer herself, Galt focuses on helping you put the steps in place to run a more profitable design business. Her latest book is *Marketing Luxury Design: Attracting Affluent Clients*.

LuAnn Nigara follows Melissa in July, August and September, with insights surrounding optimizing your business practices to streamline your work and gain more profit. This speaker, author and podcast host of *A Well-Designed Business* focuses on being a resource for interior design professionals interested in operating a profitable and productive business. Learn more about Nigara at [luannnigara.com](http://luannnigara.com).

Rounding out the year in October, November and December, learn about gaining the publicity you need to market your business through shelter and trade magazines, the industry and digital means. In this three-month series, we talk with Bob Gaynor, a Creative Director, Business Development and Brand Management Specialist focused on the interior design and home goods arena. Gaynor offers qualified brands creative direction, licensing, brand management and communications strategies for the modern home consumer. For more information on Gaynor, visit [dcinteriormanagement.com](http://dcinteriormanagement.com)

*This series is designed to provide insights and expertise to help you elevate your interior design brand and business as we move through 2021.*



Mike Peterson



Melissa Galt



LuAnn Nigara



Bob Gaynor