



“Isn’t it about time you designed something for yourself...like a future?”

Interior Design Boot Camp

You’re invited to spend two days in the most serious, impactful workshop ever produced for interior design professionals

In just two days (November 10-11, 2017) working under the close direction of university professor and interior design business expert, David Shepherd, you will learn the best practices of top-earning designers, and master an entirely new framework created to put you on a path toward your highest and most fulfilling goals.

Limit
75
Designers

You Will Learn How To:

- Clarify and renew enthusiasm for your highest life goals
- Identify the five “critical cores” that you must master to become irresistible to clients
- Find the ideal customer who will pay you more and tell others about you
- Confront reality about what new domains you must master
- Create a detailed action plan (*during the event!*) to simplify your business and boost your bottom line
- And much more...

November 10-11, 2017
Fort Worth, TX

WHY DOES SALLY EARN 3X MORE THAN JOE?

TWO INTERIOR DESIGNERS
...WITH IDENTICAL FIRMS, BUT
VERY DIFFERENT RESULTS...
\$200,000 vs **\$60,000**
WHAT MAKES THE DIFFERENCE?

There’s only **ONE**
possible reason....

Enroll online at
www.edgemembership.com/bootcamp

Why does Sally earn 3X More than Joe?



There is only ONE possible answer...

All across the country, from sole practitioners to firms with 20 or more employees, there are interior design firms that look the same from the outside (same space, same technology, same number of people...even the same level of passion and talent) yet one principal earns three times the other.

What makes the difference?

There is only ONE possible answer, and you will discover exactly what that answer is at the Boot Camp. It will become crystal clear, and during the entire two-day event, you will move step-by-step through the *ActionMaps* framework which is designed to transform your hard-working job into a wealth-creating business.

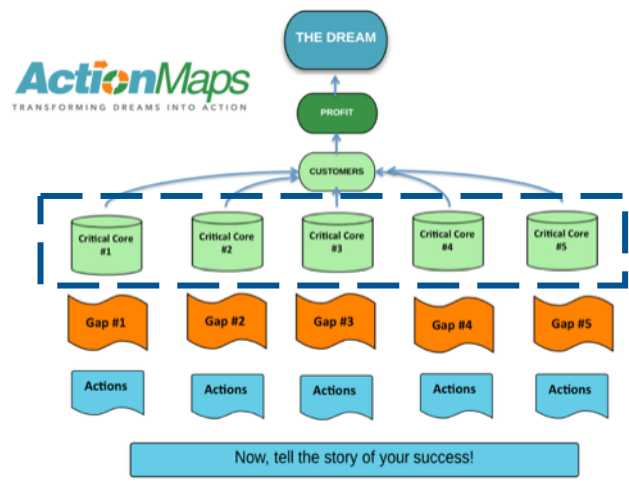
...and only ONE possible solution...

Using the *ActionMaps* framework, you'll leave this event with a detailed plan including the 25 actions that are most essential to achieving your goals!

The ActionMaps Process

- ✓ Clarify your dream
- ✓ Identify your Value Proposition
- ✓ Select your Ideal Customer
- ✓ Choose your five "Critical Cores"
- ✓ Confront the gaps you must close
- ✓ Specify the actions to take
- ✓ Tell the "story" of your success!

All while hearing about case studies and scenarios that are proven to work!



You'll leave with an actual drawing of your own ActionMap!

“No one has studied our industry to find out what works with the academic rigor that David Shepherd brings.”

—Carol Little
Corporate Design Group

A special message from your host...

Dear Interior Design Professional,

You’ve probably had some “aha moments” in your life. You know, those flashes of inspiration and clarity when something you’ve spent years trying to master suddenly become obvious and simple.

I remember my *aha moment* about what it takes to transform an interior design practice from the hard-working job of the many, to the wealth-building future of the few.

I was sitting in my office at the *Neeley School of Business* at *Texas Christian University*, waiting to teach my next class in competitive strategy. That day’s lecture would be on the very essence of strategy—what it is, how it’s formulated, and why it matters more than anything else.

As I have for over twenty years, I was relying on some very sophisticated mapping tools employed by virtually all *Fortune 500* companies, tools like *Balanced Scorecards* and *Strategy Maps*.

In short, these tools are designed to replace traditional financial statement measures, which are lagging indicators, with a custom set of predictive measures which are leading indicators. In other words, these new tools change the focus of the CEO from the past to the future. From yesterday to tomorrow.

It struck me like a lighting bolt that this was exactly what the hundreds of interior designers I had worked with over the years (and the thousands who had attended my live events) needed. A map—a map pointing the way toward the future they had imagined when they first began their challenging journey.

So I spent three years creating that map, testing it, coaching interior designers (my Guinea pigs!) and refining it at every step.

Now, for the first time ever, I’m ready to teach this method (called the ActionMaps framework) to you and a small group of designers from across the country.

Whether you are a sole practitioner or principal of a 20-person firm, this process of creating a winning strategy, learning from those of your colleagues, and getting direct input from me, will allow you to leave with a detailed plan of action unlike anything you’ve ever developed before.

The *Boot Camp* is for members of my national coaching network called *The Edge*, and you’ll want to become a Principal member. But for now, I’m happy to include a free membership with your registration for the *Boot Camp*.

I’ve created and produced more than thirty unique events for interior designers, but I can assure you that I’ve never delivered anything as intense, personal, and interactive as this.

Some say that there are as many as 40,000 interior designers in America, and I regret to inform you that fewer than 5% are truly making a good living and creating wealth for their families and themselves.

Will you be one of only seventy-five interior designers who will learn exactly how to join the 5%?

I hope so. It would be my pleasure to help you achieve your lifetime goals.

All best,



David P. Shepherd
Founder, The Edge



University professor and small business expert, David Shepherd, has studied interior design for over a decade, and is now presenting his new ActionMaps framework for the first time!

Enroll online at
www.edgemembership.com/bootcamp

Boot Camp Schedule

Day 1 Friday, November 10, 2017
9 a.m. to 4:30 p.m.

- Welcome and introductions
- What is “strategy” and why does it make all the difference? (Includes cases)
- Deconstructing your existing business model
- How strategy impacts cash flow...and vice versa
- Goal setting—getting clear on your highest goals
- Introduction to ActionMaps (including drawing and software tools)
- Defining your Value Proposition—why will ideal clients choose YOU?
- Best Practices sharing/cases of winning Value Propositions
- Identifying Ideal Clients—those who will pay more and tell others about you

“After 39 years at the top levels of interior design, I didn’t think I’d find something as revolutionary as David Shepherd’s ActionMap process. But I did, and have totally integrated it with fabulous results!”

—Judy Pickett
Design Lines

Enroll online at
www.edgemembership.com/bootcamp



Day 2 Saturday, November 11, 2017
9 a.m. to 4:00 p.m.

- Ideal clients continued (sharing/cases)
- Defining the 5 things (“Critical Cores”) you must master to deliver on your Value Proposition
- Case studies of various successful design firms employing different Critical Cores
- Confronting reality—defining the gap between where you are and where you need to be
- ActionMaps update: Committing to your focused strategy for the future
- Time for action—identifying and prioritizing the specific actions you need to take on “Monday morning!”
- Presentation of completed ActionMaps by volunteers
- Conclusion, membership, and the road ahead.

About Fort Worth and Your Social Plans

If you’re not familiar with Fort Worth, you may be in for a pleasant surprise. As the fifth largest city in Texas (16th-largest in the U.S.) Fort Worth has a dynamic downtown area. The city boasts some of the finest art museums in the country, as well as a highly regarded symphony, opera, zoo, and...*Billy Bob’s*, the “world’s largest honkey tonk!” Fort Worth is also home to the *Texas Christian University* “Horn Frogs.” Daytime temperatures in early November average close to 80-degrees in the day and 65 at night...but check before you come! For more information, visit https://en.wikipedia.org/wiki/Fort_Worth,_Texas.

6 More Benefits of Attending

- You will see specific strategies used by successful firms...and their ACTUAL financial statements.
 - You will leave with an indelible appreciate of the “cause and effect” relationship of daily activities to long-term goals.
 - You will understand how your business got turned “upside down” and began to focus on the trivial many instead of the critical few
 - You will be able to “tell the story” of how you will reach your highest goals, business and personal
 - You’ll learn the benefits of membership in The Edge, including some optional ActionMaps “Accountability” groups
 - You’ll learn about one-on-one coaching and consulting opportunities with David Shepherd.
- And much more...

From coaching clients of David Shepherd who have been through the ActionMaps process

“I was concerned that the flurry of daily activities was becoming the reality. Our ActionMap helped us focus on only what matters most. My key employees really bought in!”

—Patti Watson
taste design

“For me, it was the creation of a concrete list guiding me in the direction that I want to go with my business...actionable items and a framework to base daily decisions on. Overall, just a great metacognitive experience.”

—Stephanie Poore
About a House

“I was able to completely redesign my firm with an entirely new strategy. It was a great ‘excuse’ to go out to my constituencies with a new story.”

—Robin Barnato
Robin Barnato Design

Not Yet a Principal Member of The Edge?



Since 2003, David Shepherd has been working to enrich the businesses and lives of interior design professionals. His original *Business of Design* conferences drew over 3,000 in cities from New York to Las Vegas to Cancun. His *Best Practices Network* (BPN) was the largest national coaching network for design firm principals ever created. From that, in addition to his extensive coaching and consulting work, he has built a remarkable archive of the most successful “best practices” available in your field.

Boot Camp registration includes a FREE membership to *The Edge*, but there are many reasons to upgrade to the Principal level before registering. For only \$59/mo, Principal members enjoy:

- ✓ Monthly printed newsletter containing in-depth case studies and strategies
- ✓ Monthly audio CD to transform time in your car into an executive education seminar
- ✓ Live online coaching events
- ✓ Access to archives of over 100 in-depth articles and audio tracks
- ✓ Lowest pricing on paid events including online and in person...

...and SAVE \$300 on this event!

www.edgemembership.com/join

To See if Space Remains and Register

1 Step

Register online at

www.edgemembership.com/bootcamp
(Non-member registrations will include a FREE membership in *The Edge*)

Limit



Designers

Or if you want to SAVE \$300!

First Join The Edge as a Principal Member

2 Steps

www.edgemembership.com

November 10-11, 2017

Fort Worth, TX

After Joining, Click on “Events” to Register

www.edgemembership.com/events

(You will then be presented with the lower pricing for Principal members)

Member Type	Before August 16	After August 15
Free Edge Members and Non-members	\$1,495	\$1,795
Principal Edge Members	\$1,195	\$1,495
Same Firm Add-ons	\$995	\$995

Venue

The two-day event will be held in downtown Fort Worth at a first-class business conference facility. Full details will be provided upon registration

Hotel

Since the *Boot Camp* is not being held in a hotel, we are not reserving room blocks for attendees. Rather, upon registration we will provide you with a list of convenient (walking distance) hotels to meet any budget need.

Dress

This is a workshop, so dress comfortably...but also dress warmly! Seminar rooms are kept notoriously cold for a reason, so please bring a sweater or jacket.

Transportation

Fort Worth is served by the DFW International Airport which is only a 20-minute drive away. From some cities, lower fares may be available to and from Love Field in Dallas (Southwest Airlines) which is a 45-minute drive away. Rental cars, taxis, and Uber offer easy transportation options.

Who Should Attend?

The *ActionMaps Boot Camp* is for interior design firm principals and their key employees. This includes sole practitioners and principals of larger firms. The nature of the event lends itself to having others with you to help brainstorm ideas and alternatives. We have created a lower price point for same firm add-ons.

Is this Event for Edge Members Only?

Yes, this is a members-only event, but all interior designers are welcome to register and you will automatically become a free member of *The Edge*. (That is if you choose *not* to upgrade to the Principal level first and save \$300.)

What's Included and What's Not?

Your registration includes the entire two-day conference and all workbooks, software, and other materials used during the event. We will generally provide coffee and some snacks, but we do not provide meals. There are many nearby restaurants and we will provide you with a list once on site. Your hotel room, travel, and other out-of-pocket expenses are not included in the registration fee.

Refund Policy

Our events typically sell out early and cancellations may leave us with empty seats. We offer a 75% refund 60 or more days prior to the event, a 50% refund 30-59 days prior, and no refunds if fewer than 30 days remain before the event. Credit may be applied to future live events for members of *The Edge*, if and when held. (Expiring two years after the date of registration.)