

ONLINE OFFICE

A BUSINESS COMPANION
FOR CREATIVE ENTREPRENEURS

by: HGTV DESIGN STAR,
STACEY COHEN, LEED AP

c. 2014



MEDIA KIT

contact

target audience

bio

past media

social stats

conversation starters

forward

excerpts

testimonials

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Stacey Cohen

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target audience

age: 26-40s

college degree

financially stable

creative background

entrepreneurial spirit

re-entering workforce

A mature and thoughtful approach
to self-starting a business with
a focus on the necessary.



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STACEY COHEN, LEED AP is an advocate of the arts and her craft. A Los Angeles-based interior architect, journalist, designer and principal of Stacey Cohen Interiors, SCi. After fifteen years of working and living in New York, Chicago, Michigan, Florida, and Los Angeles, Stacey merged her metropolitan influences into a **unique style that lies between town and country, opulence and ease.**

A graduate of Parson's School of Design in New York (Interior Architecture) and Columbia College Chicago (Production Journalism), Stacey's background in Architecture at University of Illinois, Chicago, and business training in Entrepreneur Organization's Accelerator program continues to shape SCi's design vision and company's best practices.

Actively influencing current design trends and regularly joining the conversation, Stacey has appeared on television, in print, on radio and the Internet. In 2010, Stacey competed as a finalist on Mark Burnett's production of *HGTV Design Star*.

As an early adapter to marketing online, Stacey has been able to keep connections and projects in cities all over the US. **Her move to LA was seamless** and she kept working through techniques of running her office online. An artist and entrepreneur, Stacey has combined both loves and disciplines into her e-book, *ONLINE OFFICE*.

ONLINE OFFICE, A Business Companion for Creative Entrepreneurs, an e-book penned by Stacey Cohen of Stacey Cohen Interiors (SCi). *ONLINE OFFICE* outlines concepts and thoughts unique to SCi's systematic style. Using each chapter as a source of direction and interpretive inspiration, the companion is designed to help you create your business blueprint and a company handbook.

ONLINE OFFICE encourages preparation with a combination of classic business principles with today's technology. The companion pairs two sections of five principals. **ONLINE** talks about current needs such as clouding, online accounts, SEO, directories and creating a website. **OFFICE** focuses on the building of process, clients, vendors, marketing and a strong team.

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Season 5 finalists of HGTV Design Star gathered in New York City's Times Square. The new series premieres on June 13, 2010.



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social sites

facebook business = 710
facebook personal = 1530
g+ = 640
instagram = 200
linkedIn = 1260
pinterest = 680
twitter = 430

design directories

arcadian home
archinect
cheeky chicago *columnist
design shuffle
doodle home
etsy
hgtv professional network
houzz
hunter's alley
laurel & Wolfe
modern luxury
olioboard
profile tree
thumbtack
zillow

#sci #onlineoffice #staceycoheninteriors #lovewhereyoulive



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WHAT CAN CREATIVE ENTREPRENEURS LEARN FROM *ONLINE OFFICE*?

The main focus is to prepare your business. Additionally, I hope entrepreneurs, both new and seasoned, can learn how to create comfort, balance and security when working online. Understand when to say no, whether to SEO solicitors or clients who ask you to work 24 hours in today's reachable world. As well, understand how to set up profiles and portfolios with respect to your personal website, directories and social media sites and how to use them to market your brand.

WHERE DID YOU GET THE IDEA TO WRITE *ONLINE OFFICE*?

I diagram everything all the time. From client projects to work flow and business growth needs. As SCi celebrates five years, it seemed like a nice way to share my knowledge as I move onto a new chapter in my career. That's the beauty of hard work and good relationships, sharing becomes part of your business model, more than a fear of competition.

AREN'T YOU AFRAID YOU ARE GIVING AWAY ALL OF YOUR SECRETS?

The only secret is your own work and dedication to your success. Online Office helps you get your business together. There is more than enough work out there for talented designers with discipline for design and brain for business.

CAN WE EXPECT MORE E-BOOKS FROM YOU?

I would say yes. Not that I have penned anything else, but I have a pile of diagrams that will eventually come together for a new title.

DESIGN STAR WAS A FEW YEARS AGO, DID IT HELPED LAUNCH YOUR CARRER?

There is no doubt Design Star put me on a bigger map than I ever thought possible. I was a go-getter from the start, I just had no clue how much was out there.

AFTER LIVING IN NEW YORK AND CHICAGO, WHAT BROUGHT YOU TO LA?

I had lived in LA off and on through college and just always wanted to be in the sunshine. Once I began to work more steadily in design and architecture, I wanted to be close to the case study houses and push my options for new opportunities.

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I met Stacey three years ago in Chicago at an industry event where she was the interior design honoree. I immediately recognized her from *HGTV Design Star*, yet I was apprehensive to approach her, not wanting to want to appear as a crazed reality TV fan.

But I am glad I did. After a few moments of chatting, I could tell Stacey was warm and encouraging and obviously enjoying the aftermath of the show. I quickly felt comfortable enough to lead the conversation to her participation and my interest in being a contestant on *Design Star*. At the time, I thought a role on the show was an unattainable pipe dream to a common person like myself. Stacey understood my passion for interior design and my desire to skyrocket my career with the HGTV franchise.

We spoke a few times before I auditioned and Stacey continued to express genuine interest and offer invaluable advice, as well as her uninterrupted time. Her big send off words for me were: "Go for it, and don't have any regrets."

As the winner of 2013 *HGTV Design Star*, season 8, I hosted my own design-based show, appeared in venues across the country, and presented a number of specials for the network. I am blessed to have a growing design business, a supportive team and valuable clients and projects.

I am finally able to start to understand what it takes to grow my own company. It takes genuine relationships with persons who have been there, done that, and will continue to encourage you and your business endeavors.

I am thankful Stacey took the time to speak with me about her experiences and let me know that she saw something in me. She said she had confidence in the casting process and knew I had the chops not only to make it through the grueling audition process, but to actually have a chance to win *Design Star*!

I would like to share the advice Stacey offered me, in her simple and authentic phrase: "Don't give up."

Tiffany Brooks

HGTV Host of the 2014 Smart Home Giveaway

Owner/Designer of YouAndYourDecor.net

Be Inspired On The BLOG: yaydecor.com

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SECTION 1: ONLINE

CH2 - ACCESSING ACCOUNTS

It is important to understand that setting up accounts is not a linear process. Use online tools such as address book to store contacts, usernames and passwords; bookmark bar to create a one-stop catch all for your partnering websites; folders to house important documents; and the calendar to keep your project meetings and networking engagements organized.

CH3 - GETTING GOOGLED

Getting your company known to the World Wide Web starts with a business plan that helps you analyze and understand your market. I know it sounds daunting, but it makes being successful so much easier. Create your business plan around your mission statement, company vision and competition research. Stereotypically, we as artistic entrepreneurs, stay focused on the creative portion of the business plan, but working through the additional components will benefit your growth by offering financial guidelines and building confidence in customer relationships.

SECTION 2: OFFICE

CH6 - PINPOINT PROCESS

Process needs to be built around your unique workflow, as well as following your industry standards. While setting yourself apart from your competition, you must consider all steps, phases and parties involved in taking a project from inception to completion. As an artist, photographer, designer or craftsman, discovering the way to work from start to finish is the hardest component of our business. To keep your reputation strong and your business growing, set yourself up with a process of checks and balances; through all the creative components, there is a linear process to discover.

CH6 - MARKETING MEDIA

Stay at the marketing until you find a system that fits your brand. Keep in mind that there is always something new and hot and shiny that will catch your eye and make marketing seem easy. Try as many incentives as your finances will allow. Most of these techniques cost little to buy into and can pay off with a better understanding of how you can profit from marketing your business.

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"I cast Stacey because she is a great designer, she's outspoken and auditioned with a killer video. Her submission video was one of the best I had ever seen in ten years of producing non scripted programming. Stacey impressed me with her character, her drive and her design skills. I was impressed with Stacey's contributions to the show."

Kevin Harris, Executive Producer, Mark Burnett Productions, HGTV Design Star

"Sci is a great fit for Rue La La. We are very excited for our upcoming partnership. This sought-after brand exemplifies what our members are looking for - originality, reputation, creativity and style."

Rue La La, Partnership

"Stacey Cohen is a well-rounded interior designers and a perfect fit to feature on doodlehome.com. Stacey has the patience to accommodate clients with high standards, the vision to create sophisticated spaces, and a passion to manifest spaces from big picture ideas to small scale furniture. Stacey is a great fit - a conceptual thinker with strong visual results."

Doodle Home, Design Directory

"One of the most incredible things that comes from working with Stacey is that you never want it to end because its such a pleasure to be in her capable hands! To that end, Stacey will forever be a part of my life as well as any future design projects. I could never work with anyone else. She just "gets it" and "gets me".

Denise Stern, Client

