



# *The Expert E-Designer*

COURSE OUTLINE





## Module 1-Getting Started

- What is E-Design?
- How E-Design Benefits Your Business
- How E-Design Benefits Your Clients
- Technology Choices and E-Design
- The Big Mistakes Designers Make
- Your LOADED DesignFiles Account

## Module 2-Creating Projects

- Listening to the Client - The Interview
- How to Start Your Board - Best Practices
- Where and How to Source Product
- Step-by-Step Project Building

## Modules 3 & 4-Pricing, Process & Marketing for Success

- The Ideal "Onboarding" Process
- Pricing and Packages for Success
- Controlling Your Process
- The Easy Upsell, Floor Plans and More
- Understanding Your Brand
- Easily Marketing Your E-Design Services
- Getting Your Phone to Ring Right Away

