

YOUR INVITATION TO A
30 DAY *FREE* TRIAL
AT A SPECIAL
INTRODUCTORY PRICE...

**STARTING *and*
MANAGING
YOUR OWN
SUCCESSFUL
INTERIOR DESIGN
PRACTICE**

- Develop your practice management skills *and* prepare for a key segment of the NCIDQ exam,
- From interviewing prospective clients to collecting timely payments,
- A *complete home study* program, with an 800 number for your questions and help from your personal instructor/partner whenever needed.

A
Completely New
self-study
program
with one-on-one
guidance from
your personal
instructor/
partner. . .

ASID

American Society of Interior Designers

FOR CURRENT AND FUTURE INTERIOR DESIGN PRACTICE MANAGERS

DEVELOP YOUR PRACTICE MANAGEMENT SKILLS AND EXPERTISE

USE THE SPECIAL FORMS PROVIDED

LET ASID HELP YOU MAKE YOUR PRACTICE MORE SUCCESSFUL

Are you currently managing an interior design practice? Do you plan on starting such a practice in the future? Do you intend to prepare for the principles and practice portion of the NCIDQ exam? If your answer to any of these questions is "yes," ASID can help you develop and enhance your personal practice management skills and understanding with our totally new learning-at-home experience,

"Starting and Managing Your Own Successful Interior Design Practice".

The program is conducted entirely by correspondence. On your own time and at your own pace, it offers you the opportunity and the guidance to develop the essential skills needed to manage a successful interior design practice. Here are just a few of the vital techniques and concepts you'll explore in this unique, practical, learning activity:

- How to define your specific area of interior design,
- How to identify your client base,
- How to decide what fees you should charge,
- How to conduct a client interview,
- How to prepare a Letter of Agreement for a prospective client,
- How to set up and maintain an accurate record keeping system,
- How to prepare detailed job estimates,
- How to determine your specific computer hardware and software needs, and much more.

SPECIAL FORMS TO HELP YOU MANAGE A SUCCESSFUL INTERIOR DESIGN PRACTICE

An important feature of this course are the special Practice Management Forms, ranging from the New Project Interview Form to the Financial Record Keeping Forms and the all important Client Filing System. All have been carefully designed to make the management of your particular practice as efficient and effective as possible.

HOW LONG (OR SHORT) IT TAKES

You can complete "Starting and Managing Your Own Successful Interior Design Practice" in about 25 spare-time hours.



HOW THE COURSE WORKS

When you enroll, you'll receive your "Successful Interior Design Practice Management" loose-leaf binder and course materials. Each of your eight course units includes the following:

- Specific, to the point discussion of an area of practice management,
- Examples which show you how to apply the principles you've learned, and
- A series of Skill Development Exercises, realistic simulated situations in which you'll practice your newly-learned skills.

You'll send your completed Skill Development Exercises to your personal instructor/partner. They will be returned to you with appropriate comments and recommendations.

WHO SHOULD TAKE THIS COURSE?

If you're currently involved in managing all or a part of an interior design practice, or if you're considering doing so in the future, this course is for you. It will provide you with the skills, knowledge, and special forms you need to achieve success as well as help prepare you for the principles and practices portion of the New NCIDQ exam.

WHAT QUALIFICATIONS DO YOU NEED?

All you need is a basic understanding of interior design practice and terminology. The course will do the rest.

BETTER PRACTICE MANAGEMENT WITH LESS MANAGING TIME

If you're like most designers, you prefer designing to managing, doing to overseeing. Now you can spend more time designing and less time managing while still developing a successful expanding practice. With the specific step-by-step practice management skills and the special practice management forms which this course provides, you'll be able to manage your own professional practice more efficiently and in less time than you ever thought possible.

LET A RECOGNIZED EXPERT HELP YOU DEVELOP YOUR INTERIOR DESIGN PRACTICE MANAGEMENT SKILLS

Diane B. Worth, ASID, is president of The Carleton Group LLC, Phoenix, AZ, and was an adjunct faculty member at Arizona State University. Her 35 years experience in the interior design and business management fields includes managing her own residential and commercial design firm, and serving as director of space planning and interior design for a large architectural firm in Phoenix, AZ.

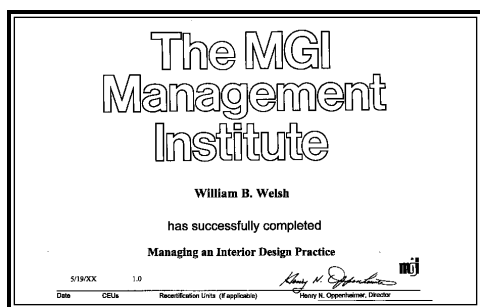


With a partner, she created a financial management software system for interior designers. She is the first woman, as well as the first interior designer, to receive the Distinguished Service Medal from the Arizona State University College of Architecture.

This course is based on the ASID-accredited CEU seminar, "Business Systems for the Designer," which she conducts for ASID.

WHEN YOU FINISH...CEU CREDIT

When you complete the course, you'll have earned 1.0 Continuing Education Units (CEUs) and you'll receive a signed Certificate of Completion, suitable for framing.



Most important of all, though, you will have developed your knowledge, skills, and understanding how to successfully manage your interior design practice to a really superior level. And you'll have available the special forms and procedures to help you do so.

ENROLLMENT INFORMATION

Detailed information on enrolling in "Starting and Managing Your Own Interior Design Practice" is located on the back page of this brochure.

BEGIN NOW TO DEVELOP YOUR PERSONAL PRACTICE MANAGEMENT SKILLS—ENROLL IN THIS VITAL NEW COURSE TODAY!

COURSE OUTLINE

UNIT 1: How to Determine the Services You Will Offer and the Fees You Will Charge

- Learn to decide exactly what your particular business should be,
- Learn to identify your unique client base,
- Learn to determine the fees you should charge.

UNIT 2: How to Interview a Prospective Client and Prepare a Letter of Agreement

- Learn how to classify your clients,
- Learn how to interview your clients and carefully evaluate their real needs,
- Learn how to prepare a Letter of Agreement for a prospective client.

UNIT 3: How to Set Up and Maintain Accurate Financial Records

- Learn to prepare and maintain the basic financial records for your firm,
- Learn to better manage cash flow for your firm,
- Learn to use specific management formulas to determine your firm's operating results.

UNIT 4: How to Prepare Successful Client Estimates and Proposals

- Learn to prepare detailed job estimating forms,
- Learn how to prepare an effective client proposal.

UNIT 5: How to Organize for a Smoothly Running Office

- Learn to set up accurate client, purchase, and work order files,
- Learn to effectively track merchandise inventory,
- Learn how to effectively monitor client invoices and payments.

UNIT 6: Using Computers in Your Design Firm

- Complete an Applications Sizing Worksheet to determine your specific hardware/software needs,
- List the questions to ask when considering the purchase of design (not CAD) software.

UNIT 7: Using Sources of Information and Professional Support Services

- Learn the sources of information for assessing the potential viability of your design practice,
- Learn to define the support services which your design practice needs, as well as the specific functions of each.

UNIT 8: Guidelines for Starting a Practice

- Describe typical business structures suitable to use for a design firm,
- Explain the "4Cs" of credit,
- Describe sources of capital available to the designer,
- Explain the importance of job descriptions for the principal and staff of the design firm.

ALL
IN
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AT
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WITH
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HELP YOU

Enrollment Information

SPECIAL DISCOUNT PRICE— SAVE \$45

The list price for the complete "Starting and Managing Your Own Successful Interior Design Practice" course is only \$284*. However, ASID is pleased to offer you a \$45 discount for prepayment so that your special discount price for this unique course is only \$239 (non-member \$264) plus a small postage and handling charge.

That includes your loose-leaf bound course manual, review and detailed comments on all your Skill Development Exercises, and personal response to every question you send in. And remember, that's all it costs . . . no time away from work, no travel, no other costs of any kind.

SEND FOR YOUR FREE TRIAL TODAY

Use the Enrollment Form or write to:
ASID Professional Reference Programs,
Suite 100, 244 Westchester Avenue,
White Plains, NY 10604

NEW! TOLL FREE TELEPHONE ENROLLMENT

Just call 1-800-932-0191
Or use our fax number 914-428-0773.

OUR GUARANTEE TO YOU

A very simple one, really. Send us your order with your payment or credit card charge information. We'll send you your course material by return mail. Review the course at your leisure for 30 full days.

If it's not exactly what you want, simply return the material to us, unused, and we'll immediately send you a full refund or credit to your charge card account.

CONTINUING EDUCATION FOR DESIGN PROFESSIONALS

This course was developed and is conducted for ASID by the MGI Management Institute, White Plains, New York. The company provides practical up-to-the-minute, independent study experiences for thousands of professionals in an ever widening range of subjects.



FREE TRIAL ENROLLMENT FORM

To: ASID Professional Reference Programs
Suite 100, 244 Westchester Avenue, White Plains, New York 10604

YES, I want to develop my knowledge and skills in managing an interior design practice. Please enroll me in "Starting and Managing Your Own Successful Interior Design Practice" and send all materials at once. My payment (or credit card charge) is enclosed as shown at right.

I understand this includes all course material, processing of all my Skill Development Exercises, and personal response to all questions I send in.

I understand further that if I'm not completely satisfied with the material, I may return it, unused, within 30 days for a full and immediate refund.

*Purchase orders without accompanying prepayment will be billed at list price.

Air Parcel Post Charges

Alaska, Hawaii, Puerto Rico, and Canada	\$15 U.S. additional
All other countries	\$55 U.S. additional

**TOLL-FREE
TELEPHONE ORDER**
Just call 1-800-932-0191
Fax 914-428-0773

Name _____

Title _____

Firm _____

Address _____

City _____

State _____ Zip _____

PAYMENT INFORMATION

Course Price \$ _____

Postage & Handling \$ 8.95

Total Price \$ _____

Check enclosed (payable to ASID)

Purchase order enclosed*

Charge the above amount to my credit card as shown below:

MasterCard VISA AMEX

Acct.No. _____

Expiration Date _____

Signature _____

Upon completion of this course, you'll have earned 1.0 Continuing Education Units (CEUs) and you'll receive a two-color Certificate of Completion, suitable for framing.