



Installer Newsletter

Volume 2

July 2010

Opportunities multiply as they are seized. -Sun Tzu

Welcoming Opportunity!

To our treasured finishers,

Recognizing opportunities presented to you is a superlative advantage in any industry. Many successful companies choose overt business strategies to market themselves above their competition; thus, consistently setting the bar for success. As a decorative artist, you have that opportunity on a day-to-day basis. In this issue of our newsletter we want to familiarize you with components to a flourishing finishing business and hope that you continue on your path to achieve every one of your goals. Our most excellent accomplishments are vicarious in nature—our goal is for your client base to see the best of you—the best in every aspect of your business. From start to finish we are behind you every step of the way.

Sincerely,

Nathan McCarthy

President, It's Faux You, Inc.



Decorative Finisher of the Month

Jeanne Freels-Hall,
TLC Interiors Inc.

It might take a year's worth of newsletter features to fully summarize the accomplishments of Jeanne Hall; however, it's not just her finishing capabilities that set her apart from other decorative artists. Her flair for marketing business is paramount to her success. Jeanne's work has been published in Florida Design, Florida Architecture, and Open House magazines throughout the years. She is being interviewed for Artiphere Magazine, IDAL's quarterly publication. She regularly generates press releases, she twitters, Facebooks, connects through LinkedIN, and I'd be remiss not to mention she also has 15 years of finishing experience!

Congratulations, Jeanne! Not only are you a premier finisher, you have an edge on marketing yourself and your company!

TLC Interiors, Inc.

Email: Jeanmhall@msn.com

Ph: 305-803-5220

Website: tlciinteriorsinc.com

Breaking News!

The last day to register for the Kauai Super Stones Workshop & Retreat is July 16th. If you haven't reserved your space, call the studio at (954) 747-5322. We've set the curriculum-- check page 5 of this newsletter!