

Case Study

Betsy Rackliffe

openDesign

Client/Company

Betsy is the smiling eclectic designer of openDesign specializes in interior design spaces that reflect the owner's personality by focusing on re-using and re-purposing what they already have.

Business Objectives

- ◆ Very basic marketing and networking.
- ◆ Learning how to run a business in general.
- ◆ Creating a living portfolio to showcase my work.
- ◆ I use social media. I use Facebook and Twitter to market my company and to keep at time-of-mind-awareness. I use it to build my confidence and

Solution

Participation with the InSights group

- ◆ I have learned self confidence! I have learned to have more confidence in myself. I have learned not to self-sabotage my business.
- ◆ I learned to "just show up." Say yes to everything and have fun while doing it, you don't know what might come from it... Like opening up an art gallery in an unused hallway.
- ◆ I learned how and implement Facebook and Twitter as marketing tools for my company and how to help other companies also.
- ◆ I learned the importance and ease of creating a blog and everything it can contain.
- ◆ One of the biggest things I learned from being at InSights is that it takes a community to be a successful business person, or even to just live life.
- ◆ I answered the question, "What would you do if you were in control of InSights" and turned an unused hallway into a rotating art gallery for local artists. I hosted 6 artists in the gallery and 20 other artists during the Open House celebration. From that I grew in confidence and how to approach people.
- ◆ I have established a Facebook profile page, fan page, group page and multiple events; I know what the difference between them and have taught a beginning class so other people will know. I have 352 friends and 386 fans with both of them growing regularly.
- ◆ I have created a website based around a blog that showcases my interior design work, my design ideas, and other professionals I recommend for your home. Having the site has changed how I think about my projects. I think of them as ways to promote my business; "How can I use this project to showcase what I do?"
- ◆ I have created, developed and marketed "Bring Betsy Home" home parties based on interior design to market my company and grow my ABC list.
- ◆ I have received 2 large interior design jobs through Facebook ; one was a \$4000 updating and faux finishing job and the other was a \$60,000 design-build interior

Results

InSights was the first thing I did, even with in the first week, when I opened my company. Sandi and Al are my business coaches; and the InSights community is my cheerleader. I have gone from a shy, self-sabotaging, want-to-be designer to the confident smiling eclectic designer who will swoop in to create the home you need, while using what you already have. My name is becoming known in the area and my calendar is full. I am creating retail spaces, home offices, staging homes and warming up homes every day. Going to that first meeting was the best thing I could have ever done for my company!

