



www.thedesignerlaunch.com

D *the* DESIGNER LAUNCH
WITH TRACEE MURPHY

MEDIA KIT

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the
DESIGNER
LAUNCH

EMPOWERING MINDS, IGNITING POTENTIAL

OFFERING MENTORSHIP AND SUPPORT TO HELP DESIGNERS
REACH BIG GOALS IN THEIR LIVES AND CAREERS

Accredited courses, coaching, and consulting for interior designers that provides IDCEC-approved credits

From entry-level interior designers to CEOs of design firms, this industry requires support for professionals to continue to take their careers to the next level. The Designer Launch is committed to providing more than just coaching, mentoring, and courses. It also extends designers the opportunity to become part of a vibrant community that will help them reach their most lofty career goals.



CORE VALUES

Actionable Content

Community

Education

Service



Our Founder & Mentor
TRACEE MURPHY

FOUNDER OF THE DESIGNER LAUNCH +
CEO & PRINCIPAL DESIGNER OF TRADE MARK INTERIORS

Tracee Murphy, a distinguished luxury interior designer, combines her extensive background in Interior Design and Psychology to create spaces that not only embody exquisite aesthetics but also promote well-being. She has over 25 years of industry experience and owns a multi-million dollar design firm. Combined with her passion for teaching others, she is uniquely positioned to provide immense value to interior designers worldwide.

Her expertise in two main categories, psychology and business, makes her a compelling choice for speaking opportunities, where she can share insights on how to design for both the mind and soul, as well as offer valuable guidance on building and running a successful firm in the luxury interior design industry.



WHAT IS IT?

IDCEC-approved courses backed by the actionable content and professional growth you want.

A comprehensive approach to your interior design business with business development resources and support that go beyond design skill and technique.

A vibrant community who share their expertise, lift each other up, collaborate and provide support to each other.

Personal mentorship, coaching & consulting options so we are with you every step of the way.



COURSES INCLUDE...



Improve client satisfaction by understanding how to positively affect mood and function through the use of color.



Enhance understanding of what the luxury client is looking for when hiring an interior designer.



Identify early warning signs, communicate with a resolution-based approach, and pick up a few tricks of the trade to have in your business arsenal.



We're giving you the fundamental marketing strategy tools and skills to compete and flourish in the unique nuances of the design industry.



Running a profitable business is the key to longevity. Learning to set healthy pricing models will lead you to long term success and money in your bank.



Discover the three foundational elements behind every successful interior design business.

EMPOWERING MINDS — IGNITING POTENTIAL



We're thrilled to be able to provide impactful resources and a supportive community for lifetime learners and intentional design professionals.

~ Tracee Murphy

LET'S COLLAB

To book Tracee for a speaking engagement or private coaching session, please email pr@thedesignerlaunch.com.