

DESIGNERS TODAY

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DESIGN LIKE A BOSS



There's no doubt that designers **MONICA WILCOX** and **NIKKI CHU** are design bosses of the highest order. Now they're sharing the secrets of their success in a new book, "The Top 15 Mistakes a #DesignBoss Would Never Make."

Monica and Nikki, both successful designers in their respective home cities of Dallas and Los Angeles, are the founders and lead instructors of Design Mecca, an online accredited learning center that teaches interior designers how to start a successful business. The duo incorporates some of the techniques they teach in their online courses in the book, including goal setting, marketing and PR, and building a brand.

The book also outlines things designers should not do, particularly when it comes to using social media to promote your business.

"Social media is a great marketing tool for aspiring designers, but you have to be careful," says Monica. "Your potential clients don't want to see selfies of you having a glass of wine by the pool. They want to see you working! We have a simple rule: Don't post anything on social media you wouldn't want to put on a billboard."

For Wilcox and Chu, the book is an extension of their existing educational initiatives, and a way to give back to the design industry by helping up-and-coming designers navigate starting their businesses.

"I'm passionate about sharing my experience as an interior designer with others interested in getting started in the field," says Monica. "It was not always a smooth ride to get here, so I wanted to put together all of the things I've learned over the years in one place so that I can help and empower as many aspiring designers as possible." ▶

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—Monica Wilcox

This book is available at designmeccaedu.com/shop.