

The Six Figure Professional Devoted to Your Business Success!

FAQ's on Six Figure Professionals Mentoring (A Conversation with Melissa Galt)

How long have you been a small business owner?

For over 15 years, I have owned my own successful independent design practice. My first career was in hospitality purchasing with hotel giants including Hilton, Radisson, Grand Hotel, Opryland Hotel, Callaway Gardens.

I have also been a professional speaker for the last 15+ years including a decade teaching busy professionals at adult education through Emory University, Oglethorpe University, and Spruill Arts Center in Atlanta.

Currently I speak, consult, train, mentor (and still design for selected clients)both nationally and globally.

Can you give me a little background about how you got started?

I have a degree from Cornell University in Hospitality Management and worked in that field for 8 years. I was successful but unhappy with the lack of creativity and freedom. I had always wanted to pursue interior design so I quit and went back to school to get a second degree while working full time in design.

What was your first job in your chosen field? How did you get going?

After 6 months in design school I began work as a Junior Designer and Resource Librarian with a commercial design and furniture firm. I stayed for 18 months and the firm split up with the design partners creating their own business and the furniture company remaining. I then moved to managing a fabric retailer for the next 18 months. When I moved to Atlanta I worked for a big box furniture retailer for 18 months before launching my own practice.

When did you start making Six Figures?

I started out \$70K in debt with rent, a car payment and a lot of credit card bills. I left the big box retailer by my own choice but unexpectedly and didn't have any clients on board and couldn't poach from them. I did a mailing and got my first client in 3 months, and began teaching immediately at night. My income doubled annually for the first 5 years, then leveled off to growth of 20% average per year. I was debt free and making six figures by my third year in business. This was in 1994-1997, it is simpler to achieve this today with the advent of the internet, social media and a host of "new" marketing tools.

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NOTE: It isn't necessary that six figures be your goal or if you are already making six figures you may simply want to take your business to the next level. My mentoring with a specific marketing emphasis is particularly to reinvigorate old businesses, redevelop your career passion, and establish a flexible maverick marketing blueprint complete with tools, tactics, and tips to fully implement and profit by.

How long have you been teaching and mentoring small business professionals?

I started teaching both consumers and professionals from the start through classes at Evening at Emory and Oglethorpe University. These were their adult education programs and I developed and taught as many as five classes for over a decade including: Interior Design as a Second Career: Do You Have What It Takes?, Marketing Magic for Small Business Success, Change Your Interiors, Change Your Life™ (based on Feng Shui), Future Proof Your Profits™, and more. I taught in the evenings only while devoting full time to my design practice.

What is the key to your business success?

Marketing, marketing, marketing! In today's business climate it isn't enough to simply know your business. First you have to become a master marketer. Every step you take has to be about branding your business in the mind of your client or customer. Creating credibility and marketability leads to profitability. We are in the Information Age and it has never been easier or more confusing (double edge sword) to create wealth and make a difference to our audience with the tools that are provided by access to the worldwide web.

What is the difference between coaching and mentoring?

I have been coached by a handful of individuals over the years, and found only one or two to be personally and professionally effective. Coaching, in my experience, is about accountability and encouragement. Mentoring, while very much including accountability and encouragement, provides real life experience, lessons, tools, strategies, techniques, shortcuts and secrets for getting ahead. Mentoring provides a far greater benefit in real terms of resources shared, business practices used, and results and rewards that can be expected. It is a winning combination of consulting and coaching!

What can I expect to get out of mentoring?

*You will create an **ACTION PLAN** during each session that you are responsible for completing by the next session. I will work with you to create an overall success strategy and then share the tools and techniques for effective implementation of that strategy and measurement of the results. This is a real process, with systems for lead*

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generation, marketing and public relations, (advertising can be discussed), client relationship building, sales optimization, follow up for lifetime demand, and creating a strategic alliance to benefit your business. This is about the nuts and bolts of how to grow your successful small business that allows you to enjoy the whole of your life, and doesn't swallow you whole.

What difference will this make to my business?

While I can provide the tools, the techniques, work with you on your strategy, your ultimate achievement is solely based on your efforts, your implementation, and on your attitude. I can unlock the door and it is up to you take advantage of the knowledge provided inside. I will do everything possible to support you in this, my burning desire is to see you succeed and to empower you to do so. It is up to you. Every small business professional realizes their own return on the mentoring investment.

Do I have to commit to a year?

No you only commit to 90 days (3 months) at the start, mentoring is cumulative and to expect real results in less time is unrealistic, though certainly possible. From 90 days, you can go to month to month, a thirty day notice is required when you wish to cancel the program, consider your mentorship complete, or want to suspend until you are ready to continue.

How quickly can I expect to see a difference in my business?

The difference you see is entirely based on how quickly you take action on the tools, strategies, shortcuts and tips we discuss. I hold you accountable and work with you on the action plan. I will also challenge you when necessary and show you areas you may be sabotaging your own success (common challenge). I allow you to set the pace.

What is the investment for coaching?

Full fee for two 60 minute calls per month, unlimited email support and one "wild card" call is \$1500 per month. When you make a rapid decision in our initial phone interview, you will receive a scholarship rate of \$1050/month. Calls are scheduled in full hour biweekly or half hour weekly increments.

How is payment handled?

Most often mentees use their credit card and I do an automatic debit to the card on either the first or fifteenth of the month for the full amount. The choice is up to you, as I strive to make this comfortable and effective. Checks are another way to pay for this, 10 days would be required for all payment to clear.

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Are other payment options available?

I can customize a payment plan to your needs, stretching payments to double the length of the mentoring commitment. So when you sign on board for 90 days, I'll spread charges over 180 days. If you want to be on board for 180 days, I'll spread payments to a year. If payment plans are used, there is an additional fee of \$100 a month added. I encourage an upfront commitment whenever possible as most often it creates incentive to take rapid action on tools, resources, and systems shared.

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