

STAND OUT
& SHOW UP,

A new approach

“The best things in life are often
waiting for you at the exit ramp
of your comfort zone.”

~ Karen Salmansohn

HEY THERE, I'M VAL!

This set of workshops was designed to help you systematically and with much thought, put together a redesign and business plan that works not only to grow your business, but to grow you as an artist and business person. To view yourself as the CEO of a viable and well thought out business executed with confidence, skill and professionalism can only improve your life. Furniture flipping is more than making furniture pretty. It is creating beauty for the world and making the homes of our audience more warm and inviting. You are a gift to the world and it's time you were celebrated.

Val Frania

furniture flipper | mentor



@val_frania



@valfrania



@furnitureflipbyVal

GETTING THE MOST OUT OF THE WORKSHOPS CHECKLIST

INSTRUCTIONS: Get organized so you can get the most out of this workshop series. Take your time filling out the workbook. Giving it some serious thought is more important than getting it done quickly. This workbook is for your own eyes and doesn't necessarily follow the workshop schedule. Start making a plan to move forward!

Downloaded & printed workbook

Watched workshop #1

Worked on workbook!

Watched workshop #2

Joined Facebook group, Furniture Flipping Forum

Watched workshop #3

Posted and/or commented in FFF Facebook group

Investigated the Blueprint and considered coaching

Asked questions in FB group

Finished filling out workbook

WORKSHOP #1 NOTES

ONE ACTION STEP FROM THIS WORKSHOP

WORKSHOP TO-DO LIST

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

MODULE NOTES

STAND OUT!

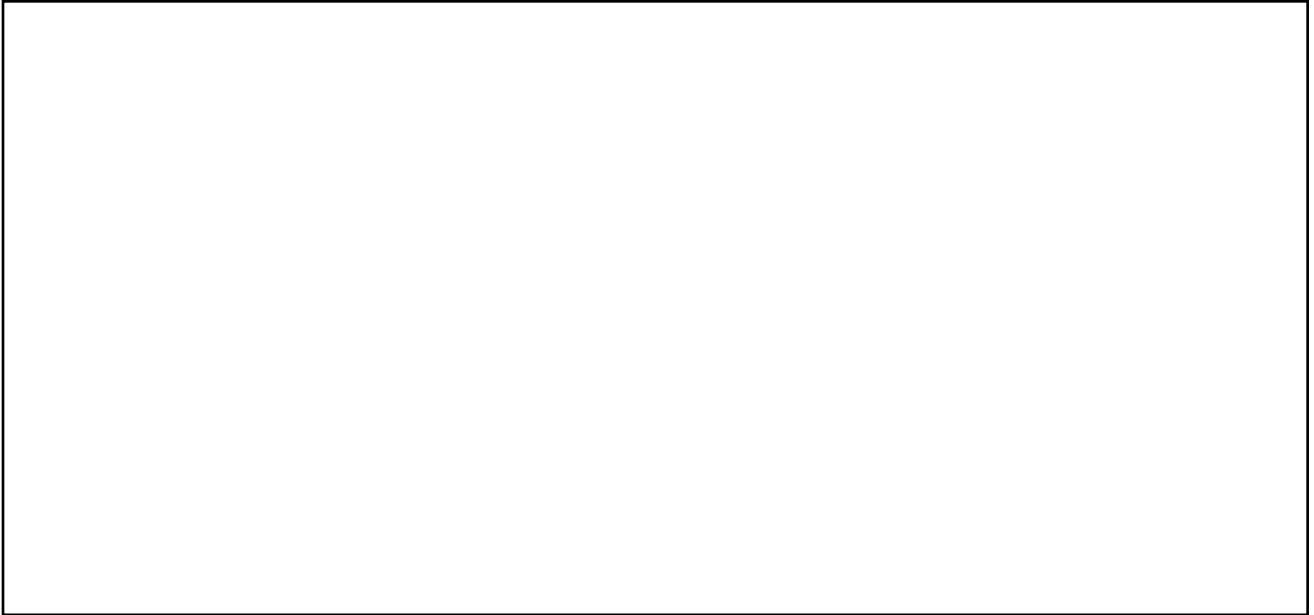
#1 If your business were to take off, how would that change your life? What would change? How would you feel?

#2 What type of furniture flipper are you? Describe your mindset. Are you confident?

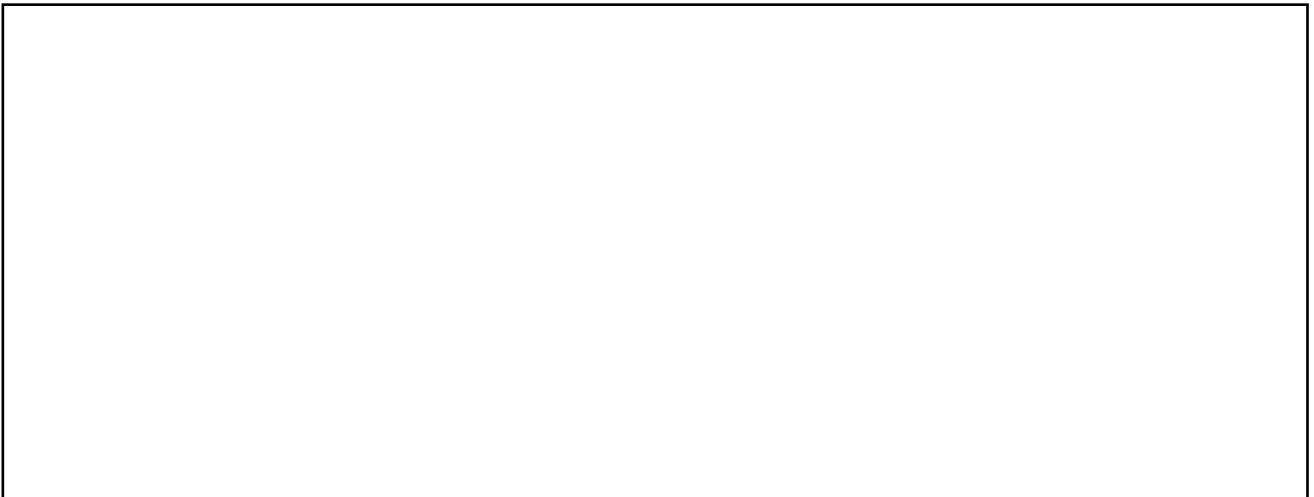
#3 Where do you redesign your pieces? What does your dream workshop look like? Would you want it in your home or off site?

STAND OUT!

#4 Describe your perfect audience. Who do you serve? Age/
income/



#5 What does your market want? What types of furniture is
selling in your market? Market's popular colors? Popular
styles that sell?



STAND OUT!

#6 What is YOUR style. What are your favorite techniques?
Types of pieces? Colors? Techniques?



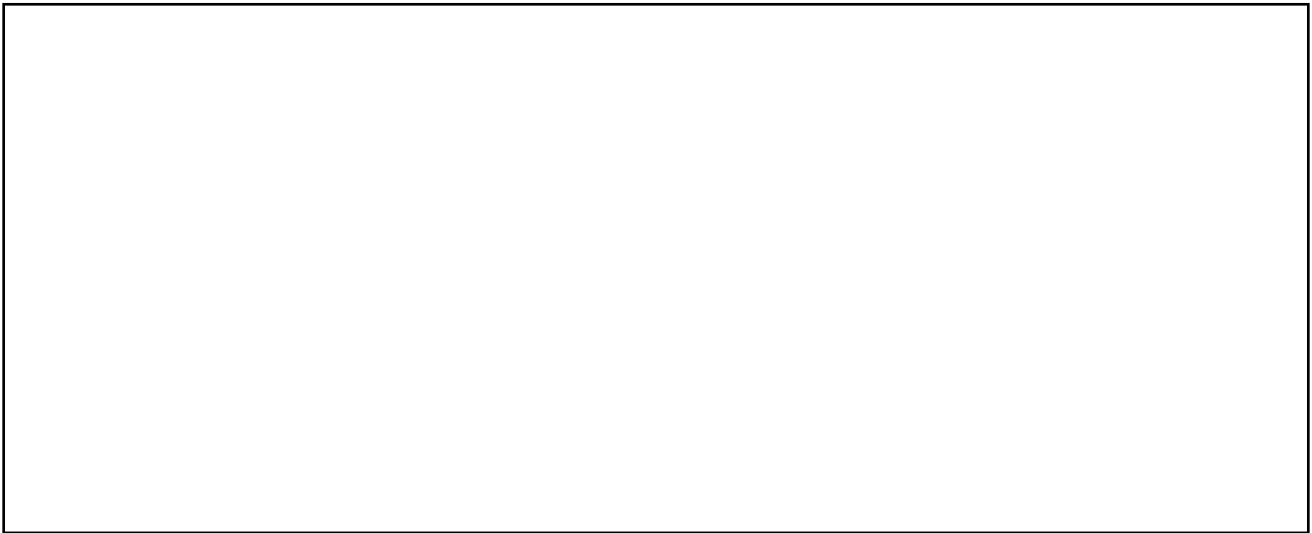
#7 What is your skill level? Beginner/intermediate/PRO? Are you open minded, with a driving desire to grow as an artist?



STAND OUT!

"Choose to focus your time, energy and conversation around people who inspire you, support you and help you to grow you into your happiest, strongest, wisest self." - Karen Salmansohn

#8 Who is your support system? What makes you keep going? Do you have business goals? Artistic/creative goals?



#9 Do you plan out your days/weeks? Do you have business goals? Do you use a planner? A calendar?



CHECKLIST/NOTES

STAND OUT IN REDESIGN

INSTRUCTIONS: Evaluate your redesign process here. Make your own checklist of things to do, consider adding, and/or changing.



NOTES

CHECKLIST/NOTES

STAND OUT MINDSET

INSTRUCTIONS: Evaluate your mindset/belief system here. Make your own checklist of things to do, consider adding, and/or changing.



CHECKLIST/NOTES

STAND OUT IN BUSINESS

INSTRUCTIONS: Evaluate your business processes here. Make your own checklist of things to do, consider adding, and/or changing.



NOTES

**“BEFORE YOU CAN
THINK OUT OF THE BOX,
YOU HAVE TO START
WITH A BOX.”**

Twyla Tharp

WORKSHOP #2 NOTES

ONE ACTION STEP FROM THIS WORKSHOP

WORKSHOP TO-DO LIST

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<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
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<input type="checkbox"/>	_____	<input type="checkbox"/>	_____

MODULE NOTES

SHOW UP!

#1 What part of showing up for your audience scares you? Are you willing to show up “scared” and have an impact on your audience?

#2 What do you do now to get out in front of your audience? How do you show up?

#3 How often do you show up online? Where do you show up? Does your audience know your face and your name?

SHOW UP!

#4 What do you think would happen to your business if you became a well known furniture redesign artist?

#5 What is your favorite way to interact with your audience online? Do you converse with your audience online?

#6 In what way could you start showing up more online? Are you willing to show up more?

CHECKLIST/NOTES

SHOW UP - ADVERTISING

INSTRUCTIONS: Evaluate your advertising/listing process/practices/places here. Make your own checklist of things to do, consider adding, and/or changing.



NOTES

CHECKLIST/NOTES

SHOW UP - MINDSET

INSTRUCTIONS: Evaluate how your mindset/belief system could/should affect how you show up for your audience here so they get to know you. Make your own checklist of things to do, consider adding, and/or changing.



CHECKLIST/NOTES

SHOW UP - BUSINESS

INSTRUCTIONS: Evaluate how you conduct business here. Make your own checklist of things to do, consider add, and/or change.



NOTES

WORKSHOP #3 NOTES

ONE ACTION STEP FROM THIS WORKSHOP

WORKSHOP TO-DO LIST

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<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
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MODULE NOTES

RESOURCES

Write down your ideas for things that will help you get organized, stand out and show up. I have included some that I used or have used in the past.

Planners/Bookkeeping

Google Sheets, Excel

Evernote, Trello,
Workflowy

Quickbooks PRO

MileIQ

Apps/Programs

Planoly - scheduling
for Instagram & FB Pg

Videoshop, Quicktime
iMovie, iCamm -
videos

Wave Video, Animoto,
FB - side shows &
videos

Canva, Photoshop -
photo manipulation/
ads/logos/IG & FB
posts

Pixabay, Pexels - free
photos

Vimeo - video storage

Temi - transcription/
captions