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And the “Only” Winners Are...

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I couldn't come up with a winner in the contest for the best “only” commercial.

I could only come up with three.

That means that three design professionals each won the top prize for sharing with me the one sentence message about their design business or career that contains the word “only.”

Sharing top honors are:

Alesha Churba of A.E.Churba Design (<http://aechurba-design.com/default.aspx>) in Pocatello, ID.

Kevin Gray of Sizeland Evans Interior Design(<http://www.sizelandevans.com/>) in Calgary, AB

Jeanette Simpson of KidSpace Interiors(<http://kidspaceinteriors.com/Home.html>) in Lakewood Ranch, FL.

Each will receive a free copy of the ***Superstar Selling System for Design Professionals*** (http://fredberns.com/Products_SuperStar.html), the ONLY \$300 audio training collection focused on how design pros can double their sales.

All three winning entries were clear, concise and specific. And all three were outstanding examples of how design firms can make good use of the single most important marketing word: Only.

Here are their winning commercials:

+ A.E. Churba is the only Allied member of ASID with experience in residential and commercial interiors in Southeast Idaho.

+ Sizeland Evans Interior Design Inc. is the only award-winning firm in Canada with over 40 professionals dedicated solely to the practice of interior design.

+ (Jeanette Simpson is) the only interior designer in the state of Florida who specializes in residential and commercial design of spaces specifically used by children.”

Congratulations to all of these “award-winning” design professionals!


And a million thanks to all of the design firms throughout North America that submitted entries.

Fred Berns writes and speaks about the business of interior design worldwide.

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