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Details2Decor on Building Your Business Reputation



With the collaboration of Décor Plus, LLC and Starr Treatment, LLC, Starr Rivers and Ethel Bonner of Details2Decor provide full-service event planning and décor at its best for weddings, social, and corporate clients through its Three-E Concept. This recently named "2012 Business to Watch" by the Cincinnati USA Regional Chamber, shares strategies they have used to meet the needs of clients and grow their industry reputation.

Q. What drives your passion for your business?

We absolutely love the "wow" factor and with our Three-E Concept, our passion for what we do thrives. We don't just plan events--we Empower, Entertain, and Educate our clients centered on their vision for the absolute perfect event. Our Three-E concept has been and is at the core of our business and is based on our abundance mentality whereby we believe we are inwardly rewarded by serving others not with self concern, but with unity.

Q. What is one significant challenge you have faced in growing your business?

We have a combined 25 years of event planning and décor experience, yet we are often faced with proving that we are an established, qualified, professional, and diverse business in the event planning industry.

Q. What are some ways you have addressed this challenge?

Marketing—We are very proud of our marketing efforts this year in letting prospective clients know who we are. Sponsorships, social media, email marketing, and other outlets have helped us build name recognition and highlight our services.

Networking—We have made some wonderful connections by networking with many women-owned businesses and memberships/associations. We have also successfully created several partnerships to enhance our services and annual signature events.

Lastly, we have and will continue to address this challenge by being consistent in applying our Three-E concept in every event/project of which Details2Decor is a part.

Q. What advice do you have for other women business owners?

We want to share the best pieces of advice that we have received:

- If you truly have the passion to make your business thrive, don't take **no** for an answer—consider it just means not right now.
- Set yearly goals and a detailed SWOT (strengths, weaknesses, threats, opportunities) Analysis. Review them frequently to hold yourself accountable.
- Keep believing!

To learn more about Details2Decor and their services, please visit their site at www.details2decor.com

