COME JOIN US IN SAINT LUCIA!

As part of our new Designer Rewards Program, we’re giving you and a guest the chance to come join us March 3-7, 2020 on a Caribbean getaway to Sandals® Grande St. Lucian Spa & Beach Resort!

This is an opportunity for you to take a break from your hectic schedule as a business owner, meet other lighting designers who are passionate about growing their business, and refresh and refocus as you prepare for your best year yet!

Featuring scenic mountain views and mile-long white-sand beaches to explore and relax, Saint Lucia is the perfect tropical island retreat. Located on the northwestern side of the island, Sandals® Grande St. Lucian is a premiere, all-inclusive resort, set on its own private peninsula.

Below you’ll find just a fraction of the activities and events you can look forward to at the Sandals resort!

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• Entertainment both day and night with five unique live shows

• Waterskiing, snorkeling, paddle boards, kayaks, and more

• Beach volleyball, basketball, tennis, and pool tables

• Gourmet-dining at 12 restaurants

• Unlimited Premium Liquors

• And more!

SO HOW DO YOU QUALIFY?

It’s easy! From August 30th through December 31st, 2019, every order you place will earn points toward the trip.

Every dollar you spend on eligible products and accessories will earn you a point!

100,000 points = Sterling Lighting will cover 100% of the trip!

75,000 points = Sterling Lighting will cover 75% of the trip. You only need to contribute $1,325.

50,000 points = Sterling lighting will cover 50% of the trip. You only need to contribute $2,650.

Included in the trip is roundtrip airfare for two and five-days and four-nights at the Sandals® Grande St. Lucian Spa & Beach Resort.

For more information, rules and guidelines, and information on how to view your current Designer Rewards points, visit our Designer Rewards website:

WWW.STERLING-DESIGNERS.COM

We hope to see you in Saint Lucia!

Pictures courtesy of Sandals® Luxury-Included Resorts.
Book Rec: The Miracle Morning

By the time Hal Elrod reached 40, he had already cheated death twice. Once, at 20 years old, when his car was struck head on by a drunk driver traveling 70 miles per hour. His heart stopped for 6 minutes. The second time at 37 years old when his vital organs failed due to a rare and aggressive form of leukemia.

Having overcome death twice, Elrod’s book, “The Miracle Morning,” gives a unique perspective of what it takes to live your life to its fullest, and much of it he ascribes to making the most of your mornings.


Elrod suggests that by being intentional with the first hours of your day, you can be better prepared to take on the tasks and responsibilities throughout the rest of the day.

As business owners with so much to juggle—family, friends, work, hobbies, and so much more—Elrod’s book is a great tool to help you reorganize your mornings so you can have more productive days and work more efficiently to accomplish your goals.
3 Tips to Light Up the Entire Neighborhood

Lighting up an entire neighborhood may seem like a dream, but with the right marketing techniques, it can become a reality.

CREATE A REFERRAL PROGRAM

A glowing recommendation from a trusted neighbor can go a long way in earning business for your company. Consider setting up a referral program so your customers are incentivized to refer their neighbors to your work. Whether you incentivize with discounted fixture add-ons, gift cards, or something else entirely, referrals are always one of the best lead generators out there!

PARTNER WITH LOCAL BUSINESSES

Forming trade alliances with other companies in the green industry is a great way to boost your brand. Home shows are a good resource for networking, as well as identifying companies you already trust to take care of your home.

DON’T FORGET THE YARD SIGNS

This may come as a surprise, but one of the most effective marketing campaigns for our sister company, Enlightened Lighting, is yard signs! Every installation with a yard sign out front becomes its own advertisement, showcasing what you’re capable of creating. Not to mention that yard signs are one of the least expensive ways to market your services.

Marketing doesn’t have to be expensive to be effective. Use these tips to win over and wow the entire neighborhood!