



AMITHA VERMA

Furniture Paint

3 STEPS WORKBOOK

How to Paint Your Furniture & Transform your Home



by Amitha Verma



AMITHA VERMA

Furniture Paint

CHAMBORD GRAY

1 Quart (32 Ounces)

TAKE ADVANTAGE OF THIS ONE SECRET—AND TRANSFORM YOUR ORDINARY HOME INTO A DESIGNER’S DREAM

Exciting news! You DON’T need new or expensive furniture to have a stunning designer home. Your home can look like it was decorated by a top professional—using the furniture you already own.

In fact, people spend a lot on furniture because they don’t understand what *really* makes a home beautiful. If they knew the secret, their home could be just as gorgeous—for a small fraction of the cost.

In this guide you’ll discover what *really* makes a home beautiful. I’ll show you the ONE design secret that will change your life—and allow you to transform your home’s look and feel, with virtually no expense.

In fact, you may spend as little as 1% of the cost it takes to decorate those gorgeous homes featured in design magazines.



Well, every designer knows (but probably won't share) that hidden treasures are all around us— starting with very furniture you already own as well as in antique shops, vintage and consignment stores, estate sales, garage sales!

The trick is **KNOWING** what to do with these relics. You may be shocked to learn this—but designers actually use **paint** to make them look stunning!



Amitha Verma Furniture Paint is *the* insider secret used by top designers to transform ordinary furniture into the stunning pieces you love—simply by painting them! That's right—you can duplicate the same pieces you see in high-end furniture stores, gorgeous glossy magazines, and Pinterest pics, just by painting them with Amitha Verma Furniture Paint.

Yes! You can have the look of high-priced furniture simply by painting the furniture you already own with Amitha Verma Furniture Paint. There has been nothing on the market that can let you use your existing furniture to create the look of the high-end furniture stores and designer magazines—until now!

Until now, you may not have taken a second glance at your own furniture. Perhaps this photo will make you think twice!



BEFORE

This triple wall armoire was purchased for only \$200! I bet you wouldn't have even looked twice at it!



AFTER

How about now? If you know what to look for, you can see that this “before” picture had all the right curves and details to take on a designer transformation and look like a \$4,995 cabinet. In just ONE morning—using Amitha Verma furniture paint and my exclusive system to paint this lackluster cabinet—this piece was turned into a gorgeous showstopper!

REST ASSURED, YOU DON'T NEED ANYTHING FANCY.
NOT EVEN GOOD BONES AND HARDWARE. YOUR PLAIN,
ORDINARY FURNITURE—THAT YOU PROBABLY THINK IS
“OLD AND JUNKY”—CAN BE A DECORATOR'S DREAM!

ARE YOU READY TO PAINT YOUR FURNITURE AND GET GORGEOUS RESULTS?

In this guide, you'll learn how to use my simple, proven 3-step system to completely transform and create a beautiful piece of painted furniture...in just minutes! Equipped with this knowledge, you'll have a choice. You can furnish your home with the very pieces you ALREADY own, OR find valuable yet underrated, bargain-priced furniture—virtually anywhere you look and transform them in no time with little cost!

With Amitha Verma Furniture Paint and my exclusive step-by-step system, you'll have everything you need to fill your home with new, gorgeous designer furniture.

KEEP READING TO DISCOVER:

1. My easy step-by-step painting instructions—the very same techniques I use
2. Proper painting fundamentals to achieve the perfect result every time
3. What NOT to do—avoid common “minor” mistakes that make a BIG difference

And Much More!

I'M EXCITED TO SHARE MY BEAUTIFUL AND AFFORDABLE PAINT WITH YOU, AND SHOW YOU EXACTLY HOW EASY IT IS TO USE. THIS WILL SURELY CHANGE THE WAY YOU SEE FURNITURE, OPEN UP AN AMAZING WORLD OF POSSIBILITY, AND GIVE YOU A WHOLE NEW APPRECIATION AND EXCITEMENT FOR THE FURNITURE YOU ALREADY HAVE, BUT DON'T LOVE ANYMORE!

Once you grab a can of **Amitha Verma Furniture Paint** and apply this life-changing system, you won't want to put your brush down...ever.

But don't take my word for it...

Hear from people just like you:

"I love your new line of paints, the colors and waxes are great. It makes me want to redo everything!" —Lisa A. Houston, TX

"Amitha, Just a quick note to say that I love your new paint line! The colors are beautiful and it goes on so smooth and silky. The gray wax is fabulous. I'm getting some great new looks with your paint but most of all I'm having fun using them!" —Susan H. Houston, TX



WHY FURNISHING YOUR HOME USED TO BE SO HARD... UNTIL NOW!

*You're reading this, so I know you're passionate about your home,
and you're serious about making it beautiful.*

Every moment you can, you hunt for the right furniture to “finish” designing your rooms. You put so much energy into scouring furniture stores, searching online, going to garage and estate sales, visiting antique shops—in search of the perfect furniture pieces in the right color, size, and budget!

You're hoping for inspiration, yet you feel endless frustration. You search tirelessly until you find the right piece, only to discover the price tag is way beyond your budget.

You feel so dejected.

Well, I've got great news—I went through the very same struggle...

Until I discovered that I wasn't in love with any one piece. It's the beauty and elegance of *well-painted furniture*—the way it looks on its own, and how it blends with the styles of all my other furniture.

You'll soon make this very same life-changing discovery.

Like most people, you don't know where to begin. The place to begin is with the furniture you already have. How? Let me share this little-known insider secret—the one thing that makes all the finest designer projects so exquisitely beautiful.

Painted furniture. It's the best-kept life-changing secret you'll ever discover.

For years, designers have known that painted furniture can inject any room with breathtaking charm, elegance and beauty. It's so effective, they can even take furniture their customers already own, or super-bargain furniture pieces, and simply apply Amitha Verma Furniture Paint to create jaw-dropping finishes. (Now savvy customers like you are discovering this secret too.)



Before my exclusive paint and system were available, you'd have to start from scratch and hunt down pieces that were **already** exquisitely painted. As you know, top-quality painted furniture is *very expensive*. A painted chest of drawers at a shop sells for a minimum of \$5,000! That's just for an ordinary piece. Truly beautiful painted furniture at antique

shops or high-end one-of-a-kind stores are way more than that! Not to mention, well-painted furniture is extremely difficult to find—even at higher-end price ranges.

Trust me, I know all too well the frustration and despair when you feel like you will never finish your project.

MY STORY

If we haven't met, I'm Amitha Verma, creator of Amitha Verma Furniture Paint, and founder of Village Antiques—a lovely, popular 10,000 square-foot antique store. I've been an interior designer for a decade.



My design customers have chosen me because I specialize in a lighter, brighter, fresher palette—complete with lighter linens, textures, and painted furniture and finishes—to decorate their entire house.



THE PROBLEM

*This look was very hard to achieve 10 years ago, and quite frankly it still is...
IF you buy these pieces from high-end furniture stores, antique shops or designers.
Not long ago, that was the only way you could access them.*

Painted furniture is very expensive. I can't tell you how many times I've scoured stores for the perfect piece, only to see hefty price tags of \$5,000, \$8,000, even \$22,000! The budget was always an instant stressor. If you're like me, you struggle to balance your desire to finish your home and have it be beautiful—while staying within your budget!

No matter what size budget we had, we would always work with existing furniture. You can't just throw everything away and start over. And honestly, you'd never want to. The most beautiful homes have pieces that were purchased or collected over the years.

Even when I **had** the luxury of buying furniture, it was a real challenge.

Sometimes I'd find the perfect piece, but the color would be all wrong. If I was lucky

enough to find the perfect piece, I'd still have to meticulously refinish it to fit the new design. For weeks upon weeks, I'd sand and strip the original finish, putting the project 4 to 6 weeks behind schedule.

To get the perfect design, I'd mix ratios of paint in my hot, dingy warehouse (located in my garage). I'd mix hundreds, sometimes thousands of colors, trying everything to create the perfect palette! Was I thrilled to finally nail the perfect color—that is, until I needed a second batch.

As you can imagine, I dreaded the mixing process. It was brutal. I felt even worse for my customers because it felt like the project would never end. We spent so much time creating the perfect home, but in the meantime they were practically homeless.



I was so frustrated, I wanted to deliver the project but was always so stressed—about the budget, time constraints, and immense burden. I dreaded stripping the pieces, custom mixing, and the endless painting process.

I knew that if I felt like this—with all my access to so many amazing tools—others must surely feel as if they'd never find the pieces to finish their home and were just as frustrated as me.

I JUST KNEW THERE HAD TO BE A SIMPLER WAY.

And when I think something ought to be done—I dive in head first...
actually HEART first.

MY DREAM FOR YOU...

My lifelong goal has been to create a paint product that would allow anyone—even ordinary non-painters—to create a home they love with gorgeous, alluring colors that they’d enjoy for decades. When I realized how hard it was for even a professional like me, and the shortage of decent products on the market, I set out to create a product that’s:

- * *User-friendly*
- * *High-quality—same grade used by the pros*
- * *Super-easy for non-painters to use*
- * *Beautiful, historically accurate designer colors—right out of the can*
- * *A part of a system that could allow you to recreate the look of high-priced designer pieces with virtually any piece of furniture, regardless of how it looked “before”*

I knew from my struggles as a working mom—balancing work, life, children, school, family, friends, health (and everything else we juggle)—that I needed a stress-free, hassle-free way to paint furniture quickly and professionally and beautifully.

Most important, I wanted a product that would allow me (and others like you) to work toward our ultimate vision and complete our unfinished projects.

I know from working with hundreds of houses that until your home is “done”, you just don’t feel ready to open it up to family and friends. Sound familiar?

You deserve a home that allows you to embrace all of life’s relationships. That’s why now is the time to use my system, along with a can of **Amitha Verma Furniture Paint** to finally fill your home with newly painted furniture that you’ll beam with pride to show off!

Before we dive into the process, I just want to reassure you – you may feel a little intimidated by the painting process. Maybe you haven't picked up a brush in years.

Trust me. You can do this. I designed this for people just like you!

You don't need to be a professional painter or a faux painter. Even if you've never attended a painting class in your life, I'll teach you everything you need to know to achieve professional results...every time!

Look, when one of our team members, Walter, first started, my husband asked him to paint three walls in our shop. He looked petrified. I later found out he'd never painted anything in his life!

While I designed my paints, I taught him to paint furniture using the right technique, and within minutes he was able to completely grasp the process! Since then he's gone on to master my system and paint many stunning pieces of furniture.

Just tell yourself, **You CAN Paint!** I know it seems a little silly, but we all need encouragement from time to time, don't you agree?



LET'S JUMP
INTO MY SIMPLE,
3-STEP PROCESS
ON HOW TO PAINT.

I'M GOING TO MAKE THIS VERY VISUAL, AND SHOW YOU EXACTLY HOW I WORK ON EACH PROJECT, SO YOU CAN RECREATE MY BEAUTIFUL, HIGH-END DESIGNER FINISHES IN YOUR HOME.

BEFORE WE BEGIN...

Prep your piece by wiping off any dust

Remember I mentioned how hard it was for me to sand and strip in my hot dingy garage? Guess what? With my specially formulated paint—you don't need to!

Simply wipe your piece down with a soft cotton cloth. **Free tip:** find the cloth in your husband's t-shirt drawer!

Voila! Your prep time is less than 30 seconds!

No need to sand, strip or prime your furniture!

I was determined to heavily reduce the frustration of painting. Starting out a project 4-6 weeks behind schedule drove me crazy! I set out to eliminate the physically strenuous task of stripping, sanding and priming. I worked closely with my lab to design my special formula to make these steps completely unnecessary.

Unlike any other paint on the market—my ingredients, binders, chalky texture and colors allow you to do way more than ever before. Again, you don't have to strip, prime or sand the piece, which is so exciting—it's the **THE** key that allows you to transform your house in just a few hours and enjoyably!

Free Tip: Cover any hardware with blue painters tape to avoid getting paint on them, or simply remove the hardware. This is an easy way to ensure a beautiful and elegant end result—instead of something that appears sloppy. If I can remove the hardware easily, I always do, to obtain the perfect result without painting over my hardware.

**Now that we cleared that up,
let's get started!**

STEP I

PAINTING YOUR PIECE WITH THE AMITHA VERMA FURNITURE PAINT SYSTEM

TOOLS YOU'LL NEED:

- * *Amitha Verma Furniture Paint in your color of choice*
- * *1", 2" or 3" Amitha Verma Furniture paint brush (for medium to larger pieces, I recommend the 2" or 3" paint brush).*
- * **Time:** *approximately 20 minutes for a medium sized piece*



20
minutes



WHAT TO DO:

1. First apply the paint. Shake your can of Amitha Verma Furniture Paint, then dip your Amitha Verma paint brush into the can until fully coated with fresh paint.



2. Begin in one corner, and brush beautiful, *long, clean, and continuous strokes* across your furniture. Avoid short strokes. Keep at it until your entire piece is covered.
3. Remember my voice when you start painting. Avoid short strokes and practice *“long, clean continuous strokes.”*
4. Let paint dry for 20-30 minutes. The first coat will cover really well.
5. Once it's dry, observe your piece. You may choose to apply a second coat, or simply touch up the parts that weren't covered.
6. If you choose to add a second coat, paint it when the first coat dries. Allow second coat to dry.



Free Tip: How do you know whether to paint a second coat? Ask yourself: Do you want full coverage, or prefer to leave a little wood showing? Do you like a more *shabby chic* style or a more finished look?

(I ask myself that very question on all my projects. Personally, I prefer two coats of paint for most projects. I love the look of a richly painted piece, so two coats is essential! However, there's no right or wrong, so choose your end goal and decide accordingly.)

While you wait for paint to dry, hop on Facebook and impress your friends with photos of your project. Your posts may inspire others to transform their home too!



STEP 2

APPLYING AMITHA VERMA FURNITURE WAX IN CLEAR

TOOLS YOU'LL NEED:

- * *Amitha Verma Furniture Wax in Clear*
- * *Amitha Verma Large round clear wax brush*
- * **Time:** 8–10 minutes

WHY DO YOU NEED TO APPLY CLEAR WAX?

Clear wax provides a protective seal on top of your painted finish.

I use clear wax on every piece of furniture (and anything else) I paint. I want my finishes durable and long lasting, and this step helps me achieve that. **Please note:** This step is a MUST. People often ask if they can skip this step and move on to the darker waxes—the



answer is no, you can't skip this step. It ONLY takes about 8–10 minutes, and is essential to a beautiful, longlasting result!

WHAT TO DO:



1. Take large diameter round brush, dip into clear wax, and get a thin coat on brush. Apply clear wax all around your piece. Cover your piece 100%. Don't worry about brush strokes since they won't show. Entire process should take no more than 10–15 minutes.
2. If you apply too much, don't worry. Simply take a soft cloth and wipe off excess.
3. Let dry. Allow wax to dry for 15–25 minutes before moving on to the final step
4. Once wax has dried you're ready to move to the final step.

STEP 3

APPLYING AMITHA VERMA FURNITURE WAX IN BROWN OR GRAY

TOOLS YOU'LL NEED:

- * *Amitha Verma Furniture Wax in Gray or Brown*
- * *Amitha Verma Small Round Dark Wax Brush*
- * *Time: 8–10 minutes*

Important: Brown and gray wax is **the secret ingredient** for richness and depth in your painted finish. It brings gorgeous colors to life! This is one of my favorite parts of the process!



8–10
minutes



It's time to decide which color wax to use. Keep in mind—there is no right or wrong. Just consider the colors in your home and the look you want to achieve—whether it's a *cooler* or *warmer* palette.

Free Tip: How do you find the right color for your home?

I suggest looking for any cues your piece offers—a marble top, polished brass hardware, or some other feature. This will help you decide whether to take the piece warmer or cooler.

Then, look around your home, where you've already invested so much. Could the room [where your newly painted furniture will be] use a warmer touch? Then go for the brown wax. If it needs a cooler touch, go gray!.

Just remember one simple rule—the gray wax gives off a **cooler** finish and the brown wax creates a **warmer** finish.

The same process works for either wax, so no worries whichever one you select.

WHAT TO DO:

1. Take the dark wax brush—it's just like the clear wax brush, only smaller, allowing you to have more control over the color and get into areas you want to highlight.
2. Dip your brush into your wax and get a thin coat onto your brush. Use a feathering motion all over your piece to apply the wax. What is a 'feathering motion'? Simple. Just apply the wax with a lighter pressure than the clear wax, and with faster, lighter strokes. Apply wax all over.
3. Let the first coat dry for 30–60 minutes. (If you work with wax too soon, it will come off. If it wipes off, simply let it dry for another 20–30 minutes.)
4. Once first coat dries, ask yourself, "Which areas are likely to show natural aging?" The answer usually is: around the edges, handles, and any raised edges such as molding, creases and grooves.
5. Go back and apply a second coat on all these areas with a light, feathering motion.



6. Once you've finished, allow wax to dry for a full 24 hours. This lets it cure and create the protective seal.

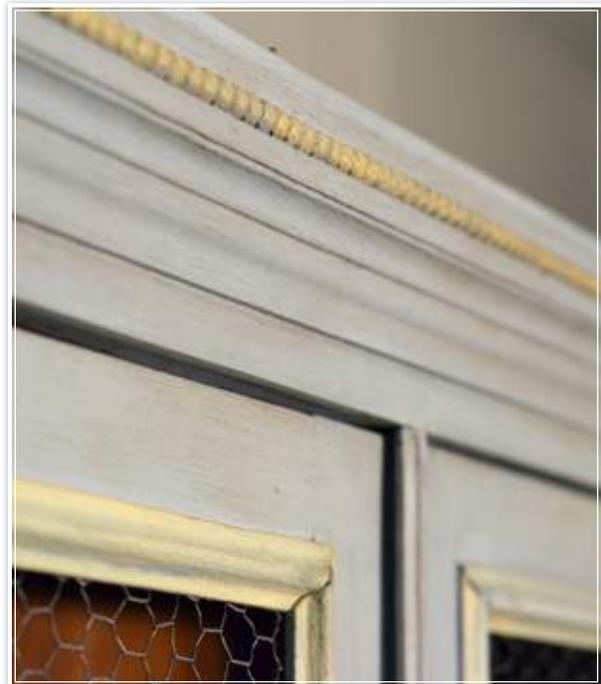
**THAT'S ALL, FOLKS! :)
COULDN'T BE EASIER!**

YOU NOW HAVE THE “INSIDE SCOOP” ON THE VERY SAME PROCESS
WE USED ON ALL THE GORGEOUS FURNITURE, FRAMES
AND OBJECTS YOU SEE IN THIS GUIDE.

COMMON MISTAKES TO AVOID:

Let me point out some important “don’t’s”, to ensure you achieve
the beautiful finished look you’re hoping for:

1. Be careful with your hardware. Don’t paint all over hardware. Be sure to cover it up or remove it altogether. Good painted furniture does not have paint sloppily applied over all the hardware.
2. Don’t use Pledge or Murphy’s Oil to clean your piece. It will prevent the paint from sticking to the surface.
3. Be cautious with your brush strokes. Don’t use short, fast strokes. If you do, the strokes will be visible in the paint. Use long, continuous strokes to create a lovely bed for the waxes to fall into and create that beautiful patina in the last steps of the process.





4. Allow paint and wax to fully dry before moving on to next step. If you don't allow the paint to dry, the wax won't stick. And if you don't allow the wax to dry, when you add the colored wax, it will lift right off the furniture.
5. Don't OVERWAX your furniture. Applying too much wax makes it harder to dry. Start with a light coat. If you do put on too much, simply take off any excess while the wax is still wet!

6. Schedule your time wisely. As you can see, you need about 60 minutes or so to complete your piece. That's not long at all. But don't start a project right before carpool! By scheduling your time wisely, you'll be calm and happy, and thoroughly enjoy the process! When I start a project, I get lost in the process. It's so enjoyable, and I want it to be enjoyable for you too.

BEFORE & AFTER





WHAT'S NEXT?

Congratulations! You've just learned to paint like a pro. It's easy, quick, and as you'll soon discover—it's lots of fun! You'll be truly inspired by the potential and creativity.

Anxious to get started? I don't blame you! All you have to do is select the right furniture piece, set a date, and order your can of Amitha Verma Paint to get started!

Important: You cannot achieve this look with any other paint!

The gorgeous exclusive finishes you're hoping to achieve can only be created with my specially formulated paint. I spent more than a year developing the perfect formula, colors, and wax blends. I did the legwork FOR you, so you can easily create the look you crave... in just minutes!

The special ingredients in my paint, combined with its binders, allow you to pick up a brush and start painting—WITHOUT exhaustive sanding, stripping or priming. NO OTHER PAINT allows you to skip these steps and achieve gorgeous designer colors.

I coveted all the gorgeous finishes on painted furniture and one of the key details is the gorgeous chalkiness you see on exquisitely painted furniture (if you don't see it, let me

assure you—that's why you love those finishes). I included that very secret ingredient in my paint so you too could have that rich, decadent chalky finish. It's what gives you 100% coverage on the first coat, even over dark stained furniture. And once the paint is dry, it's what gives the end result such a spectacular finish.

My paint allows you to take any ordinary piece of furniture, and transform it into the very pieces that you love in the stores; the beautiful high-priced designer pieces that make such exquisite projects. My UNIQUE formula, which I invented, allows the paint to adhere to just about any surface without the need of sanding, stripping or priming! I wanted to make it simple for anyone to use and apply!

Can I just buy paint from a hardware store?

No. You cannot achieve this look from any paint at a hardware store. Not even close. Period.

My formula is not a simple latex or oil based paint. It's specially formulated to help you (and me) eliminate the stress and frustration that comes with all other paints. In fact, hardware stores contact me all the time for permission to sell my exclusive line of paints.

If you use ordinary furniture paint from a hardware store, you'll need to sand, strip and prime before you can paint. It will add weeks (usually 4 to 6) to your project time. You'll need 4 to 5 coats to get decent coverage, and they're NOT porous—so the waxes will not penetrate evenly, much less at all to give you the gorgeous result you want.

I formulated my paint to include a unique “chalky” ingredient not found in regular latex or oil based paints. The chalkiness gives it that “gorgeous high-end designer furniture” look, and can only be achieved exclusively using **Amitha Verma** paint.

Remember the hot, dingy, garage? I truly wanted to create a product that would give



you these stunning transformations in just minutes and eliminate the frustration.

As someone who has worked with painted furniture, antiques & design for many years, let me assure you—there's no other paint that instantly gives you the designer look, with zero sanding, stripping or priming in gorgeous, designer, historically accurate colors—right out of the can. 

Don't take my word... try it yourself.

WHAT ARE YOU WAITING FOR?
ORDER YOUR CAN RIGHT NOW,
AND START YOUR HOME
TRANSFORMATION TODAY!

*Don't know where to begin?
Not sure which color to select?*

No problem!

My top 3 colors that go with every single project are
Chantilly White, French Gray and Manor Beige.
Select one of these and order your can today!



IF YOU'RE READY TO TRANSFORM YOUR HOME WITH THE FURNITURE
YOU ALREADY OWN, HERE'S WHAT I SUGGEST YOU START WITH:

1. Paint Color
2. Clear Wax
3. One colored wax (gray or brown)
4. Medium 2" Amitha Verma Brush
5. Clear Wax Brush
6. Dark Wax Brush



IF YOU'RE NOT QUITE SURE WHICH PIECE TO PAINT, OR YOU'D LIKE TO PRACTICE
FIRST—THEN SELECT THESE ITEMS AS A STARTER KIT AND TRY OUT THESE
TECHNIQUES ON A SMALLER OBJECT, LIKE A PICTURE FRAME.

- * *A 4 ounce Tester pot in your color choice*
- * *A medium 2" Amitha Verma Paint Brush*



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WANT MORE?
STAY TUNED FOR OUR
NEXT BLOG FEATURING
OUR EXCLUSIVE DESIGN TIPS
AND A PAINTED
FURNITURE PROJECT!

*Cheers,
Amitha*



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NOTES

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