INTERIOR DESIGN
STANDARD

3 Steps to Building a Wildly Successful, Luxury Design Firm

Workbook

How would your life transform if your business was full of joy and profit?

What is prohibiting you from joy, balance and abundance in your business?

PROFIT and JOY are attainable by _____ your projects strategically, having refined _____, and creating an exceptional _____.

INTERIOR DESIGN
STANDARD

6 STEPS TO ABUNDANCE BALANCE & JOY

MASTER THE _____ TO CATAPULT AHEAD

CONFIDENTLY _____ YOUR SERVICES FOR HIGH-END CLIENTS

ATTRACT AND LAND _____ CLIENTS

SCALE WITH STREAMLINED _____

IMPROVE YOUR _____ POWER AND TRADE RELATIONSHIPS

DEVELOP YOUR DREAM _____

BONUS: DELIGHT CLIENTS WITH AN EXCEPTIONAL EXPERIENCE

STEP # 1

CONFIDENTLY PRICE YOUR SERVICES FOR HIGH END CLIENTS

- You can price your projects so you are abundant and beloved by your clients
- Confidently _____ your services for high end clients
- How: Use past project _____ to project the design fee and budget needed for your current project
- Collect _____ of your design fee when you sign the agreement and balance before the first presentation
- Collect _____ payment for furnishings before you order a thing (tax and freight too)

STEP # 2

SCALE WITH STREAMLINED PROCESSES

- You can be a _____ interior designer without feeling exhausted, burning the midnight oil or missing the kids games
- How: Document all of your _____. Refine them, revise them, rearrange them, remove duplication of efforts
- Start by: Defining the _____ of your process
- Template communication - include _____, _____ and _____ facing communication

STEP # 3

CREATE AN EXCEPTIONAL CLIENT EXPERIENCE

- You can be completely irresistible to your dream clients
- How: Provide clear and consistent _____
- Implement processes and systems that take your clients' _____ into consideration
- Potential Client Presentation: The _____ Timeline

BONUS

SURPRISE AND DELIGHT

Put yourself in your clients shoes to ensure they're receiving a 5 star experience

Once you implement this strategy:

- You'll figure out exactly what your client wants so you can meet and exceed their needs
- You'll be _____ for your ideal client
- You'll build a pipeline full of raving, referring, _____ clients

I help designers transform their business this way everyday, and YOU can too!