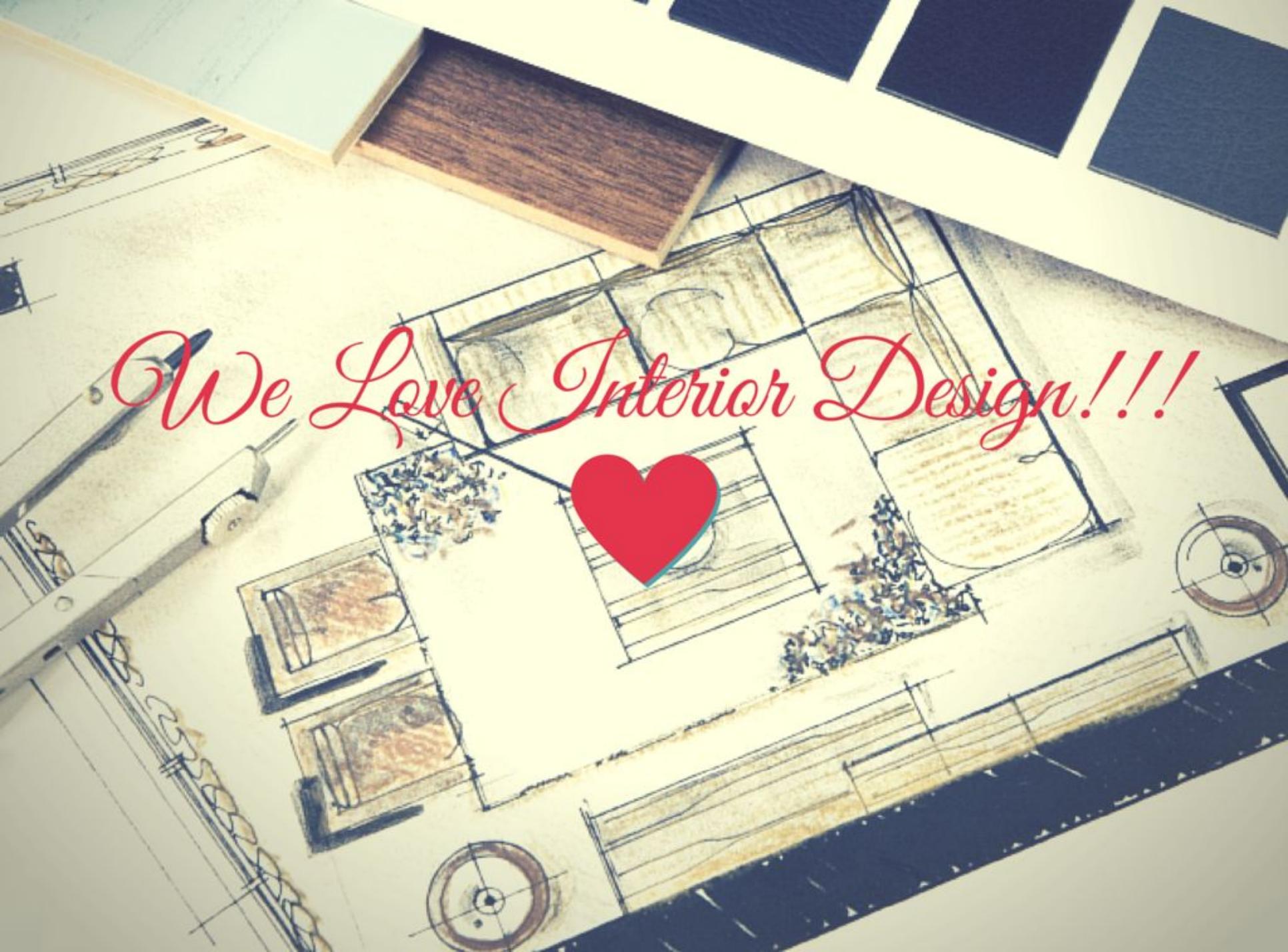




# I Design for a Living *Workbook*

by Chelsea Coryell

*We Love Interior Design!!!*



# Do you know what it means to be an interior designer?

If you want to build a successful design business then

*I want you to ask yourself...*

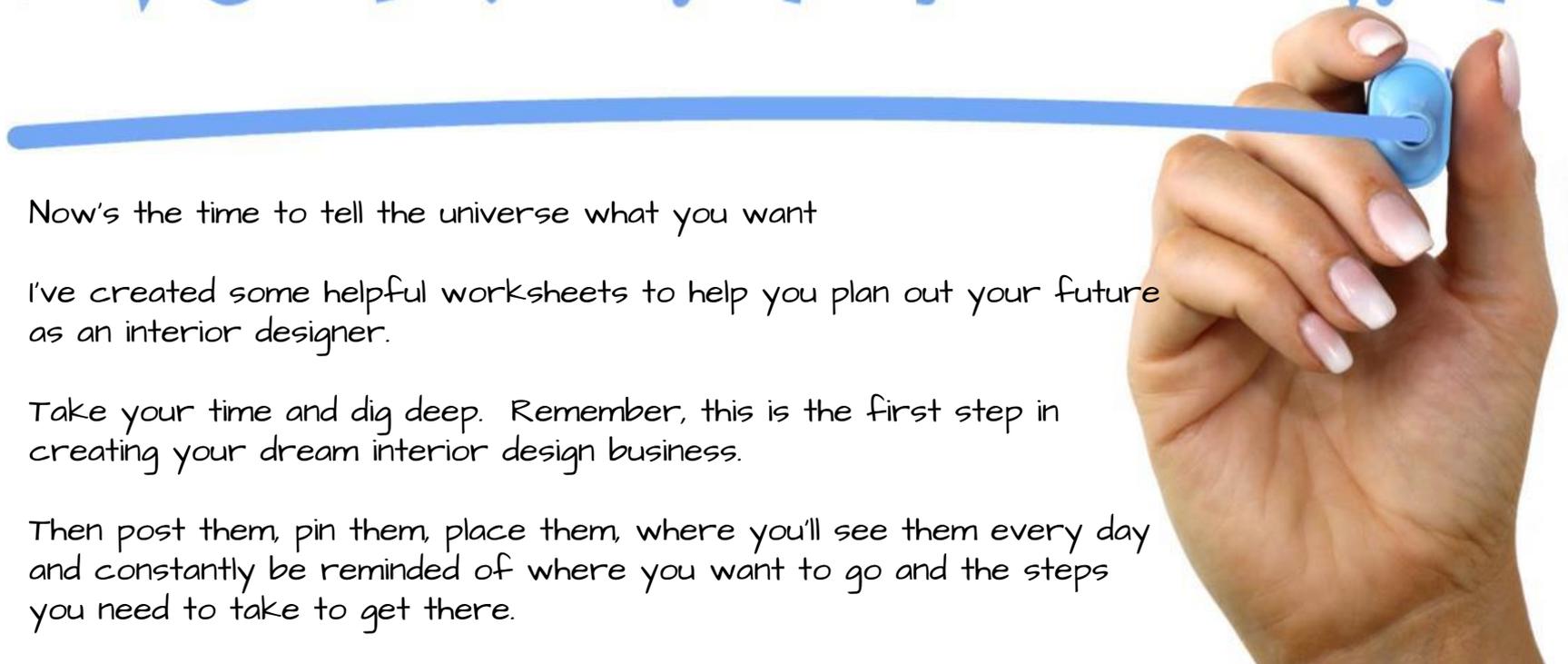
- Will I be a Designer, or a Decorator?
- What services will I offer?
- How much time am I going to devote to my business?
- What type of clients do I want to work with?
- Where will I get my resources?
- How am I going to charge... and how much?

# First You Need to Have a Plan!



Just like building a house, if you want to build something strong that will last through the years, you need to have a clear set of plans that fit's your needs.

# ACTION PLAN

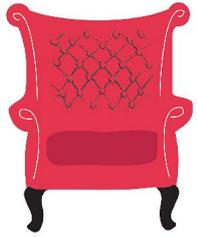


Now's the time to tell the universe what you want

I've created some helpful worksheets to help you plan out your future as an interior designer.

Take your time and dig deep. Remember, this is the first step in creating your dream interior design business.

Then post them, pin them, place them, where you'll see them every day and constantly be reminded of where you want to go and the steps you need to take to get there.



# Work Time...

From your own experience and ideas, describe the best parts of being an Interior Designer:

What are your 3 biggest goals for your new business?:

What is your timeline for building your new design business?

Color Specialist

Window Treatments

# "The World of Interior Design is Expanding!"

Today you don't merely have to settle for a broad, generic Interior Design title.

That's because nowadays, interior design is everywhere. Design used to be reserved for the wealthy and privileged but it's become part of our daily culture.

Thanks to HGTV, and the presence of celebrity designer styled furniture and accessories in middle class department stores, interior design is accessible to the masses.

Because of the shift in our perception of designers, and the easy access to inexpensive yet beautiful furniture, becoming an Interior Designer has never been easier.

Re-designer

Home Stager

I D Professional

Kitchen Designer

Feng Shui

# Forget Designer vs Decorator

It may seem a bit confusing,  
Decorator... Designer... What's  
the difference, right?

Well, in a few states there is a  
strict set of requirements in order  
to call yourself a "Designer", but  
your clients don't care what you  
call yourself so **Don't Worry!**

it really comes down to what kind  
of business you want, and what  
**TYPE** of designer you want to be.



**Some of the most talented  
and influential people I have  
ever worked with, were  
hugely successful, and  
profitable...Decorators.**

Bathrooms

children's Rooms

Master Retreats

What does your DREAM  
business look like?

ACCESSORIZING

Window Treatments

Retail Designer

Environmental Design

Vacation Homes

There are two basic business models for Interior Designers:  
How much money do you want to make and how much  
creative freedom do you want?

If you want to design remodeling projects from the blueprints to the installation, or you're planning to purchase the furniture and place orders for your clients, handle the delivery, and deal with returns, then you are a **product driven design consultant**.

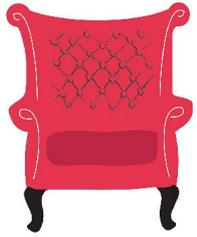
Would you like to design a plan for someone's room and let them do all of the leg work? Are you a re-designer, someone who rearranges the furniture your client already has? If you want to help clients by sharing your ideas and design advice, then you are a **consultation-based designer**.



**Very important:**

If you want to advise a client on moving walls, or structural changes yourself without the advice of a licensed contractor, you must be educated on the latest building codes, fire regulations, and structural physics of a building.

There is serious liability if you make a suggestion that has dangerous or detrimental consequences. If this is the type of designer that you want to be, **then the school route is for you.**



## Work Time...

What specific passions do you have that could help you design your dream design business?:

What unique talents do you have that will add value to your clients when you're an Interior Designer?:

Goal for the year:

Make Interior  
Design a Career,  
Not just a Hobby!

- 
- ✓ Find a great mentor
  - ✓ set up my biz
  - ✓ design for a living!

# Setting Up the Business Basics is much easier than you think

Believe it or not, there are just a few items you need to get started:

A name for your business.

A business card.

A resale license.

And a cell phone...

Simple, right?

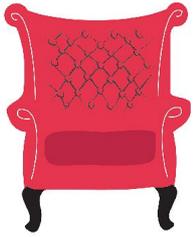
*Starting your own business can be really scary, and if you get overwhelmed, you may freeze and not move forward.*

*That's why I teach you to start with the basics and plan to grow*

“Is that it? Really?” Well, yes, this is all you need to **start** making money as an interior designer. You can now open accounts, find great clients, place orders, and officially call yourself a business owner.

Once you're up and running, there are a few more details that will make your life considerably easier:

- A business bank account.
- An all-in-one printer/fax/scanner.
- A file system for your clients' paperwork.
- A system for keeping track of your money.
- A credit card allocated just for your business.
- Simple liability insurance.



## Work Time...

What are you going to call your new Interior Design Business?:

Action Step...Decide on a style for your new business card:

Action Step...Research your tax ID or resale certificate for your area:

What design skills do you need to learn before you work with your first client?:

# Never Forget!

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You have a unique talent that not everyone else has, but everyone wishes they had...

*So Charge  
What  
You're  
Worth!*



How you charge for your time depends on a few important things.

First things first, do your research!

- Find out what the going rate is in your area and make sure you're comparing apples to apples.
- What services are you going to offer in your design business?
- What is YOUR specialty?
- How experienced are you?

All of these factors need to be taken into consideration when you're designing your design packages.

It's a fine balance between pricing yourself out of your market, and earning the income that you deserve.

That's why we spend an entire class on it in the **Interior Design Success Studio**. The business that you design will be unique to you and YOUR dreams.



*"Chelsea, you are my Guru!  
You taught me to value  
myself and my work as the  
professional designer that I  
am. I am forever grateful."*

*Interior Designer  
Sandeep Sood,  
RenovationandDesign.com*

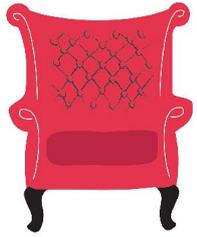
# Please Remember...

Time is the one thing we never seem to have enough of,  
and you can't ever make more.

So based on the laws of supply and demand,

"YOUR TIME IS  
EXTREMELY VALUABLE."

Don't Design For FREE!



# Work Time...

What type of services do you want to offer your clients?:

Action Step...Research your competition, what they charge and what they offer:

How are you going to charge for your time?:

The image features a piece of fabric with a green and white patterned border at the top. Below the border is a colorful abstract design with yellow, red, and blue tones. The text is overlaid on the fabric.

# Learn Your Craft, and Know Your Resources

Whether you're a new designer or a seasoned professional, if you don't sound like you know what you're talking about, you'll never be able to sell your designs to your clients.

# Shopping!

You know you love it

NOW WHERE DO YOU SHOP?

## Local Relationships

Don't worry if where you live doesn't have a huge selection.

You need quality over quantity.

Retail furniture stores are great, but expect to pay full retail and then plan your pricing structure to reflect that strategy.

## Designer Markets

Once you have your resale number and your business card, you can open "to the trade" accounts.

You have access to unique designer items, but you'll have to manage the shipping, receiving, and delivery yourself.

## Low Internet Pricing

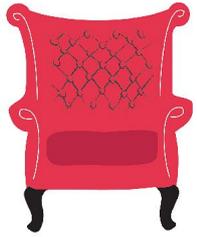
Internet shopping offers a world of resources and the low prices allow you to mark-up products to increase your income.

You don't see and feel the actual piece, so you'll need to get used to identifying quality and construction from the product details and the customer reviews.

- Understand furniture construction and how to identify quality in your resources.
- Have a go-to list of places to shop for every budget, time frame, and quality level.
- Establish your floor plan first so you can work out traffic patterns and the functional use of the space related to your clients' needs.
- Never install a design piece by piece...Always install a complete design.

## *Secrets*

For A Smooth Design Project and a  
Happy Client



# Work Time...

Where are you going to shop?:

Are you going to open your own accounts?:

Are there some design skills that you should brush up on?:



# Wanna Know How to Find Clients

**Without Spending a Dime?**

# Simple Fact:

“People everywhere dream of having a home they're proud of; a place they can share with their family and friends.

Surprisingly, most don't know how to achieve it. You can solve a problem that thousands of people struggle with, if only they knew who you were, and that you were here to help.”



# So how do you get your message out there?

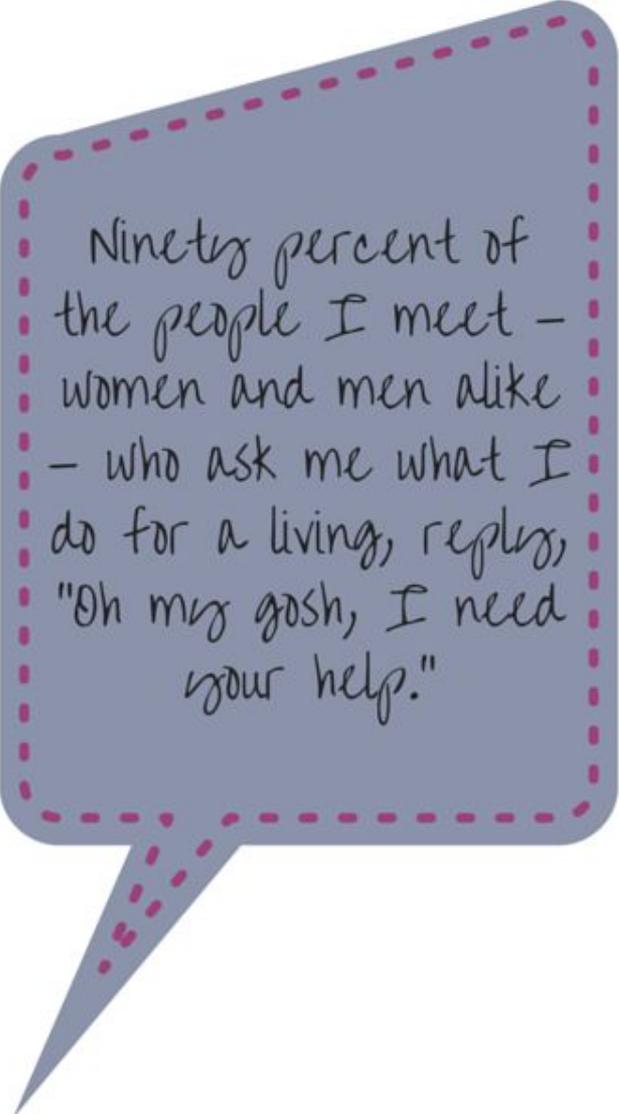
The very first and most important step is to tell everyone you meet what you do.

You don't need a sales pitch, simply look for situations where it's casual and comfortable to start a conversation about design.

You will be absolutely amazed at how many people jump at the chance to get your help.

I've found clients to the checkout line at a craft store, a mom that was hosting a birthday party I dropped my son off at, even the paint aisle at the hardware store.

Just about everyone you meet would love help with their home.



Ninety percent of the people I meet – women and men alike – who ask me what I do for a living, reply, "Oh my gosh, I need your help."

So get out there and start talking! Spread the word, and don't forget to carry your card so they know how to reach you.

They may not call right away, but when they decide they're ready to get started, you'll be the first person they think of.



*"I wish that I knew back then who I had in front of me. I would have written down everything you said and followed it word for word. Everything you taught me was right and I owe all of my success to you Chelsea. I can't thank you enough!"*

*Paula Zarzosa,  
Belle living Interior  
Design, Murrieta CA*



Build a Solid Team:

If your project  
falls apart  
because of poor  
workmanship...well  
it's "your" project.

# You Can't Do it by Yourself:

Building a team that  
you can count on, to  
support you and your  
new business is critical  
to your success!



# You need to build a winning team

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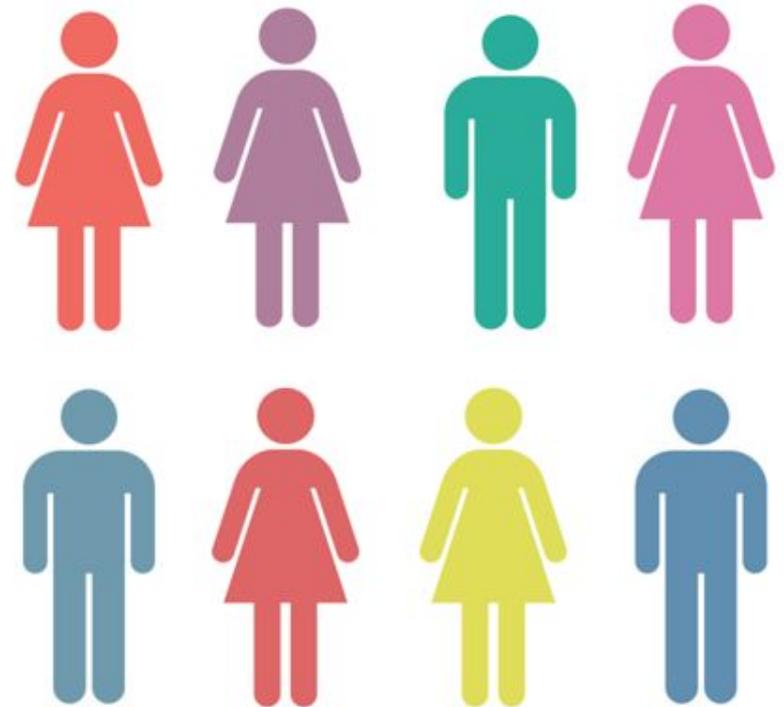
Aside from clients, there are a few crucial relationships you need to build, namely:

- Product vendors
- Fabric showrooms
- A window treatment workroom
- A reliable contractor\*

These people are going to be your teammates, your partners, and ultimately help you grow your business into a money making machine.

Choose them wisely! They'll become a reflection of the business that is you.

\*Ask around town and get some resources lined up to interview. It's important that not only is their work up to your standards, but they are also people you feel you can get along with on a business level.





Design for Them,  
Not for You





#1 Secret to my Success?

If you have a passion for designing  
— which I'm sure you do, if you're reading this —  
I can teach you HOW EASY IT CAN BE to  
Design for a Living!

How do I know? Because hundreds of successful  
designers have proven that this system works.  
Myself included!

*It's All In Here!*

# Interior Design Business

*Success Studio*



Building a Better Interior Design Business

**If you can answer YES to even one of these questions, you'll want to join us...**

- Having your own **SUCCESSFUL** Interior Design Business would be a **dream come true**.
- You've taken some interior design classes, you've completed an interior design degree, or you have a **natural gift for designing**, and you'd **love to make it your career**.
- You've tried it on your own as a designer, but you feel like **you're working way too hard** for the amount of money that you're making and you know there **MUST be a better way**.
- You read about designers who seem to have it made. They work on these beautiful projects and live in amazing homes, so what is it? Their designs **aren't** better than yours. You think, "they're either really lucky or **they're doing something you're not**."
- You believe that Interior Design isn't just a job, **it's a Passion** (a borderline obsession) that you were born with.

Visit <http://www.designforaliving.com> To Learn About Our Online Courses



If you've ever wondered if you have what it takes to make it as an Interior Designer and create a successful business filled with happy paying clients, without having to go back to college then you are definitely in the right place.

Over the past 24 years, I've taught hundreds of designers around the world how they can take their passion for interior design and turn it into a 6 figure interior design business.

Why does my system work so well? Well not only have I been an award winning interior design manager and private consultant to struggling interior design stores, I've started 6 successful Interior Design businesses of my own across the country.

That means that I know a thing or two about what makes an interior designer successful, and the systems you need to put in place so you can enjoy the same results without having to learn from your own mistakes.

I'm going to break down some most important business secrets that you can use yourself to build your dream Interior Design Business and start making a living while doing what you love...Designing!

A handwritten signature in cursive script that reads "Chelsea Coryell".

Chelsea Coryell

President of Design for a Living.com