

Strategies To Start Or Grow Your Interior Design Business

INTERIOR DESIGNER'S BUSINESS SCHOOL

Find The Right Strategies To Start Or Grow Your Interior Design Business

"You can't use the same business, marketing or growth strategies for every type of interior design business."

Clarify what phase of business you're in before choosing a business strategy. This way, you'll be able to choose a business strategy that is designed for the specific problems you're dealing with at the particular stage of business you're in.

The typical phases of business:



The Start-Up Phase



The Growth Phase



The Scale Phase



The Maturity, Renewal Or Decline Phases

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The Start-Up Phase

A quick indication you're in the start-up phase is if you're asking one or more of these questions:

How do I market myself?

How do I run a big/small/medium project (or don't know the difference)?

What services should I offer?

How do I organise/track my time on projects?

How do I get consistent income/clients?

What should I be working on work on to grow my business?

What contract should I be using for this project?

What is my brand/how do I create a brand/do I need a brand?

What information do I provide at which stage of a project?

What is my niche (and how can I make it profitable)?

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The Growth Phase

A quick indication you're in the growth phase is if you're asking one or more of these questions:

How do I streamline my processes?

How can I refine my processes and work more efficiently?

How can I make more revenue?

What can I automate/outsource?

How can I provide more value to my existing clients so that I can command higher prices?

How do I find the right support/help/staff?

What is a discovery call, and is it right for my business?

How can I reduce the daily stresses of running my design business?

How can I stop wasting time or time-wasters in my business?

What kind of advertising budget should I set and on what platform?

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The Scale Phase

A quick indication you're in the scale phase is if you're asking one or more of these questions:

What do I need to do to make multiple six figures or seven figures with my skills/knowledge/current business?

How can I scale?

What is the one thing I can do to increase the quantity or quality of clients I can serve?

What are the best passive strategies I can introduce that make sense to my market?

How can I do more efficiently?

What kind of products or services do I need to add/take away to reach my new goals?

How do I increase conversions/my ROI/top line?

How do I free up my time to focus on my zone of genius?

Who do I need to outsource to or hire to make this possible?

Who can keep me on track/hold me accountable, steer me in the right direction?