

Do's And Don't Of Online Interior Design Services

INTERIOR DESIGNER'S BUSINESS SCHOOL

E-Design is a low-cost interior design service, and it's NOT a replica of your primary interior design services provided over the internet.

DO

- ✓ Ensure that you create specific services designed around a virtual business model.
- ✓ Consider services where you sell your design ideas or advice but where the client undertakes/manages the install themselves.
- ✓ Design your services knowing that E-Design is a low-cost product.
- ✓ Create fixed service packages for a fixed price.
- ✓ Be selective about what you include.
- ✓ Offer complementary services for an additional cost.

DON'T

- ✗ Try to swap your traditional full interior design service like-for-like
- ✗ Offer everything for a packaged price!
- ✗ Assume that E-Design is suitable for every type of interior design business