



## WORKSHOP

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Type of Class:

**Live YouTube Stream**

Date:

**Wednesday 10th May**

Time:

**6 PM ( GMT - UK Time)**

Video Link:

**<https://www.youtube.com/watch?v=-Zb9LoxjNho>**

**Or watch on our website:**

**<https://www.idbs.online/w0931/>**

[www.idbs.online](https://www.idbs.online)

## HOW TO RUN A PROFITABLE INTERIOR DESIGN BUSINESS

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This workbook is part of a live workshop. At the end of the session, you will know how to make your interior design business profitable by fixing your services and understanding how project phases impact everything you do.

### Instructions:

- Follow along during the session, make notes and try to answer each question to the best of your ability. If you don't know the answer, make sure to add those to your must-do list! This is the stuff that will make a difference to your business success straight away.
- Fill out your main problem area at the top and work through resolving this problem throughout the session.
- This workbook is designed to be used alongside the workshop. You can either print it out or fill it in digitally (with a drawing app on your phone or computer).
- Before starting the session, please read through this blog post as it will help you to start from a more knowledgeable position:  
<https://www.idbs.online/the-real-reason-you-cant-run-a-profitable-interior-design-business/>

# HOW TO RUN A PROFITABLE INTERIOR DESIGN BUSINESS

# THE PROBLEM

- 01 ○ What do you think is the main reason why your interior design business isn't as profitable as you'd like it to be?
  - 02 ○ If you could choose one area or thing to blame, what would it be? (Just get it off your chest!)
  - 03 ○ Some typical reasons your interior design business might not be profitable, circle any that apply to you:
    - Undercharging.
    - Not charging for all the work you're doing.
    - Aren't attracting the right clients.
    - Aren't attracting the right projects.
    - Too much competition in my area.
    - I'm don't have something that I think I need (such as a portfolio of work).
    - I'm disorganised and don't have processes in place.
    - I've got gaps in my knowledge.
    - I don't know what I'm doing.

**○ FOCUS AREA**

**Write down the main issue area that you will focus on during this session:**

[illegible]

## PROJECT PHASES

01 ○ The typical phases of a project are:

- Pre-Design Phase (feasibility, budgets, brief setting etc.)
- Concept or Sketch Design Phase
- Permissions Phase (This might be later in the list, depending on the type of project)
- Detail Design Phase
- Technical Design
- Pricing, Bidding or Tender Phase
- Construction Phase / FF&E Ordering Phase
- Interior Installation
- Styling & Turn Key
- Photography & Post Occupancy

02 ○ What project phases do you currently offer in your business?

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○ **FOCUS AREA**

Which project phases cause you the most problems? E.g During the concept phase the client keeps changing their mind, or the construction phase never ends because of project delays.

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## OVERLAPPING PHASES

**01** Thinking about your interior design services that you offer, do any of your current project phases overlap? Use the timeline below:

01	Pre-Design Phase	<input type="checkbox"/>
02	Concept or Sketch Design Phase	<input type="checkbox"/>
03	Permissions Phase	<input type="checkbox"/>
04	Detail Design Phase	<input type="checkbox"/>
05	Technical Design	<input type="checkbox"/>
06	Pricing, Bidding or Tender Phase	<input type="checkbox"/>
07	Construction Phase / FF&E Ordering Phase	<input type="checkbox"/>
08	Interior Installation	<input type="checkbox"/>
09	Styling & Turn Key	<input type="checkbox"/>
10	Photography & Post Occupancy	<input type="checkbox"/>

### FOCUS AREA

What have you identified to be the biggest problem area?

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## TYPICAL PHASING MISTAKES

**01** ○ Are you making any phasing mistakes? If so, what are they:

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**02** ○ Can you identify which phases you need to refine in order to make your services more profitable?

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**03** ○ What is one thing you can do to fix your services straight away?

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## HELPING YOUR CLIENTS SEE THE VALUE

- 01** ○ What is your USP (unique selling point)? What do you do differently to other interior designers?  

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- 02** ○ What is your favourite phase of a project? Why?  

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- 03** ○ Why are you the best person to hire to undertake this phase of a project?  

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## MAKING YOUR DESIGN SERVICES UNIQUE

**01** ○ What specific skills are required for the phases that you want to specialise in?

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**02** ○ What skills/tasks do you lack or need to outsource to provide these at the highest level?

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**03** ○ How can you adjust your services/projects to make your interior design business work for you?

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## THE BIG DIFFERENCE

**01** ○ What are the top three things you must do to make your interior design business more profitable?

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**02** ○ What quick wins can you do right now that will help you right away?

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**03** ○ What is the longer-term thing you need to do or start working towards to make your business more profitable?

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# HOW TO RUN A PROFITABLE INTERIOR DESIGN BUSINESS

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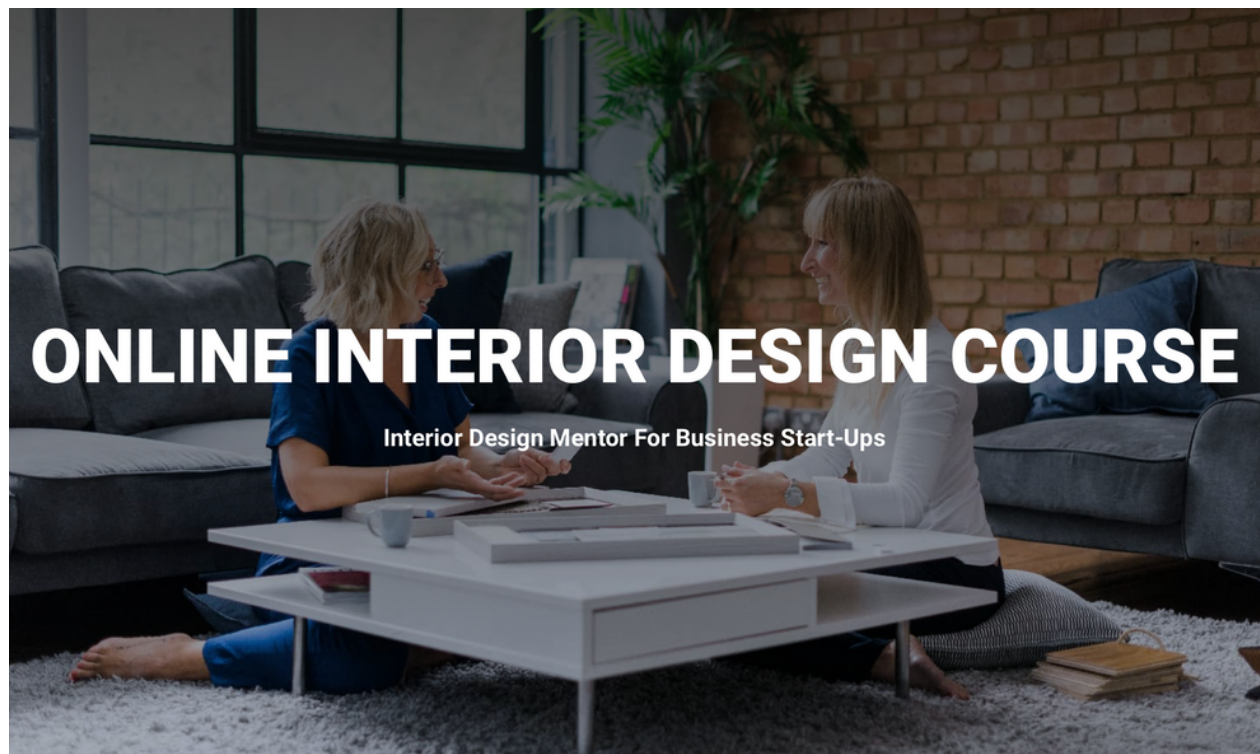
## THE NEXT STEP

Congratulations on completing this workshop on making your interior design business more profitable by getting clarity on project phases. The first step to success is showing up to the workshop, but the most important part is taking action on those things that have now come to light. You've written them down, and now you can't ignore them.

Start with the quick wins, aim to have those updated/changed by the end of this week and then add the longer-term goals/tasks in 1-hour blocks into your diary. (if you can't do 1 hour, start with 15 minutes. If 15 minutes feels too much, start with 5 minutes, the key is to start).

## INTERIOR DESIGN MENTORSHIP

If you feel like your interiors business is missing some key elements such as processes, or you could do with some essential skills and knowledge to make life less stressful as an interior designer, have a look at our business mentorship for interior designers here: <https://www.idbs.online/online-interior-design-course/>



MORE INFO

[www.idbs.online](http://www.idbs.online)