



90 DAYS TO A FREELANCE LIFE | SEPTEMBER 2023

## Online Mentorship Interior Design Program

**I am very proud of our signature online interior design mentorship program – 90 Days To A Freelance Life | SEPTEMBER 2023. It is one of the fastest ways to give you the key skills and knowledge to start working as an interior designer. Every edition of this program brings highly motivated students that achieve amazing results.**

This interior design program goes beyond standard teaching. It is the mixture of coaching, construction knowledge and business mentorship that gives you the unique edge over others in the industry. I started my own successful interior design business without a portfolio of work or a network of clients by using modern day techniques that serve a changing industry. This is for you if you want to start working as an interior designer as quickly as possible.

In this interior design program, we teach you everything you need to know to set up and run your own interior design business but we also show you everything we did to get regular clients and consistent income to support our business and career.

We combine real-life and workplace knowledge which is more practical rather than academic, then help you build your business step by step whilst making your dream of becoming an interior designer come true.

This program is different in that we created it to work around your busy lifestyle. This is not an academic course, it is a practical program that is drip fed each week while you take action to set-up your business, learn the skills, then work on a real-life project with us by your side, on hand to answer all your questions and guide you if you feel lost.

We provide you with business, email, marketing and drawing templates to help speed up your success so that you don't have to spend years working these things out for yourself! We make it easy for you to succeed because we just give you everything you

need to get going in your business, so the hardest part is getting out there and just doing it!

Starting to work for yourself as an interior designer isn't for everyone, that is why this interior design program is only for motivated people who genuinely want to start a career as an interior designer, because if you do the work as it is intended, week by week, you should start working with your first real client within around 90 days into the program.



## Course Timetable

### 1. Official Start & Release Of Preparation Module

SATURDAY 9TH SEPTEMBER

**As soon as you sign up, you gain access to the private IDBS social hub, the forum (with hundreds of topics to read through) and THE STARTER PACK\*. You also have direct access to some real work examples, a toolbox of templates and a Q&A Section that deals with some common problems. You will be required to read a book from the reading list.**

*\*STARTER PACK The starter pack describes the stationery requirements and book list. You are also asked to fill out your welcome questionnaire which helps us profile you as a student so that we can ensure you receive personalised and specific help throughout the program.*

Your preparation module helps you to get ready for this program especially if you haven't studied for a while or have never previously undertaken a formal course.

This module gives you a week to get your stationery items organised whilst also:

- Get organised.
- Look at ways where you can rearrange your current life to make room for your new career.
- Think about what you really want to get out of this program.
- Slowly lead into the program and get used to working on your business every day.

## **2. Business, Structures, Branding, Websites & Legal Matters**

SATURDAY 16TH SEPTEMBER

**This is when we have our first welcome call and you will be able to introduce yourself to the other students (although chances are you would have already met on the social stream!). After the call, your first module will be released. The aim of this module is to put in place the basic business foundations required to be trading legally as an interior designer.**

Before taking on your first clients, you'll need to design a simple website and start developing your brand and professional image. Every module also has a small marketing section, which gets you used to undertaking daily marketing tasks in your business.

This module focuses on student's learning about and then putting in place the following items:

- The business structures required to be accepting money from clients.
- The legal structures required to provide a safe service for both you and your clients.
- Creating contact information required as a business or freelancer so that you can be found by potential clients.
- Creating a brand that highlights how you stand apart from the competition.
- An introduction to and learning how to market your services.
- Free alternatives for a low or minimum cost set-up.

### **3. Interior Design – Everything You Need To Know To Be A Success**

SATURDAY 23RD SEPTEMBER

**This is when we hold our call related to the previous module and you will have a chance to ask your questions about the previous module live on the call (don't forget that throughout the week, you have constant help on the social stream and forum, so the calls give you yet another chance to have certain things explained and help you with your individual needs). After the call, the new module will be released.**

Each designer/student is different and starts the program with a different perspective, transferable skills and varying amounts of experience. We don't force styles onto you. We help you to develop your own unique sense of style through these carefully designed lessons.

The aim of this module is to raise the minimum standard of expertise to give students the basic knowledge they would be expected to have as an interior designer in relation to:

- The history & profession of interior design.
- Interior design styles and how to use them appropriately.
- Spatial design.
- Design tools, rules & theory.
- Colour, light & texture.
- How to design.

### **4. Drawing & 3D Modeling**

SATURDAY 30TH SEPTEMBER

**This is a revolutionary module because most people have resistance to learning CAD and technical drawing, yet we make it fun and easy to understand. This module will be released after your regular support call.**

Understanding scale, perceiving space, measuring spaces and drawing to scale are basic skills required by an interior designer to truly succeed. Having the skills to present information in 3D and in a low-cost and effective way is useful for clients and increases the standard of service you can provide.

The aim of this module is to give students the skills they need to:

- Measure and draw up survey information.
- Use CAD (Computer Aided Design) software that is relevant to interior design.
- Get the interior design related tools and templates that will fast track their ability to provide excellent drawings in a professional way.
- Draw room layouts and present furniture and room layouts to scale.

- Present ideas in 2D & 3D.
- Use scale rulers & prepare scale drawings.
- Get personalised help so that student's learning timeline is compressed.

## 5. Drawing Week

SATURDAY 7TH OCTOBER

**This is an extra week strategically positioned for those of you who want to learn 3D CAD.**

For our advanced mentees who already know how to draw proficiently this is a time to focus on uplevelling in areas required to work with your client niche (we discuss what is best suited – for some, it might be photographic rendering skills and for others, it might be refining your services).

## 6. Catch-up Week

SATURDAY 14TH OCTOBER

**Because we want to make it easy for our student's to succeed, we added catch-up weeks into the curriculum. That means if a student needs extra time to complete something, they have a chance to catch up.**

Throughout the program, we add catch-up weeks in strategic places, to help give you extra time to finish and complete all the tasks to date. Life sometimes gets in the way and this gives you the opportunity to take time off if you need it, do some extra study or catch up.

There is no call during the catch-up week (although you still have full support on the forum and social stream!)

## 7. Presentations & Visual Communication

SATURDAY 21ST OCTOBER

**Having the skills to express and communicate ideas visually at each stage of a project is something required of interior designers for any scale of a project from commercial to domestic or high-end to low cost.**

The aim of this module is to introduce you to the types of drawings and presentations required to communicate effectively, whilst also teaching you some effective methods of communication using software and documentation methods. This module will be released after our support call.

This module gives students the basic knowledge they would be expected to have so that they can:

- Learn how interior designers traditionally present their work.
- Learn new and contemporary ways of presenting information.
- Visually communicate and present ideas to clients.
- Learn how to use programs and software to present work professionally.
- Communicate and present information to builders and other consultants.
- Learn basic drawing and detailing methods.
- Understand the level of information required to complete a project.
- Learn the skills required to present digital presentations.

## **8. Just Enough Construction, Detailing, Joinery & Decorating Knowledge**

SATURDAY 28TH OCTOBER

**This is something unique to this program. My background in architecture will give you an edge and help you communicate ideas clearly with other professionals. This module gives you confidence and grows your knowledge to that beyond typical interior design courses. This is where you will really feel like you know what you are talking about.**

Understanding basic construction of how things work and go together will help you to make better decisions and ultimately become a better designer. Often this is the first time students consider how important it is to have this knowledge before taking on a project and elevates our designer's knowledge to that of a professional. This module will be released after your support call.

The aim of this module is to give students the skills they need to:

- Understand basic construction so that they make better decisions as an interior designer.
- Understand drawing symbols and what they mean.
- Learn how to create production information for joinery, furniture, and soft furnishings.
- Learn about lighting and electrical drawings/designs.
- Create lighting and electrical layouts.
- Understand international and local building regulation laws and how to adhere to them.
- Specify materials, fabrics, and finishes legally and for the right purpose.

## 9. Systems, Filing & How To Run A Project

SATURDAY 4TH NOVEMBER

**This module really starts to fill in the gaps and tie things together. Suddenly, at this point, everything will start to make sense and you'll feel like you are prepared to take on your first project.**

Learning how a project is run from start to finish is inherent to everything an interior designer does, but also what allows you to run that project confidently, professionally and in an organised manner, is having the right systems and filing in place. That is why this module focusses on more than just how to run a project, but also how to organise yourself in your office to run the project professionally. As usual, we will release this module after your support call.

The aim of this module is to give students the basic knowledge so that they can:

- Understand how to run different types of projects, from commercial to domestic and from large to small.
- Confidently run a project from start to finish.
- Organise themselves and their office so that they can run their businesses efficiently and professionally.
- Learn project-specific systems that are required in the interior design industry.
- Give students the tools to work smarter, not harder and make it easier for their businesses to succeed.
- Ensure student's put important systems in place early on, so that they have a smooth and organised process in place when they start working on projects.
- Structure their businesses in a way that allows them to scale quickly and safely.

## 10. Catch-up Week

SATURDAY 11TH NOVEMBER

**At this point, we provide another catch-up week for you. Because the past few weeks required a lot of learning, this will give you an opportunity to go back and re-read things that didn't sink in the first time or explore new ideas and concepts that you have just learned.**

Often this is the point where students realise that they are actually interested in something that they never thought they would be interested in! It is a great time to explore new areas of the interior design world and how they can benefit your business.



Once you have a little breather, we head into a new phase of the program, one where you'll start running your business and working with clients on real projects.\*

*\*Some students who start the program are already working with clients, however in many cases they still lack many required skills such as CAD drawing, knowing what information is required at each stage of a project or the business side of things. This program is relevant for anyone who is in their first few years of business or who have been in business for a while and are wanting to reorganise their services in a way that are relevant to today.*

## **11. How To Get Clients & Your Personal Marketing Strategy**

SATURDAY 18TH NOVEMBER

**The last phase of the program transitions into teaching the daily business activities of an interior designer/business owner. This is where you'll find out that getting clients just requires consistent action in line with your marketing strategy.**

Throughout the program, we teach you key marketing skills and this is where we tie everything together. We will help you to create the right marketing strategy based on your niche and ideal client, and in turn, you'll start building your credibility, will start to share your expertise and begin to become intentionally visible.

As usual, this module will be released after your support call. At this point, these support calls are really fun. You'll become really close with all of your peers and you'll be really excited about how far you have come and what you have achieved.

The aim of this module is to give students the skills they need to do the following:

- Find what is unique about their business and use that in their branding/marketing.
- Create copy and language that attracts and converts their ideal clients.
- Learn where to find their perfect clients and learn how to turn potential projects into real jobs.
- Learn un-sleazy, modern and fun ways to promote their businesses.
- Refine their marketing and clarify their branding message.
- Develop a consistent income stream for consistent clients.
- Create long-term marketing strategies that don't require high-cost advertising.



## **12. Trade Relationships & Beginner Mistakes To Avoid**

SATURDAY 25TH NOVEMBER

**This module teaches you the many other benefits of using an interior designer so that you can use these ideas to market your services. Also, by delving into common beginner mistakes, you'll gain a head-start in your career by building your knowledge of tricks of the trade which usually requires a career's worth of experience to learn.**

Knowing how trades work and in which order give you a wealth of information as to how long a project will take and help you to avoid project management errors.

After our call, this module will be available for you. It looks like there are plenty of lessons, but our program is structured and presented in a really logical and easy-to-understand way. The feedback we get from students at this point in the program is that they just can't believe how much they have learned and they didn't realise they were learning!

The aim of this module is to give students the skills so that they can:

- Understand how trade relationships can give them an edge (that most people don't know about).
- Create trade relationships with the right industries for their target market.
- Negotiate deals with key manufacturers so that they can increase their profit and the value provided to clients.
- Become aware of key problem areas where issues may arise at different stages of a project.
- Learn how to overcome obstacles specific to interior design.
- Become aware of the potential pitfalls for interior designers.
- Learn the basics of project management specific to the profession.

## **13. Your First Client & Your First Project**

SATURDAY 2ND DECEMBER

**This is where you start your practical experience by working with your first real client. Having a mentor on hand at this point is critical for student's to be able to ask questions, gain confidence, get help with specific issues such as pricing and ensure the first time they set about undertaking a project, there is someone on hand to help.**

As usual, we will release this module after our support call. Usually, this is when the forum support is invaluable as you'll have answers to your urgent questions throughout the week!

The aim of this module is to give students the skills they need to:

- Understand the sales process, so they feel confident talking about money.
- Use our system to find their first client.
- Complete the sales process, get a definite yes from a potential client, and get paid to undertake a real project.
- Fill in the day-to-day knowledge gaps of running a project and confidently move forward with their first clients.

## **14. Catch-up Week**

SATURDAY 9TH DECEMBER

**Usually, this is the time when you will start working with your first client. You would have been marketing for around a month (and learning about strategic marketing from the beginning of the program), so it makes sense that things fall into place at this point in the program.**

This is the time when things start to get real and you will have the support network around you that you will be really grateful for.

At this point, you'll start to get your answers to questions about:

- How to price your projects.
- What services to include.
- How long the project is expected to take.
- Where and how to source furniture and fittings.

**This is the point at which you'll notice the difference between an interior design degree, course and what we provide as mentorship. The support you receive at this point in your career is what will make the difference between success and failure.**

## **15. The Brief, Coaching Skills & How to Listen To What Your Client Really Wants**

SATURDAY 16TH DECEMBER

**After nearly 20 years in the industry, working as an architectural and interior designer, I realised the biggest problems arose on projects because this one thing wasn't done well and was never even taught!**

Unique to IDBS, this module delves into modern and up-to-date practices of undertaking the beginning phases of a project that help create strong, clear briefs that save our students (and their client's) time and money, whilst limiting the opportunity for miscommunication, reducing disputes and arguments. This module will be available once we finish our support call.

The aim of this module is to help students to:

- Understand what a brief is and the reasons why it is the most important part of every project.
- Learn to form an agreement that protects both designer's and their clients.
- Learn key coaching skills to help student's ask clients the "right" questions (and save them from going around in circles or making lots of changes).
- Gain the skills to listen and be present with clients.
- Learn about boundaries, how to make sure client's stick to them and how these boundaries can protect the designer in their new career.

## **16. Your Business Success Plan**

SATURDAY 23RD DECEMBER

**This module is something unique. We wanted to arm you with the skills and tools that will allow you to grow your business, not just while you're on the program but for the rest of your career. We ensure that you are set up for success and that you have the skills, knowledge, mindset and business systems in place to position yourself as an expert in this field.**

At this point in the program, you know how to run your projects professionally, how to get clients, create and complete design projects and live the dream of running your own interior design business. For this reason, we take the time to reflect on what you have achieved and also set you up for the year ahead.

In this module, you will learn how to plan, reassess and keep track of where you're at and where you want to go in your business and career as an interior designer.

This module aims to:

- Compile/complete homework exercises ensuring you have a minimum level of skill in specific areas.
- Confirm your business legal and trading structure.
- Complete your branding and website.
- Decide and confirm how you position yourself in the interior design market and what services you're providing.
- Confirm your niche, ideal client and marketing strategy.
- Demonstrate your professional interior design specific systems are in place.
- Create 1, 3 and 5-year business goals that follow a trusted business strategy.

## **17. Holiday Break**

SATURDAY 30TH DECEMBER

**This is our last support call and also when our support expires because your review period begins. We provide you with a couple of weeks to catch up on homework, take some time off and also prepare and review material for when your examinations begin.**

By this stage of the program you would have uplevelled your skills, have your business set up professionally and should feel confident with your knowledge. It's a really exciting time and perfect for new beginnings in this career.

## **18. Holiday Break**

SATURDAY 6TH JANUARY

**This program revolves around your real life, so we set the dates every round to ensure the best chance of success.**

We know that during holiday periods, you might be slightly distracted with family time, travel and visitors, so we try to work some spare time into our program. For some, this will be a busy period; for others, it will be a welcome break to focus on what needs to be done.

## **19. Examination Week**

SATURDAY 13TH JANUARY

**In order to graduate you will need to pass a final exam and submit your business success plan. Everything is set out for you, and you will be guided every step of the way. We don't leave anything to chance! We know that you create your future**

**so we provide the tools and knowledge to get you the success you are dreaming of.**

*Just a note – we appreciate that you will be reading this while you’re deciding on a course or program and possibly at a point in time where you may not believe you are capable of learning or doing all of these things. Every single person who has ever graduated from IDBS has felt the same fear/excitement that you feel too. We are not especially talented, unique, rich, lucky, or any of the things you feel might hold you back from achieving your goals. Our system has been proven with real people, just like you, and it will work for you too. We will hold your hand, and you will get the support you need and you too will get there step by step.*

In order to graduate you will need to submit your business success plan and receive a minimum pass of 50% in your final examination. You will be assessed on and will need to demonstrate that you have skills that are relevant to your interior design business, namely:

- A minimum level of proficiency using digital-technology and CAD (computer-aided design) software.
- Demonstrate that you have set up your business professionally (in line with our requirements) and have created a sustainable business plan.
- The ability to work with legal documents, contracts and fee agreements.
- The ability to create designs that satisfy both aesthetic and technical requirements in response to a client’s design brief.

## **20. Graduation – New Beginnings**

SATURDAY 20TH JANUARY

**Students graduate in a unique way. Your graduation assessment is based on sending through your real-life project before it gets sent to your client. Alongside this, you’ll create a business and marketing strategy to follow for the next 6-12 months in your business.**

As you graduate and get busy working as an interior designer, we wanted to give some additional help with the everyday challenges that you’ll face as a new business owner.

Your final module will be released after your graduation call, which is reserved for celebrating your success and achievements (this is not a support call).

In this module student’s are taught:

- How to make business decisions which are right for their business (and not waste time with shiny object syndrome).
- How to solve business problems.
- Stepping out of their comfort zone and growing as a business owner.

- How to find answers to technical questions.
- How to think outside of the box (and why this helps their small business).
- How to deal with burnout.

IF YOU FOLLOW THE COURSE AS IT HAS BEEN INTENDED, YOU WILL SUCCEED IN SETTING UP AN INTERIOR DESIGN BUSINESS AND KNOW WHAT NEEDS TO BE DONE IN ORDER TO SUCCEED, NOT ONLY FINANCIALLY BUT IN THE REWARDING ROLE AS A DESIGNER PROVIDING LIFE-CHANGING SERVICES TO YOUR CLIENTS.

**Don't forget that you have lifetime access to the program (including the social stream). You will no longer be able to ask questions on the forum, however, you'll still be able to see and read new questions and answers from current students).**

As the program is constantly being updated, it is always current and relevant and means that students have access to an ever-growing library of useful information, friends and community.

### **Do you have any more questions?**

Please email us :  
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Call us:  
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