

CREATE AN INTERIOR DESIGN NICHE | 5 STEPS

Creating a niche is one small part of marketing your interior design business, but it is one of the most important parts because it forces you to make decisions about what you do best, what problems you solve and who you work with. Each of these steps walks you through the process. If you want personalised feedback on your niche, I run a mentorship program that guides you through these steps and more.

1 | Decide On A USP (Unique Selling Point)

A unique selling point or USP makes you stand out from everyone else. These can be anything from your likes, dislikes, personality traits and interests. It is important to get a nice spread to see if you can find some similarities or complementary skills that will help you bring things together in the last step.

Action step: Write a list of what makes you "you". What makes you different to other designers?

2 | Choose A Niche

Now, choose a high-level market niche. Some examples are: aged care, art gallery designs, commercial residential, conservation and heritage, event and exhibition design, education, healthcare/medical, luxury, marine, offices and private residential.

Action step: Choose your main niche.

3 | Choose An Ideal Client

Choosing an ideal client is critical for interior design niches because our job role inevitably revolves around our clients and the problems that we solve for them. Some examples of ideal client types of interior designers are: business owners, downsizers, families, first-time house buyers, developers, real estate agents, retailers and second home owners.

Action step: Choose your ideal client and write out a typical problem you can solve for them.

4 | Choose A Sub-Niche

Not all niches require a sub-niche (but most do!) Some sub-niches for interior designers are: accessible design, an area of a home (such as bathrooms, kitchens, wardrobes), price (super luxury, 1-10 million, under 1 million, budget), or some can even be a service such as sustainable design.

Action step: Choose a sub-niche (or two).

5 | Piece It Together

Even though you have all of the information, you might not use all of it when you write out your niche. That's okay. It's also okay to add something in if you feel it's missing too.

Action step: Tie all of your steps together to create your niche. Create an elevator pitch, one sentence describing what you do as an interior designer. Make sure to include what makes you different from other designers.

