

3 MISTAKES YOU'RE MAKING

WHEN PRICING INTERIOR DESIGN SERVICES

There is more to pricing interior design services than setting a price. Ensure that you're using a pricing system and have a pricing strategy. Alongside that, you need to understand how your services and prices link to your marketing and how that ties in with your interior design business, the clients you serve and your personal goals. The following mistakes will compound; you'll do one, then you'll do the other, and before you know it, you're a hot mess.

Pricing Mistake 1 | Not Using A Pricing System Or Strategy

Pricing interior design services requires you to do more than set a price. Earning money is integral to running a successful interior design business, so it feeds into everything you do, including how much time you spend doing tasks, who you're marketing to (and how), the types of projects you're working on and the way you design the profitability of those projects. You need a system and a strategy.

Pricing Mistake 2 | Copying Another Designer's Prices And Services

You're capable of setting the price that is right for you. Copying another interior designer's fees is the biggest mistake you can make. You need to remember this one key thing: What a designer charges should be different for everyone because what they offer for the price, what they need to earn, their processes and how fast (or slow) they work is likely to be different to you.

Pricing Mistake 3 | Pricing What You Think The Client Can Afford

You might have heard the saying that "pricing interior design services is an art". It is, and it isn't. The unknown comes into play because we are dealing with real people with real budgets, hopes and desires and real personalities. You may be pulled into someone's drama (or money story) without knowing. Be the intelligent designer, do your market research, know your clients and don't assume what they can afford. What they can afford and what they are willing to pay are two different things.

