



90 DAYS TO A FREELANCE LIFE | MARCH 2024

## **Online Mentorship Interior Design Program**

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## About Our Mentorship

I am very proud of our signature online interior design mentorship program - 90 Days To A Freelance Life | MARCH 2024. 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 a 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 your 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.

## How We Help You

We are dedicated to giving everyone the ability to become a successful interior designer.

"Studying interior design alone doesn't guarantee success as an interior designer."

IDBS is the only international interior design school dedicated to teaching you the professional, real-life skills required of a working interior designer and business owner. We emulated trade-like learning (like plumbers, electricians and carpenters) and created a practical, hands-on pathway into the interior industry that doesn't require a portfolio or low-level job experience to get working immediately.

We teach you everything you need to know to start working for yourself. as an interior designer as quickly and safely as possible.

### New Designers

- Get your foot in the interiors industry.
- Change careers into interior design.
- Learn all the necessary skills to become a practising interior designer.
- Get you working as an interior designer as quickly and safely as possible.
- Start an interior design business using existing skills from another career.
- Start earning money working for yourself as a designer without a portfolio or working for free for someone else to gain experience.

### Seasoned Designers

- Fill in the missing gaps in your knowledge.
- The tools, templates and guidance you've needed but haven't been able to find.
- Start an interior design business
- Grow your interior design business
- Solve all of those niggling issues in your interior design business.
- Create a passive income, and expand your knowledge into architecture, detailing or bespoke furniture design.
- Raise your skills to that of a working professional.



## Past Students

We understand that every student is different and has past experiences, cultures, and backgrounds. Unlike traditional design schools, we don't try to fit you into a mould. We celebrate your uniqueness and provide the framework for you to thrive, no matter where you are or what type of designer you want to be. Here are just two student stories; you can see how different they are! If you would like to meet more of our graduates, have a look at our reviews:

### Janiece | Hone Design Studio

<https://www.honedesignstudio.com/>

Janiece is a California-based self-taught interior designer who found her calling while remodelling her home. When she joined IDBS she worked for a yoga activewear brand and had a lot of transferable skills. However, she wanted to manage her own time and was ready to work for herself. She wanted something that focused solely on interior design and the business of interior design and the things that she would use and go through on a daily basis without all the other "fluff stuff".

This is what Janiece said when she graduated from our mentorship:

***"Jo gave me the knowledge and confidence to call myself an interior designer. I didn't want to go back to school, so I needed a course that was jam-packed with relevant information, and this course delivered! I highly recommend this very special and one-of-a-kind course to anyone looking to take the leap into interior design and launch their business."***

You can find out more about Janiece and follow her inspiring journey (and beautiful designs) here: <https://www.honedesignstudio.com/>

## Jana | The Emerald Lounge

<https://www.theemeraldounge.co.uk/>

Jana is a UK-based interior designer who champions colour and biophilic design. She had been running her business for three years when she joined our mentorship because she wanted to build strong business foundations, find the right clients and take her interior business to the next level.

Here is what she said once she graduated from our program:

***"Those 90 days have been beautiful, kind, and gentle, and we felt like we were being nurtured from a little seed into a beautiful sunflower."***

You can meet Jana and follow her inspiring (and colourful) interior design journey here: <https://www.theemeraldounge.co.uk/>



# Course Timetable

## 1 Official Start & Release Of Preparation Module

SATURDAY 2ND MARCH

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 (released on the official start date) 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.

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

SATURDAY 9TH MARCH

**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.

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## **Interior Design - Everything You Need To Know To Be A Success**

SATURDAY 16TH MARCH

**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.

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## **Drawing & 3D Modeling**

SATURDAY 23RD MARCH

**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 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 students' learning timeline is compressed.



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**Easter Break**

SATURDAY 30TH MARCH

**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.

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**3D Drawing Week**

SATURDAY 6TH APRIL

**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).

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**Catch-up Week**

SATURDAY 13TH APRIL

**Because we want to make it easy for our students 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!)

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## **Presentations & Visual Communication**

SATURDAY 20TH APRIL

**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 the 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.

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

SATURDAY 27TH APRIL

**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.

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**Systems, Filing & How To Run A Project**

SATURDAY 4TH MAY

**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 focuses 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 students 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.

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## **Catch-up Week**

SATURDAY 11TH MAY

**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*

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

SATURDAY 18TH MAY

**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.

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## Trade Relationships & Beginner Mistakes To Avoid

SATURDAY 25TH MAY

**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 gives 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.

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## Your First Client & Your First Project

SATURDAY 1ST JUNE

**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 students 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.

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**Catch-up Week**

SATURDAY 8TH JUNE

**This is your last catch-up week. 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.

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.

**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.

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

SATURDAY 15TH JUNE

**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 clients) 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 designers and their clients.
- Learn key coaching skills to help students 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 clients stick to them and how these boundaries can protect the designer in their new career.

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## **Your Business Success Plan**

SATURDAY 22ND JUNE

**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.

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**Examination Week**

SATURDAY 29TH JUNE

**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 high 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.

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## **Graduation – New Beginnings**

SATURDAY 6TH JULY

**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.

**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.

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.

## Q & A

These are some of the typical questions students ask before joining the program:

### **Who is the 90 Days To A Freelance Life Mentorship program for?**

This program is for you if you want to work for yourself as an interior designer, no matter your experience, location or background.

### **Are the lessons taught in English?**

Yes, the lessons are in English. However, every video is in HD and has subtitles that you can turn on and off.

### **How are the lessons taught?**

You'll get access to our custom-designed virtual learning platform as soon as you join. The learning happens via our online course, released each week, and you will have milestones to reach together with your group. Alongside the course, you'll have weekly live workshops on Saturdays where we will all meet to learn and ask questions. Jo assesses and gets to know every student, so all help is personalised and thorough. Alongside this, you also have round-the-clock support on our inbuilt social platform alongside the forum, templates and loads of other resources so that you never feel

alone and get help whenever you need it (no waiting 24 hours for an answer to your question!)

### **Will I learn CAD, how to present drawings, how to read drawings and construction information?**

Yes. We predominantly teach SketchUp for 2D and 3D modelling. (However, we do help students with other programs such as AutoCAD in some cases). You will learn everything from undertaking professionally measured surveys and communicating professionally at all project stages (concept, detail design, technical design construction FF&E, sourcing, etc.) You'll also gain unique architectural knowledge that isn't available or taught anywhere else, such as how to submit development and historic building applications and create custom-made millwork and joinery.

### **Do we get private one-to-one calls with Jo?**

The program is a group mentorship, so all of the guidance, help, and mentoring happens on the site and the weekly calls, but you'll never feel like you haven't gotten what you need. We have now had hundreds of students, and no one has ever felt they didn't get the personal attention or help they needed!

### **What is your success rate?**

We have had hundreds of students through our program since we started mentoring. Each round varies, but we typically get a 95% success rate from those who actively participate (which is typically 80% of those who sign up – some people sign up and are eager at the beginning, but then the reality hits, and they realise that interior design might not be what they thought it was, others have family or personal issues and decide to study at their own pace rather than graduate with everyone – although they still have all of the same benefits). I'm proud of our success rate, and a lot of effort goes into our students from our side as we get to know everyone and are active round the clock to ensure everyone gets the support they need.

## **Additional Benefits**

On completion of the 90 Days To A Freelance Life mentorship program, you will have another 6 months of additional mentoring and support on our graduate platform IntoDesign, which is exclusive to IDBS mentees. After the initial 6 months, if you would like to stay subscribed, there is a small monthly fee of £10.

Most interior designers are working for themselves or transitioning to full-time at this point and have more advanced questions. This is a really special place where you'll continue expanding your knowledge and skills with our weekly classes, monthly support calls and group sessions.

**Additional Benefits - Into Design Program Includes:**

- Weekly Classes
- Weekly Q&A Sessions
- Interior Specific Workshops
- Courses (Moodboards, Styling, Detailing)
- International Sourcing List (which you can add to)
- International Tradeshow List (which you can add to)
- Designers Resource List (which you can add to)
- Network Of Interior Designers
- Continued Support
- And lots more!

## Get In Touch

We tried to provide all the answers to your questions in this course syllabus; however, if you still have questions, we are here to help. Get in touch with us here:

- Please Email Us : [info@idbs.online](mailto:info@idbs.online)
- Call Us: Landline: [020 7967 1932](tel:02079671932) (From Abroad [+44 20 7967 1932](tel:+442079671932))

