

Why 100K Is A Bad Income Goal For Your Interior Design Business

Setting £100K as a monetary goal is a big mistake for most interior designers in their startup years. Instead of chasing shiny objects, the focus should be aligning your broader business objectives with your financial goals.

1 | Disproportionate Taxes

Once your income breaches the £100,000 mark, you're often subjected to a higher tax bracket, sometimes reaching as high as 60%. This can significantly dent your earnings and make achieving financial success more challenging.

2 | Additional Administration

With increased turnover comes added administrative responsibilities, from tax filings to regulatory compliance. This can drain your time and resources, diverting your focus away from client projects and business development.

3 | The Purchasing Lie

Traditional interior design education often promotes a model revolving around purchasing furniture and décor for resale, aiming for hefty markups. However, this approach may not be feasible for most startup designers, leading to unrealistic financial expectations.

4 | You're Focusing On Money, Not Clients

By fixating on the £100K goal, you risk prioritising financial gain over client satisfaction, potentially tarnishing your reputation and that of the industry. Balancing financial success with client relationships is essential for sustainable growth.

5 | The Additional Effort Isn't Worth It

Striving for £100K before you're truly ready can lead to unnecessary stress and burnout. Establishing solid foundations and pursuing goals aligned with your values and business vision is essential.

