

5 CRUCIAL DECISIONS YOU MUST MAKE BEFORE



**STARTING
YOUR
INTERIOR
DESIGN
BUSINESS**

by Eli Hans & Joseph Bennett

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contact:

info@SublimeGuys.com

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The suggestions and points of view described within this guide are our personal thoughts. They are not intended to be a definitive set of instructions to achieve your goals. You may discover there are other methods and materials to accomplish the same end result.

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Dedication



*This guide and workbook is for all creative beings and dreamers
who strive to live their lives to their highest potential.*

*Let's KNOW that we all have the power to create meaningful
and fulfilling lives, sharing our natural gifts to make this
a better world for all.*

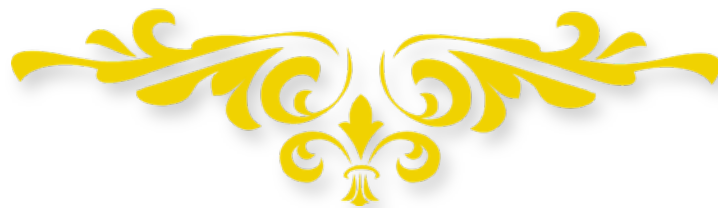




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Preface

We're thrilled that you have decided to read this indispensable guide as you embark on a new adventure, starting your own Interior Design or Decorating business.

Our intention is to share some of the lessons we have learned after being in this wonderful business for almost sixteen years, as of this writing.

We hope you'll find this information to be invaluable.

The end of each chapter has ACTION STEPS designed to motivate you to start making forward strides in your new venture. We encourage you to do your best as you to start taking some action towards achieving your goals.

We want to demystify some myths about starting a business in this field, get you to see clearly what might lie ahead, and offer you guidance and some viewpoints to consider at this stage.

Our ultimate goal is to offer you **one-on-one support** as you embark on this creative, multi-faceted journey, as your professional mentors and career coaches.

Everyone needs support, yet it can be very challenging to find someone in the field, with experience and knowhow, to take time to help you, step-by-step.

At this juncture in our successful career, we are deeply committed to helping others live life to their highest potential.

Aside from owning our international design firm, we are both professional career and life-coaches, with a special affinity to help new interior designers and decorators build a strong foundation to create a lasting and successful business.

Feel free to reach us if you'd like to explore what working with a loving, supportive, encouraging and knowledgeable mentor and coach is all about.

We wish you all the joy and success that's coming your way

With gratitude,
Eli and Joseph

Co-founders of Sublime Design Interiors LLC
and SublimeGuys.com



Eli Hans and Joseph Bennett





Introduction

If you search the internet for "how to start an interior design business" you'll probably want to cry about the overwhelming and often contradictory information out there that will confuse you, or make you feel completely intimidated.

You may even feel like talking yourself out of it. Right?

If reading all of that feels like a part of you inside is taking a hit at the pit of your stomach, then don't listen to any of it!

You know why?

Because if wanting to start a successful, fulfilling and profitable interior design business is your **passion**, then NO ONE has the right to discourage you, or tell you how hard it's going to be before you even start!

THE GOOD NEWS

You don't need to know EVERYTHING about starting your business right now to actually start it. As one of our favorite mentors, Marie Forleo, likes to say: Everything is Figureoutable!

The power of not knowing all that's entailed in creating a successful interior design business can actually work in your favor right now! Naiveté is bliss!

What you DO need is a deep connection to your passion, and a natural flair for design, color, scale, and style. A lot of what's required to succeed can be learned. And you can do it...

One. Step. At. A. Time.

You wanna know the truth?

When we started our business, back at the turn of the century in 2002 (that makes us sound ancient!) we had no idea what we were actually getting into! All we knew was that we were addicted to all the HGTV design shows at the time, and we believed that if they could do it, so could we!

We loved the transformation, the creativity, the excitement, and the increasing sense that we could do this... A couple of gay guys who loved decorating? Of course we could do this!

We had no idea how much work this would be.

We made a lot of mistakes at the beginning. And, we learned what works, what doesn't and developed and honed dozens of skills that are required to make this business succeed.

That's all part of the beauty of the journey!

This is not an overnight thing to get into. It will take some time to get momentum going.

Yet, this business is beautiful, fun, fulfilling, lucrative, creative, liberating, challenging.

And, did we already mention FUN?

Remember, everything worthwhile requires effort. This is a business, not just a hobby.

If you want to build a successful business, you'll need a strong foundation and a whole set of skills to make it happen.

Luckily, the skills can be learned (as we had to do.)



Looking back, if we had known everything involved in running a successful business, the ins and outs, problems we have encountered, all that we have learned... it would've scared us to death before even starting and probably wouldn't have done it. (You might be feeling the same way.)

It can be overwhelming.

And you know what? We would have missed out on an amazing, creative, fulfilling and lucrative career!

So, don't let all the details deter you from your dreams. Stay focused on your vision. That is the "what." The "how" will take care of itself.

Remember we said: Everything is Figureoutable?

It's true!

You can start slowly. One step at a time. And we can help you get there, every step of the way.

What do you need to get started?

If you need to work to make a living right now, we suggest that you don't quit your current job right away and transition slowly into what will ultimately become a full-time interior design business (unless you have at least 6-8 months of living expenses saved up.)

Why stress about it, right?

Start slowly, have fun with the process, and you will know when it's time to quit whatever else you're doing.

It is completely feasible to do a small project in one day, or on a weekend. Redesign (using existing elements and rethinking placement and space planning) can be done in a few hours, if you plan accordingly.

Yet, in order to create a successful interior design or decorating business, there are **five crucial decisions** you need to make before you even begin.

Are you ready?

Remember, the only thing that can limit your possibilities is your own thinking.

We will teach you to **create a mindset of success from the start**, and to break through limiting thoughts and beliefs that might be keeping you from becoming who you want to become.

*Who would you be
without the thoughts
and beliefs that limit you?*





1. Should you start the business on your own or with someone else?

This business requires you to wear MANY hats. As fabulous as you may be, you probably aren't going to be great at every single thing. So, it's important to assess your strengths and decide if it would make sense for you to start the biz on your own or with someone else.

Working on your own minimizes potential conflicts with others, and it has obvious financial benefits, yet it can also split you up in many different directions and make you less productive. It can be easy to become overwhelmed by having to figure out everything by yourself.

Some people are great self-starters and have the discipline to get things done on their own. That's a great thing. Yet, even those super-humans can benefit greatly from support and guidance from an experienced mentor.

If that's the case for you, we are here to support you every step of your process to help you make important decisions and to avoid the inherent pitfalls in the business.

Even if you decide to work on your own, it's always wise to delegate tasks to others, so hiring a part-time assistant might be the perfect thing to do at some point. (There are ways to do this that won't cost you much, or might even be free!)

You might decide you want to start your business with **a business partner** to deal with areas you don't love or aren't very good at, to free you up to do what it is you DO love.

That was the case for us. We were already life-partners and we really enjoyed spending time and being creative together. However, the first year was very challenging (working and being together 24 hours a day) until we finally learned who was best at doing what, and we literally split up job-related tasks that each of us preferred and was naturally good at.



There are obviously pros and cons to working with a partner vs. hiring an assistant.



Here are a few things to consider when working with another person:

Financially

A partner will be more likely to work for free, just like you, until money begins to roll in. Then, when it does, you'll probably be splitting it 50/50 or some other way that makes sense and seems fair to both of you. (Having clarity about this split is essential! It could be based on time invested, overall responsibility, etc.)

A partner might be able to invest funds into getting things started, which will be less of a burden on you.

Hiring an assistant probably would cost you less in the long run, but you'll need to pay them, regardless of whether or not you're making money.

If going this route, make **ABSOLUTELY SURE** you include their fee (as well as yours) in your overall budget for the project.

While you're at it, when creating a project budget make sure to include shipping, deliveries, unforeseen materials, etc.

It is a common mistake for beginners to neglect these added expenses when getting excited about a project and coming up with an estimated budget.

Commitment Level

A partner will be more invested in the overall outcome. That means they will be more likely to put in the necessary time and energy to get things off the ground successfully.

Hired help may not be as invested in the successful outcome of a project, as long as they get paid.

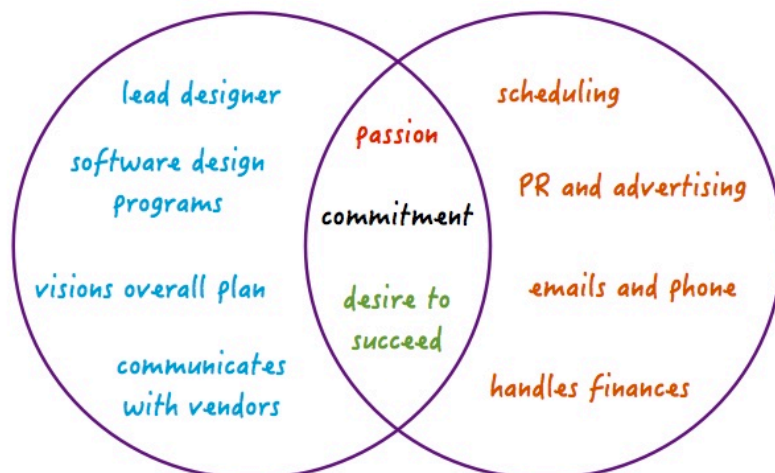


Efficiency and Productivity

A crucial aspect of finding the right partner or assistant is making sure your skill set **complements** one another and they don't overlap too much.

You don't want two designers on your team. One of you needs to be the head designer (the other can have input, but you will have the ultimate say.) The other partner's skill set might include other important aspects of the business you may not excel at, such as marketing, website design, communication with clients, or crunching numbers. Get it?

Make sure you **complement one another**, and overlap in your mutual level of passion, commitment and desire to succeed.



ACTION STEP:

MAKE A LIST OF PROS AND CONS of starting out with a business partner or assistant vs. starting on your own. In the end, give each item a numerical value of importance from 1-5. Add them up, and see which outweighs the other.

Here are some ideas to get you started. **These are pros and cons of working with a partner.**

Repeat the process regarding hiring an assistant, and finally do a list of Pros and Cons of working on your own. (Feel free to add more items on a separate sheet.)

PROS:

___ We can each concentrate on what we love to do and are good at.

___ Have someone to bounce ideas with, so we're not working in a vacuum.

___ We can motivate and cheer each other on when needed.

___ We can split initial costs and investment.

___ Easier to deal with loading and unloading things, parking, etc.

___ Increased efficiency and productivity; we can cover all the bases.

Total _____

CONS:

___ If our tasks are not well defined, we can step on each other's toes and create arguments and misunderstandings.

___ One might be working harder than the other.

___ We'd have to share the profits. Less money to go around.

___ Who's going to be boss? And is that going to be a problem?

___ What happens if someone chooses to leave the partnership?

___ I like things done my way.

Total _____



Working with an assistant:

PROS:

Total _____

CONS:

Total _____

Working on my own:

PROS:

Total _____

CONS:

Total _____



2. Do you want to be an Interior Decorator or an Interior Designer?

Is there a difference? The answer is yes!

A decorator deals mainly with color, soft goods like pillows, bedding and curtains, textiles, furnishings, art and accessories, space planning in an existing space, without making structural changes.

There are incredibly gifted decorators who have never attended design school and have thriving businesses. There is a lot you can do to learn on your own, especially if you have a natural flair for it!

An interior designer is required to have a whole other skill set, aside from the ones mentioned above.

They need to know about safety and building codes, have an architectural understanding regarding issues like weight bearing walls, how to read and create floor plans, how to design furniture using 3D programs like auto-cad.

In essence it is a much more technical set of skills.

The good news

All of this can be learned!

There are many wonderful interior design programs at universities or design schools, where you can obtain a great education and end up with a degree or certificate, if that's important to you. Especially if you intend to work with a large design firm.

That sort of education is invaluable and will give you knowledge and confidence. Yet, is that the only way?

If you want to be an interior designer, and you don't want to - or can't afford - to go through a program, you could learn all of that as you go, on

your own, especially if you're planning on focusing on residential design.

It always pays to know as much as possible about your craft and career, especially in this case, since you need to be responsible for the safety of the people who will be inhabiting the spaces you design.

However, you will more than likely be working with licensed contractors and other trades-people on larger projects. They are required to be licensed and to know a lot about what we just mentioned above. So, it is actually a match made in heaven!

You don't need to know it all from the start.



You just need to make sure you hire a knowledgeable, licensed contractor on your larger projects who can guide you and tell you whether or not you can move a wall, or remind you to allow a certain clearance for a hallway or in front of an oven in the kitchen, in order to be ADA compliant, etc. (Americans with Disabilities Act.)

Be patient: If you do this right - and you will - you will grow organically and you will learn what you need to learn as you go.

Whether you decide to learn your design skills at a formal school program or on the job, know that setting up a successful design business that will last and be profitable, is an entirely different game.

That is something that is best learned through experience, on the job.

Or, you can take advantage of working with us (or other mentors) and get help and support as you go.

If you want to save precious time and avoid making big mistakes, **we are here to guide you every step of the way**, and to point out any **red flags** that might come up ahead of time, so you can be prepared.

It's very important to pace yourself.

The perfect smaller projects will show up at the right time so you can feel confident to handle them. Little by little you'll gain experience and take on more responsibilities.

ACTION STEP:

Visualize yourself in the near future, being super successful in your work.

What sort of clients are you working with?
See their happy, satisfied faces, loving what you do.

What types of projects do you see yourself doing? Hotels, offices, homes?

Are you good with computers and software programs? Can you see yourself designing entire spaces and specific furniture pieces?

Or would you prefer to work with ready-made, furnishings, and focus mainly on color, lighting, textiles and decorating?

Are you working with a large firm or in your own home-based office?





3. Should you get a Degree or License before you start working?



The answer to that depends on where you live and plan to work. You'll need to inquire as to the laws of your state.

As we mentioned earlier, you need passion, drive, vision and a great sense of style to get started. We are assuming that you have been playing with decorating and design for a while in your own home or with friends and relatives, and that you KNOW you have a knack for this, yes?

If you were a truck driver or an accountant with no previous exposure to design (not that there is anything wrong with either of those two professions) we would say, you need some initial exposure and sensibility for design.

Having said that, it is very important to learn as much as possible about design from either a professional program at a school or university, or at least study on your own as much as you can from books and the internet.

Become familiar with art history, movements and design styles, some basic color theory, understand different types of textiles and materials, perspective and composition, names of furnishings, etc. Anything and everything will absolutely help you and give you more tools - and confidence - to use in your toolbox.

But do you need a certification in interior design to start working, you ask?

Well, it depends what you want to do. If you want to do commercial design (restaurants, hair salons, offices) or hospitality design (hotels) then the answer would most likely be, yes. These types of projects would involve being hired by a large design firm, and they would require a degree or certification.

If you want to focus on residential projects, you can likely start doing decorating right off the bat, and learn as you go. And, for that, you can begin without a formal degree.



HOWEVER, YOU DO NEED THIS!

In order to legitimize your business, and be legal, which will give you credibility and more confidence, you will need **a business license**. They are very affordable and you can get one from the city government office where you live.

Once you have that, you can open a checking account for your business. It's a sign of professionalism to receive checks from clients in your business name, and also to make related business purchases with that account. You'll be able to have MANY business tax deductions, too! And, we can teach you all about that later on.

We can also discuss whether or not you'll need **a resale license**, in order to not pay taxes twice and be able to get trade discounts from vendors.

Before you get your business license you'll need **a great business name** you can brand later on. This is very important and we can help you make some of those decisions if you'd like our support.

You'll also need to decide if you'll start as a sole proprietor vs. a corporation or a limited liability company. We can explore all of that together, as well as the important elements of a business card, your website, etc. if you decide to work with us as career coaches.

ACTION STEPS:

1. Research the licensing requirements of your state to work as an interior decorator vs. an interior designer.
2. Make a list of catchy potential business names you would like to use, narrow it down to three. You'll want to make sure no one else is using that name in your state. (We can talk about pros and cons of using your own personal name as a business name.)
3. Find out if that name is available as a domain for your website (preferably ending in .com. You can visit GoDaddy.com to do that research.)
4. Call your city clerk (or research their website) to find out what is involved in obtaining a city business license: documents you might need, cost, etc.
5. Call your bank and ask them what you'll need to open a business checking account.

Having all this figured out will help you build momentum, and make the process less stressful, as some of the unknowns will now be knowns!





4. How to Assemble your TEAM

We can't emphasize enough the importance of assembling a wonderful team as soon as possible.

TEAM stands for: Together Everyone Achieves Miracles!

Not only should each person be completely adept at what they do, and professional in every way, they should also be nice and good people. You should love them, and they will love you!

And if that rapport is there between you, your clients will love them too, and the successful outcome of the project will be in your favor.

A very special skill is required in your new design business: **creating rapport with others.**

And that doesn't just mean clients. It means, the ability to assemble a cohesive, well-balanced team, and earning their love and respect.

Who should be on your team?

1. At least two or three general contractors that are legit, honest, capable and likable. Why two or three? Because, if they're good, they will likely be busy with other projects and you'll need someone else as a backup.

They will already have their own team of plumbers, electricians, painters, carpenters and craftsmen. So, hiring one company will save you a lot of headaches.

Make sure they are licensed and insured, and that they are open to supporting you. Read reviews and get references. Letting them know you're new and will need their guidance is totally fine.

The caveat to finding great people is: if they're good, they will generally be busy, and they will likely not take on small jobs.

What is a new design-entrepreneur, damsel in distress like you to do??

2. Find your own painter, electrician, and plumber! And having a super reliable and **affordable handyman is a must!** He or she can help you paint walls, hang shelves and pictures, change lighting fixtures, etc.

Treat your handyman like gold! Tip him or her, be kind and generous. This person can become your best ally! PLUS, they might even start referring you! Mutual admiration society!

3. Someone very important to have on your team - for many reasons - is another, more experienced interior designer.

What? Isn't that your competition?

Nope. This is a great way to create an alliance with someone else who might also guide you when need it.

When you meet someone that you naturally connect with, ask them if you might be able to refer them if you get a job that's too involved or too large for you.

Who would say no to that?



If you do get a job that's over your head, they will love the referral AND they may even have you assist them with the project, if it feels appropriate. You might even agree ahead of time for some sort of referral fee. So, see? It is a win-win situation.

And, who knows, they may fall in love with you, and start referring small jobs to YOU!

Did we say Win-Win?

Other members of your team should include an upholsterer, carpenter, plumber, a great photographer, and remember to include a CPA!

As long as we're talking about being prepared and assembling your team, it is also crucial to have be ready with:

A list of resources and vendors

While you're pondering what to do with your time before clients come knocking on your door, do your research! Find out what furniture showrooms are near you. Visit them and see what they offer. Dress well and introduce yourself to a sales person or better yet, the manager, so that when you need something, you can contact them by name.

Think of everything you might need for a project, and source it beforehand! Plumbing fixtures, tile, rugs, bedding, lighting, paint stores... Go in and introduce yourself to the manager.

This is when a business card comes in really handy! We can help you come up with a great business name and a great card design so that you stand out from the crowd

When do you do this?

If at all possible, assemble a team BEFORE you start. Why? Because when you get that first job, you want to know exactly where to go right away, and not scramble to find someone last minute.

Have a few options ready.

ACTION STEPS

- Start researching possible members of your team. Ask friends who may have used a contractor for a remodeling project what they thought of them.
- Ask for recommendations of painters, handymen, plumbers from your Facebook friends or via email. Use the opportunity to let them know you're thinking of starting a design business. Nothing like some advance PR!
- Visit nearby furniture showrooms and make a list of what each specializes in. Make sure to meet the manager and start a resource book with all of this valuable info!





5. How to start building your Portfolio

"Before and After" photos are EVERYTHING! Especially when you're getting started.

But how do you get jobs when nobody knows you?

You don't have to look very far. Ask friends and family if you can redo their bedroom, or living room or kid's room. If money is an issue for them, reuse as much of what is already there.

REDESIGN is a viable business, not only for entry level designers. You can get a lot of projects, charging hourly and finishing a project in 5-6 hours in one day, and make a great living.

Your redesign before and after photos will likely be impressive and a great way to start. And you can use them also to get **real estate staging projects** with local realtors. (Staging is making a house look its best in order to sell faster and at the highest possible price.)

Find projects that will have a marked improvement when you're done: messy, cluttered, furniture in the wrong place, no color on walls, etc. It's amazing what painting even ONE accent wall with a great color can do! You might be able to reupholster a sofa or chair yourself (get an electric staple gun) and decluttering and organizing can go a long way!

Adding a new area rug can do wonders (nowadays you can get great looking area rugs that are very affordable.) Add a new lighting fixture, plants, replace old curtains or add new blinds.



For this small project we purchased new dining chairs, added color to walls, new drapes, and lighting fixture. A few small accessories, and ta-da! Done.



You can do A LOT for very little! Agree on a budget you can spend. If finances are tight - and if you're okay with it, just to get your portfolio going - they don't need to pay you, but they DO need to agree to this: if they love it, they promise to give you a fabulous testimonial and to recommend you to their friends. (And maybe even take you out to a great dinner to celebrate the end result - and the start of your fabulous new business!)

Take BEFORE and AFTER photos from the best possible angle. Visualize the end result, take a shot beforehand from the most dramatic angle of what it will look like in the end.



This was an extremely challenging room. Notice the low ceiling behind the piano! We custom-designed the sofa - with no visible legs, to make it appear to hover in the room. A frosted glass console table behind the sofa and an uplight brought in much needed ambience to an otherwise dead corner.



This furniture placement was simply non-functional. The room needed a focal point. We built a ventless fireplace, purchased two armchairs, a rug and a coffee table. Added recessed ceiling lights, and reused one of the sofas.



BUILDING YOUR PORTFOLIO

Once you have some simple projects under your belt, you can use the best before and after photos on your website, side by side. Remember, try to get the identical angle before and after. It's great when people say: I can't believe that's the same room!

You'll have so much more confidence, and you'll be able to prove to prospective new clients that you have done some work.

Soon, budgets and scope of work will increase and you'll be on your way.

SPECIAL NOTE: BE HONEST ABOUT BEING A BEGINNER

Don't try to pull the wool over anyone's eyes, pretending you have ton of experience under your belt, if you really don't. There are ADVANTAGES to being a beginner!

Play on those, and don't let that be a deterrent!

1. Your enthusiasm and excitement are very real. And you will be able to devote your full attention to this ONE project (vs. having many going on at once, which WILL happen once you get better known!)
2. Your work is super affordable compared to a more established designer. Your clients at the beginning may not be able to afford a seasoned professional, but they can afford you!

ACTION STEPS:

1. Make a list of other advantages to hiring you right now, vs. a more expensive, seasoned professional so you can use them as selling points with new clients.
2. Make a list of friends and family you know have areas in their homes you can improve. Call them and tell them that you're starting a decorating business and could you help them with their space, in exchange for some great before and after photos and a testimonial. (Be tactful about how you approach this and not insult anyone's taste.)
3. Make sure you have a good camera (these days some smart phones do the trick!) and make SURE you take "before" photos BEFORE you begin to improve any aspect of the room. (Sometimes we still get so excited to get started, we often forget!)
4. In the end, go for gold! Buy some fresh flowers, maybe even a nice bottle of wine and include them in your design. Have your clients leave for a few hours before you start doing anything, and when they get back, do a dramatic "reveal" of the room, just like they do on TV shows.
5. Remember to take AFTER photos before your clients return, when everything is perfect. It'll probably never look that good again!



FUN STORY about our beginning:

Eli was working with a theater producer who had a very small budget for a set for a play, which took place in a living room. So, we pulled things together for him quickly and affordably, and it turned out great. He was so impressed, he asked if we might be able to do his apartment!

So, our first project ever was his entire one-bedroom apartment, with a measly budget of only \$500 dollars. For the whole thing! We were thrilled someone would trust us and actually give us money to do their place! So, we took it on.

We bought a \$5 old love seat at a second-hand store. A cheap but really nice piece of fabric that would only cover the front of the sofa. We stapled the rear edges, leaving most of the back unfinished, and told our client: "You will not be able to move this sofa away from the wall into the middle of the room." He didn't quite know why at the time, but he didn't care.

We decluttered, moved everything around, installed some shades and plants, and it turned out great in the end. A mutual friend who saw the finished project then asked us to do her condo. We charged her \$25 per hour, plus a modest budget for materials. She loved the end result, and that boosted our confidence.

Long story short: that first year we did 32 paid projects!! Some more extensive than others, but we knew we were on to something.

And that's how Sublime Design Interiors was born!



This was a kid's playroom in a non-profit dedicated to protect children from poverty and child abuse. We did it for free to celebrate our 5th Anniversary in business!





We can help you achieve your dreams!

So much to do, right? Take your time. This is all part of the journey and it's a great thing to savor and enjoy as you go.

We have given you a lot to chew on! Your big takeaway from all of this is:

You can DO this! Yes, it's a lot to deal with. AND it's all exciting, fulfilling and figureoutable!

Getting started

At this point everything could seem overwhelming to you, yet setting **a strong foundation** to create a successful interior design business is CRUCIAL, and doable.

Good news is: We're here to help you get there, every step of the way.

Whether you're starting from the very beginning, with no formal training, or if you recently completed an interior design program and are ready to go out on your own, we would love to help you **avoid a lot of the mistakes we made** when we first started, and pave the way with **sound strategies that will ensure your enduring success**.

If you haven't already, please visit [our website](#) and read up on the many ways we can help you to not only get you started, but at every step of your growth to ensure success. Here are a few examples:

The BUSINESS ASPECT

- Decide on the perfect business name, get basic licenses and accounts set up.
- Design elements you need in a business card to truly stand out.
- How to get clients when nobody knows you yet (free and effective!)
- How much to charge and when to receive payments.
- Letters of Agreement and Contracts with clients and vendors (this is super important!)

The DESIGN PROCESS

- How to come up with the right concept, style, and color scheme that reflects your client's taste, not just yours.
- Important things to keep in mind when creating your 2D space plans.
- How to create 3D views, even if you don't know how to draw well.
- Coming up with a harmonious, viable plan you can trust throughout the process.
- How to do a killer sales presentation to guarantee getting the job.



IMPLEMENTING YOUR PLAN

- Assembling your ideal team and motivating them for success and excellence.
- Tricks of scheduling installations to maximize efficiency.
- How to deliver what you promised your client (and exceed everyone's expectations.)
- How to decide on a budget, keep track of expenses and whether to do the project all at once, or in stages.
- How to stay grounded and handle unexpected surprises (which always happen!)

THINGS THEY DON'T TEACH IN DESIGN SCHOOL

- Creating a mindset of success from the start.
- How to deal with clients who don't agree (and put you in the middle!)
- How to develop instant rapport with clients and vendors.
- How to set ground rules and become the go-to authority (and not alienate others.)
- Dealing with challenging obstacles that may appear (and they will!)

All of this and much, much more!

If you are committed to creating a successful interior design business we are happy to help you get there.

How does professional career-coaching work?

You might know that we are co-owners of a successful interior design firm, working in the U.S. and Mexico, called [Sublime Design Interiors, LLC](#). Yet, we are also experienced [career and life-coaches](#) who are passionate about helping others succeed and maximize their potential. And we specialize in helping beginning Interior Designers and Interior Decorators in starting their careers. [Click here](#) for more information.

In order to explore whether professional career-coaching is right for you, we can offer you a **FREE DISCOVERY SESSION** if time permits in our schedule.

This half-hour session is not free coaching. It's a chance to get to know each other, get a sense of where you are right now, what your goals are, and what's been getting in your way. And also to get a sense of our approach and how we work with our clients.

At this writing, our fees are very reasonable, and a fraction of what many professional coaches charge. So, take advantage of the really affordable fees while you can. It will absolutely be worth it!

If you'd like to explore this, please [send us an email](#) with your contact information and we will get back to you promptly.





About the Authors

Eli Hans and Joseph Bennett are both passionately committed to supporting others to live life to their highest potential.

This powerful partnership of multi-passionate entrepreneurs co-founded a successful international interior design firm [Sublime Design Interiors, LLC](#), in 2002. They have enjoyed many creative endeavors that include co-producing theatrical productions, more than a dozen sold-out performances with their improv troupe [The Improv People](#), and have developed art workshops, community outreach programs, personal growth classes and motivational workshops.



Eli, a true Renaissance man, is a designer, writer, actor, and [professional career and life coach](#). He is a certified facilitator of [The Passion Test](#) process and is currently developing new courses and seminars on personal development. He holds degrees in Television and Film production as well as fine art and design.

Joseph is an [artist](#), actor, [clinical hypnotherapist](#), [an inspiring life coach](#), and spiritual counselor specializing in working with individuals with creative blocks, limiting beliefs and those living with fear, indecision and worry. He has founded community outreach programs that have enriched the lives of thousands of people. Joseph worked as a psychiatric social worker for over a decade, and holds degrees in Human Services, Education and a Master's in Business Administration.

They are both on a quest to share their ideas on how to live a truly inspired life through their blogs, videos, writings, seminars and courses.

Please visit the authors' life-coaching and motivational workshops website at: SublimeGuys.com





Thank you!

THANK YOU for reading. We sincerely hope this guide serves you well as you begin your journey on this creative and exciting adventure of starting your successful interior design business.

If there's anything we can do to help you, we are here to support you to fulfill your dreams and achieve your goals.

With love and gratitude,
Eli and Joseph

