

Get paid to redesign interiors!

FabJob Guide to
**Become an
Interior
Redesigner**



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Contents

About the Authors	8
1. Introduction.....	12
1.1 What is Interior Redesign?.....	13
1.2 Interior Redesign as a Career.....	14
1.2.1 What Interior Redesigners Do	14
1.2.2 Benefits of this Career	15
1.3 Inside This Guide	17
2. How to Do Interior Redesign.....	19
2.1 Preliminary Steps	19
2.1.1 Assessing the Client’s Needs	19
2.1.2 Assessing the Space.....	20
2.1.3 Presenting Your Recommendations.....	26
2.2 Before the Redesign.....	27
2.2.1 Deciding on a Theme or Concept.....	27
2.2.2 Organizing and De-Cluttering.....	29
2.3 Redesigning the Rooms.....	33
2.3.1 Clearing the Room.....	33
2.3.2 Arranging Furniture.....	34
2.3.3 Adding Accessories	38
2.3.4 Artwork and Walls	44
2.3.5 Window Coverings.....	46
2.3.6 After the Redesign.....	47
2.4 Interior Redesign Case Study: An Eclectic Townhouse	48
2.4.1 The Assessment.....	48

2.4.2	Dining Room Redesign.....	49
2.4.3	Living Room Redesign.....	52
2.4.4	Adding the Accessories	54
2.5	Working with Subcontractors.....	55
2.5.1	How to Find Subcontractors	56
2.5.2	Choosing Subcontractors.....	57
2.5.3	Working with Subcontractors	61
2.5.4	Paying Subcontractors	63
3.	Getting Ready.....	66
3.1	Skills and Knowledge You Will Need	66
3.1.1	Knowledge of Interior Design	66
3.1.2	Interpersonal Skills.....	75
3.1.3	Organizational Ability	80
3.1.4	Business Skills	82
3.2	Learning by Doing	84
3.2.1	Volunteer Experience	84
3.2.2	Design-Related Work	86
3.2.3	Evaluate Home Design Locally	89
3.3	Learn from Other Business Owners	89
3.3.1	Informational Interviews.....	89
3.3.2	Find a Mentor	92
3.3.3	Join a Professional Association.....	93
3.4	Training Programs and Courses.....	96
3.4.1	What a Program or Course Should Offer.....	96
3.4.2	Interior Redesign Programs	98

- 3.5 Resources for Self-Study.....101
 - 3.5.1 Books 102
 - 3.5.2 Magazines.....103
 - 3.5.3 TV Shows 104
 - 3.5.4 Websites 104

- 4. Starting Your Own Business..... 106**
 - 4.1 Getting Started106
 - 4.1.1 Important Decisions to Make..... 106
 - 4.1.2 Deciding What Services to Offer109
 - 4.1.3 Creating a Business Plan 111
 - 4.1.4 Choosing a Business Legal Structure..... 118
 - 4.1.5 Choosing a Business Name 124
 - 4.1.6 Choosing Your Location 126
 - 4.2 Financial Matters 128
 - 4.2.1 Start-up and Operating Expenses 128
 - 4.2.2 Keeping Track of Your Finances 134
 - 4.2.3 Start-up Financing 135
 - 4.2.4 Taxes 140
 - 4.2.5 Insurance..... 143
 - 4.2.6 Setting Your Fees..... 146
 - 4.2.7 Getting Paid 151
 - 4.3 Working with Support Staff..... 157
 - 4.3.1 Employees versus Contractors 157
 - 4.3.2 Finding Support Staff..... 158
 - 4.3.3 The Interview Process 159
 - 4.3.4 References 161

5. Getting Clients163

- 5.1 Target Markets 163
 - 5.1.1 Homeowners and Renters 164
 - 5.1.2 Commercial Clients 165
 - 5.1.3 Your Marketing Message 168
- 5.2 Marketing Tools 169
 - 5.2.1 Printed Materials 169
 - 5.2.2 Your Portfolio 173
 - 5.2.3 Your Website 179
 - 5.2.4 Your Elevator Pitch 182
- 5.3 Marketing Techniques 186
 - 5.3.1 Advertising 187
 - 5.3.2 Free Media Publicity 193
 - 5.3.3 Networking 198
 - 5.3.4 Promotional Events 201
- 5.4 Selling Your Services 204
 - 5.4.1 Responding to Inquiries 204
 - 5.4.2 Contacting Corporate Clients 206
 - 5.4.3 Preparing a Proposal 211
 - 5.4.4 Meeting with a Prospective Client 215
- 5.5 Client Contracts 219

Color Section: Interior Redesign “Before and After” Examples225



1. Introduction

Congratulations on choosing a career as an interior redesigner! The demand for redesigners is growing steadily as more homeowners learn about the services provided by interior redesigners. Interior redesigning was recently featured in *Entrepreneur's StartUps* magazine as a "Hot Biz experiencing especially strong growth." You can be ready for this surge of interest in interior redesign by entering the field today.

Some people have a real knack for being able to redesign rooms to be more attractive, comfortable, and functional. If this describes you, the *FabJob Guide to Become a Interior Redesigner* will help you take that natural talent and channel it into a lucrative and rewarding career in interior redesign. This book will provide you with a step-by-step road map for reaching success as an interior redesigner. So let's get started!

1.1 What is Interior Redesign?

Interior redesign is using what people already own to decorate their houses with a designer look. There are hidden treasures just waiting to be discovered in most people's homes, but they need your fresh eye to find them. This service is popularly labeled interior redesign, but it is also known as interior refining, interior rearranging, and redecorating.

Homeowners often have a hard time seeing the potential of their rooms, because they've been looking at the same furnishings for years (or decades in some cases). Your new perspective will help them see how it all can be repositioned to make the most of their architecture and personal taste. There are many situations where an interior redesign is ideal for a client; for example:

- They've never achieved the look or feel they originally envisioned for their rooms.
- They want more life out of their existing furniture and accessories but they are bored with the current arrangement.
- Their rooms just aren't comfortable and inviting.
- They've recently moved and want their furniture to look as if it were purchased with the new home in mind.
- They need to combine two households of furniture and blend the two styles.
- They're apartment dwellers or renters who are not allowed to paint, and need their belongings to be the focus of interest.

Interior redesign is appealing to clients because it's usually far less expensive than a complete design makeover or ordering new furniture. Plus, interior redesign can be done quickly. Some interior designers offer "one day decorating" which involves doing a redesign within a single day.

Just think about all the homes in your city including houses, condos, apartments, and other residences. Chances are good that many of these properties are filled with furniture and accessories needing some rearrangement.

When a family first moves into a new home, they would benefit from a redesign to make the most of their belongings in their new space. A recently divorced person may need to downsize to an apartment and make the most of fewer furnishings. Senior citizens who are moving into a smaller residence or retirement community may need your assistance in arranging their treasured belongings collected over the years. Even commercial properties like office buildings can often use help in arranging and accessorizing their lobby or work areas.

This is where you come in. As an interior redesigner, you can help redesign spaces to be even more beautiful, and be paid quite nicely for it. You will learn how to do that in the pages of this guide.

1.2 Interior Redesign as a Career

1.2.1 What Interior Redesigners Do

Interior redesigners can choose to offer a variety of services related to redesigning interiors, including:

Interior Redesign Consultations

A basic service you can offer is redesign consultations for do-it-yourselfers. You will offer recommendations to clients about the most favorable placement of furniture and accessories, plus recommend any new items that will help accentuate and complete the space. Consultations such as this are especially sought after by homeowners who have the capability and time to carry out your ideas, but need some professional advice and a creative eye to get started.

Hands-on Interior Redesign

This involves consultation services along with the actual fulfillment of the suggested plans. Many homeowners have busy lives, and they need the help and knowledge of a professional in order to get a project completed quickly. You will be working in your client's home, occasionally with the homeowner by your side. Some clients will not have the time to tag along on the project, but others will prefer being home to see the changes as they unfold.

Residential and Commercial Redesign

Most of your jobs will probably be in the residential sector, rearranging living spaces in homes and apartments. While this can be your focus, there are also opportunities to use redesign principles in commercial properties. Some of your clients may be business owners or managers who like your style and call you when a decorating need arises in their workplace or company. For example, you could do interior redesign work on office buildings, rearranging and accessorizing lobbies, reception areas, or executive offices.

Other Services You Might Provide

Being your own boss means that you'll have complete control over what services to provide. In addition to providing redesign services you can choose to provide additional services such as organizing, move-in services, home staging (preparing homes for sale), shopping for furnishings and accessories, full service interior decorating, and other related services.

Section 4.1.2 of this guide provides information about a variety of services you can choose to offer as part of your interior redesign business.

1.2.2 Benefits of this Career

Robin Wilson, a New York City based designer who has been featured in *O at Home* magazine, reveals that her biggest reward comes "When clients walk into their newly redesigned space and have an 'aha' moment with a look of excitement and joy." The heartwarming feeling of helping people take more pleasure in their home is only one of the many benefits offered by a career in interior redesign.

Be Your Own Boss

As the owner of your own interior redesign business you will enjoy the freedom and sense of control that comes with being your own boss. In addition to a flexible work schedule unlimited income potential, it's such a delight to use your creativity on a daily basis.

Express Your Creativity

There are very few things in life as exciting and stimulating as generating imaginative ideas and putting them into practical use. Interior redesign provides endless opportunities to exercise your creativity and problem solving skills while getting paid for it in the process.

Help People Who Need It

Maximizing a home to its full potential is a good deed in many ways. When people enjoy their personal surroundings, they feel comfortable and revitalized every time they walk through the door. A new living room furniture arrangement that allows everyone to easily gather together will greatly enhance a family's quality time. Likewise, a master bedroom can be made into a relaxing retreat for the stressed or over-worked homeowner.

One of the simplest accomplishments of any redesign is that it can help the client feel good about their decorating purchases and decisions, since they see items in a new light.

“I love making people feel good about the home décor they have previously purchased. Many times people think they don't have anything worth redesigning. I love seeing their faces when they see they did make good choices.”

— Julie Dana, *Interior Redesigner and Home Stager,
The Home Stylist*

Redesign Is Green

Green design and environmentally friendly products for the home are a major trend in the industry. British Columbia based redesigner Judith Lowe says “redesigning is the ‘green’ alternative to redecorating your home; using what you already have thereby reducing our impact on the landfill sites. Redesigning pushes redesigners to be more creative as they have to work with the client's own treasures, artwork, and furniture instead of simply telling a client they have to get rid of everything and start over.”

You Can Start Right Now

With low start-up costs, becoming an interior redesigner is something you can begin as soon as you finish reading this guide. The typical amount needed to launch a redesign business is about \$500 to \$1,000. My own experience suggests you can spend more or less than this, depending on what equipment and supplies you currently have on-hand. Plus, interior redesign is a business tailor-made for a home office because the bulk of your work will take place in your clients' homes.

1.3 Inside This Guide

The *FabJob Guide to Become an Interior Redesigner* will take you step-by-step through everything you'll need to start out and succeed in your new career. Each chapter is full of important information, helpful advice, and useful tips from experts in this exciting and rewarding field.

Chapter 2 you will learn "How to Do Interior Redesign." You'll discover how to assess the spaces you will transform. Then you will learn how carry out redesign room by room, arranging and decorating the space using a variety of furnishings, accessories, and other design elements.

In Chapter 3 will help you in "Developing Your Skills." What skills will you need? Where can you learn more about redesign? What training programs are available? What professional associations can you join to help you as you get started? How can you find jobs in related fields to prepare you for your new career? The answers to these questions and more are in this chapter.

Chapter 4 explains the business aspects of starting your own redesign company. What services and specialties should you offer? How do you create a business plan, find financing, and name your company? What are some of the legal aspects you should consider? What start-up expenses can you expect? You will find the answers to all of these questions here. You will also learn how to set your fees and maximize your earning potential as well as how to hire subcontractors and staff.

Learn about "Getting Clients" in Chapter 5. This chapter tells you what types of clients you can expect to serve, how to present proposals, and then close the deal. You will learn various strategies for marketing your

business such as how to create your own website, types of advertising you can use and where to advertise, and how to get free publicity for your company. Discover the potential of networking with other business professionals and where to find others who can help your business to prosper.

When you have finished reading this guide, you will understand the skills and knowledge you will need to succeed as an interior redesigner. By following the advice and using the valuable resources included in this guide you will be on your way to success.