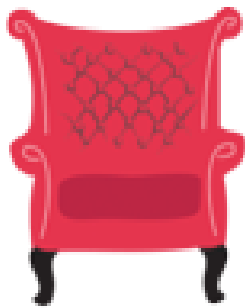


Design for a Living Interior Design Success Studio

Chelsea Coryell



Design for a Living
TURN YOUR PASSION INTO PROFIT

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Are you ready to take start turning your passions into a Wonderful Career?

Congratulations and Welcome to the Program! I'm so glad that you've decided to follow your passion and create a career that will bring you both joy and prosperity. Remember, it doesn't matter where you're starting from, it only matters that you've made the decision to start.

Some of you reading this workbook will be using it as a review of the recorded program, and others will be seeing this information for the first time. Either way, we've set up the program to be as simple and easy to follow as possible. Here are a few tips to make sure that you get the most out of it, so you can quickly get to fun part...Designing!

- ❖ Everything that I share with you comes from actual experiences and situations that I've encountered in my many years as a professional designer or as a designer mentor. I have personally worked with HUNDREDS of homeowners all across the country and I've learned that human nature doesn't change by geographic location.
- ❖ I've built numerous design businesses from the ground up, and have always had great success. If you've been designing and haven't seen the same results then make sure you ***pay attention to the details in this program***. If there's something that I do that is different, no matter how insignificant that it may seem, consider that this might be the answer. Every conversation I have with my clients is carefully crafted to minimize my work and maximize my profits. I've taught these techniques to designers around the world, and those who follow this system have seen similar results.
- ❖ There are 7 main classes which will walk you through the nuts and bolts of starting your own design business. You must follow them in order, and understand that they will build upon each other to help you design your dream business. You need to finish the program before you take on your first client. Trust me this will save you hours of anguish.
- ❖ This workbook was written specifically so that you follow along while you listen to the recorded webinars, and use it as a review after you've finished the program. I've taken the time to pull out and highlight the points which I think are most important. It's like I've already taken notes for you, but I encourage you to add your own.
- ❖ If you ever have any questions about the program or the techniques that I share, feel free to reach out to myself as well as your Design for a Living community on our Facebook page. We're all in this together, and together is how we'll all succeed.

Happy Designing!



Chelsea Coryell

Building a Blueprint for Your Business

This is step #1 to your new success:

Most people overlook this crucial step of the process. Goal setting and making sure that you're in the right mindset before you undertake this journey is really important. After all, you need to know where you're going if ever what to get there.

Take some time to answer these few questions and begin to imagine your success.

1. What is your financial goal for this year?
2. Please describe your business as it is right now (including how long you've been in business, your revenue streams, team size, and successes). If you're just starting out, no problem. Describe the business you want to create.
3. What have been your three biggest accomplishments in the last "five years?"
4. If you could wave a magic wand and change three things in your business or life over the next six months, what would they be? What are your 3 dream accomplishments?

5. Who or what do you think is responsible for your current results?

6. Who or what do you think is your biggest obstacle in reaching your goals?

8. What's your long term vision for your company—and you?

9. What motivates you?

Session #1: Building Your Blueprint, Mindset and Clarity

Your mindset is the number one reason that designers don't succeed. Fear may be holding you back. A lack of clarity and confidence may prevent you from charging what you're worth.

Get ready to set some amazing goals for yourself and your new career.

- Why you shouldn't get hung up on titles.
- How to build your foundation so your business will last a lifetime. You are gathering your business tools. Be prepared and organized, be ready to build your business, and you won't have any problem with your confidence. This career can be scary. You may worry about being judged, making mistakes, and a lack of experience. Remember that your clients are scared too. They worry about whether they have bad taste.
- What you're worth and how to charge for YOU! With more confidence you'll be comfortable asking for money.

DESIGN FOR A LIVING SESSION #1

Chelsea Coryell

- Family First!
- Entrepreneur
- Mentor
- Interior Designer



Introducing Chelsea Coryell

I hope you can relate to my path and my experiences so that you can learn from my mistakes and my successes. I've probably been where you are now, and I'm now where you'll want to be.

My Life and Business Priorities

- Family First!
 - Entrepreneur: You need to focus on being a business person, not just a creative type if you want to have a successful design business.
 - Mentor: The title that I connect with most. I love to share and help other designers to succeed. I've lived my success as a designer and I feel as if passing that forward is my calling now.
 - Interior Designer: It's hard to ever leave. Design is a part of us.
-

Chelsea's Resume

Graduated from Western Washington University, 1992

- Bachelor's Degree in Interior Design and Merchandising
- Extremely competitive to get into the program and even harder to finish. I had to prove myself and my talent consistently throughout my degree.
- I started out in college planning for a future in science or teaching.
- I fell into a design course quite by accident.

Interior Designer at Expressions in Kirkland, WA

- Top sales person all five months of employment
- Full service design store. **I started from the beginning** and learned from these amazing experienced interior designers. **College hadn't really prepared me** for career in design. I learned the history and the terminology, but **not real life skills**.
- Sales is a critical part of being a successful designer, and I happened to have a natural gift for it.
- **Working with people**, particularly design clients, is a **challenging and rewarding** experience.

Interior Designer at Expressions in Austin, TX

- Top sales person all three years, out of 80 stores
 - I was exposed to the **inside of the design world**. I travelled to markets and met with some of the leaders in our industry. Again, I used this opportunity to learn and soak up any information that I could get my hands on.
 - Most importantly I was **building up my confidence**.
-

Chelsea Coryell, Interior Designer

I realized that I needed to work for myself. My first son was born and I didn't want to miss out on watching him grow up.

I started out with one client. I worked from home, and had a nanny come in three times a week.

It was a **really scary** time. I didn't know much about business, where I would get my products, how I would find clients, and what would I do if I made mistakes?

I took the leap of faith and it was a success. **It doesn't matter if you have a degree or not**, we all have the same fears. I had to make our mortgage payment, car payment, and split my time between my family and my career. It's very easy to blend the two aspects of your life if you plan to do it right from the start. Your clients will become a part of your family. Your family can take part in your business if you want. **You design your business to fit your lifestyle.**

We moved again because of my husband's career, and so once again I had to start from scratch.

I continued to build independent design business each time that we had to move.

Then I became the Design Manager for Designs of the Interior San Diego, CA.

I interviewed for the position on a whim and happened to get the job. I managed a group of 8 interior designers and I was in charge of their success. I was able to hire the team that I wanted, and I molded them into my ideal group of designers based on the skills that I had honed and perfected over the years. (I taught them everything that I'm teaching you in this course.)

Unfortunately, the corporate side of the business took a toll on my happiness, and I decided to go out on my own again. My new design business was a huge success. I was able to work part time and make \$5 to \$8 thousand dollars a month.

My last design client was someone who teaches coaching and mentoring over the internet. This was the turning point in my life. I realized that this was my calling now.

Design for a Living! Coach and Mentor

I was meant to teach everything that I had experienced and learned over my 20 years as a designer. I knew that I could help other designers just starting out or struggling, to have the exact same success that I have had the privilege experiencing.

You can learn from my experiences so you don't make the same mistakes that I have made in the past, and just jump ahead to success!



Building Your Blueprint

IS
INTERIOR
DESIGN A
CAREER
OR IS IT A
HOBBY?

It it's a career, then
first and foremost
you **MUST**...

Start thinking of yourself as a
professional,

Keep eyes on your goals, and know
what they are. (How can you make
it to the finish line if you do not
know what the finish line looks
like?)

And focus on building your
business.

This is a business!

IS INTERIOR DESIGN A CAREER OR HOBBY?

If it's a career, then first and foremost you MUST...

- Start thinking of yourself as a **professional**, and take yourself seriously. If you don't focus on your business first, you will only have an expensive hobby, not a career.
- **Keep your eyes on your goals**, and know what they are. (How can you make it to the finish line if you do not know what the finish line looks like?) You are going to have to **put in the work up front in order to BUILD** the business that allows you to live the life that you dream of. Other designers get distracted too, and that's why they aren't successful. If you want to have a part time business that makes you a great income, then you need to put in full time effort at first to **create** that business.
 - Focus on building your business. I want to stress this again...You must focus on your foundation, and not get side-tracked, if you want to **grow a successful design business**.

THIS IS A BUSINESS!

IS
INTERIOR
DESIGN A
CAREER
OR IS IT A
HOBBY?

*"Action is the
foundational key to all
success."*

– Pablo Picasso

I challenge you to make this a career, take yourself seriously, dedicate your time and remember:

It is one thing to have dreams, ambitions, desire to be a designer...

But unless you **take action** you will never get any further. You will never make this a career.

- I challenge you to make this a career, take yourself seriously, dedicate your time and remember: It's great to have dreams, but if you don't take action, you will never make this a career.
- If I assign homework and you decide to procrastinate or blow it off, then *you're making a decision* based on how much you really want to grow a successful design business. You need to take action and keep moving forward.
- This is a boot camp for a reason. You will have more success if you are held accountable for your progress, and if you work with other people who are working towards the same goal. You will be staying involved and interactive with your fellow designers.
- It is one thing to have dreams, ambitions, and desires to be a designer... But unless you **take action** you will never get any further. You will never make this a career!
- Give yourself at least 6 weeks of serious focus and dedication, and you will have a fantastic business for yourself.

IS
INTERIOR
DESIGN A
CAREER
OR IS IT A
HOBBY?

Every day have a list of your ACTION steps.

Set your daily, weekly, and monthly goals from where you are right now.

Know what your finish line looks like

- Every day have a list of your ACTION steps. I will give you some, but you need to get into the habit. What do you want to achieve next, and what do you have to do tomorrow to make that happen? Who are you going to call, where are you going to go, and who do you need to do? Get it out of your head at night, before you go to sleep. This way you won't lay awake worrying or trying to remember what you need to do. Write it down and then you can relax.
- Set your daily, weekly, and monthly goals from where you are right now. I want you to build upon your small successes, step by step, and finally reach your dream goals.
- Know what your finish line looks like. What does your dream business look like?

MINDSET
SHIFT....

"It is literally true that you can succeed best and quickest by helping others to succeed."

– Napoleon Hill

Are you ready to earn an income?

Is it enough to simply pay your bills and support yourself?

It's important to build a future for yourself and your family?

Wouldn't it be amazing to create a luxury lifestyle?

- Are you ready to earn an income?
- Is it enough to simply pay your bills and support yourself?
- It's important to build a future for yourself and your family?
- Wouldn't it be amazing to create a luxury lifestyle? Do you want to take vacations, get pampered, and go shopping? Then set that goal and the intention, and then make it happen.
- You are helping others as a designer!

WE ARE GOING
TO BUILD YOUR
BUSINESS.

Always start with a plan, or
blueprint

- What does your business look like?
- Who do you want to serve?
- Where do you want to be?
- How much success do you want for yourself?

Start thinking about these questions:

- What does your business look like? Full time or part time? Mornings, weekends off?
- Who do you want to serve? Who is it EXACTLY that you want to work with. You have the freedom to choose. You need to get clear on this point, and you will manifest those clients and have a much happier business.
- Where do you want to be? Do you want to work with executives in a city? Vacation homes? Families in the suburbs?
- How much success do you want for yourself? Do you want to be famous? Do you want to be published in magazines or on TV? If you dream of going big, then go for it. You can share your designs with the world, but you need to know that's what you want up front. Be prepared and plan for that future.

WE ARE GOING
TO BUILD YOUR
BUSINESS.

What does your business look like?

- Are you going to be a re-designer, a home stager, a decorator, or a designer?
- Do you need a team?
- Are you going to be a product driven designer, or consultation only?

What does your business look like?

- Are you going to be a re-designer, a home stager, a decorator, or a designer?
- Do you need a team? Do you want to work on major remodels with a contractor?
- Are you going to be a product driven designer, or consultation only?

WE ARE GOING
TO BUILD YOUR
BUSINESS.

Consultation only:

- Re-design using their own furniture.
- Staging for Realtors.
- Color consultations.
 - Meet at their house, charge hourly or by package. Create a design plan and possibly a selection folder.
 - Less time commitment and Less Money.
 - Charge a higher hourly rate
 - Client/Designer relationship is quick and less intimate.
 - Outside marketing vs. word of mouth.
 - You have to deal with their past mistakes and you have much less creative control.

Consultation only: This is where most designer start out.

- Meet at the client's house, charge hourly or by package based on square footage. Create a design plan and possibly a selection folder. You can give them a road map to follow on their own.
- Redesigns can be as simple as rearranging a client's furniture, purchasing accessories, or making suggestions of what they need.
- Less time commitment, but you will make less money. Charge a higher hourly rate, and understand that there are only so many hours in the week so your income will be limited.

We are going
to BUILD your
business.

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Client/Designer relationship is quick and less intimate. Because you aren't spending as much time with the client, you won't build as tight of a relationship with them.

- Outside marketing vs. word of mouth. You will have some word of mouth marketing success, but it will be limited because of the limited relationship you have. You will have to do a lot more marketing work to get clients.
- You have to deal with the client's past mistakes and you have much less creative control. When you work with what they already have, or edit what they have, you will be limited. Rather than creating a design, you are deciding where to put their stuff. It can be really frustrating and yet, you are limiting your liability. You won't make mistakes while ordering etc. That's why it's easy and less time consuming.

WE ARE GOING
TO BUILD YOUR
BUSINESS.

Product Driven Designer:

- Create complete room designs.
- Work on remodels and with contractors.
- Start from scratch.
 - Create a complete design plan with a floor plan, paint selection, lighting, and window treatments.
 - Projects take much longer.
 - Make much higher salaries.
 - Client/Designer relationship is critical and involved.
 - Usually simply word of mouth and reputation for marketing.
 - You have incredible creative freedom.

Product Driven Designer: You can work both way, or create various services.

There are pros and cons to both types of design. When you are a product driven designer, you are ordering custom furniture based on the perfect size, scale, design, and color for their space. But that's not all. You are also responsible for the delivery of each item and you need to take care of anything that is damaged or late. You have to handle the ordering and purchasing of each item, and you are liable if you make a mistake. On the plus side...

- You get the creative freedom to start from scratch and create complete room designs. You have the privilege of creating a design for someone where they will be living their life and making memories with their friends and family. You will be putting your stamp on their home. That is an amazing experience.

- Projects take much longer. A typical design project can take years. Plan on being connected to your clients for at least 3 months. **Ordering furniture takes at LEAST 6 weeks**, and then you have to install and stage the space.
- Make much higher salaries. You will be in control of your income streams. Because you have more liability and responsibility, you can charge higher fees and collect a commission on the furniture that you order. Window treatments are a fantastic way to make money. It's an extremely involved process, which allows you to charge handsomely for the service.
- Client/Designer relationship is critical and involved. Your clients will become your friends and become extremely reliant on you. Because design is a very personal experience, your relationships can last a lifetime.
- What type of designer do you want to be? Start setting those goals now, and begin to put those action steps in motion.

WE ARE GOING
TO BUILD YOUR
BUSINESS.

Where are you starting from now?

- Do you have some design school?
- Have you ever worked in the industry?
- Do you have connections in the industry?
- Are you in an extremely competitive market?
- How fast do you want to grow?
- How big do you want to be?

Where are you starting from now and where do you want to be?

Where do you see yourself next year, 5 years and so on. **WRITE IT DOWN!**

- **A word of caution.** If you're just starting out, you'll want to grow slowly. Start with a friend of a friend, maybe just a consultation. Start from where you are now, and work step by step towards building your experience.
- It doesn't matter if you have a degree or not. Some of the most successful and famous designers in the world don't have a design degree.
- Joining a professional organization like ASID is an achievement, but **not necessary** in any way. Most clients don't even know what that is, and I promise you that you will **rarely be asked** during your career.
- What's more important is your **passion, your dedication, and your commitment to your business**. If you come from a place of integrity and you truly strive to help others, then I can teach you to have a hugely successful interior design business.

WE ARE GOING
TO BUILD YOUR
BUSINESS.

There are just a few items you need
to get started;

- A name for your business.
- A business card.
- A resale license.
- And a cell phone...Simple Right?

There are just a few items you need to get started:

- A name for your business.
- A business card.
- A resale license.
- And a cell phone...Simple Right?

NAMING YOUR BUSINESS

- Sole proprietor, means you're in business for yourself. It simplifies your taxes.
- Use your name. If you do, you won't have to check for a fictitious name search. Simply use your name and what you do and it will save you so many headaches.
- Examples: Chelsea Coryell Interiors, Chelsea Coryell Design, Chelsea Coryell Interior Design
- Tax benefits
- Less paperwork, streamlining

WE ARE GOING
TO BUILD YOUR
BUSINESS.

A business card.

- Your name
- What you do
- HOW TO REACH YOU!
 - Phone number
 - Email
 - website
- Clean and easy to read
- Stylish and representing your personality.

Believe it or not, most of our “to the trade” resources will require it.

- Your name
- What you do (creating beautiful homes, space planning, color consultations, etc.)
- **HOW TO REACH YOU!**
- Phone number, Email, Website
- You don’t need to add your home address. It takes up space and it’s not necessary.
- Make sure it’s clean and easy to read.
- Stylish and representing your personality. If you have a specific design niche, then make sure that your card reflects your business. For example, if you work with green design, then make sure your card is on recycled paper. If you work with executive types, then make your card clean and to the point. **Make your card reflect you and your business goals.**
- I use Vistaprint. You can find coupon codes for free cards. They are the easiest to use and their templates are fantastic. Only order the minimum amount because you will change as your business evolves. Please don’t try and print out business cards yourself. It doesn’t look professional.

WE ARE GOING
TO BUILD YOUR
BUSINESS.

A cell phone...

- Set your office hours
- Create boundaries
- Use it to leverage your time.

A Cell Phone....This is a part of leveraging your time.

- Set your office hours, but have the freedom to consider anywhere your office.
- Create boundaries so that your clients won't take advantage of your time, and cross the line of professionalism.
- Use it to leverage your time

WE ARE GOING
TO BUILD YOUR
BUSINESS.

A resale license.


- Allows you access to “to the trade showrooms
- Open your own accounts
- Visit markets and trade shows
- Adds credibility
 - Inexpensive
 - Easy to get
 - Keep it organized and pay your taxes quarterly

A resale license. Very simple and inexpensive to get. You can register for one online and it will only take you a few minutes. It is required when you want to buy something at a wholesale price and then resell it to your clients. You will be responsible for filing your sales tax and any business that you’ve done where you’ve collected tax. Luckily, you can file a 0 for your tax collected, and it’s simple to do online. But it’s still important to our industry.

- Allows you access to “to the trade” showrooms
- Open your own accounts
- Visit markets and trade shows
- Adds credibility
- Inexpensive
- Easy to get
- Keep it organized and pay your taxes quarterly

Eventually as your business grows, you'll want to have:

- A separate bank account for your business.
- An all-in-one printer/fax/scanner. You can scan and fax pictures, contracts, photos etc. You'll be amazed at how often you will want to scan a picture to send to your clients, or you'll be asked to scan and send your business license and a copy of your business card.
- A file system for your clients' folders and miscellaneous paper work. The more organized you are the better!
- A system for keeping track of your money, one of several accounting programs, or just a simple log book. As long as you're willing to transfer everything into your taxes at the end of the year, it's still a viable bookkeeping system.
- A credit card allocated just for your business. I have one that accumulates miles. You are going to be purchasing large ticket items and it's a great way to make some money back.
- Simple liability insurance. It's only around \$150 a year and it covers Mrs. Smiths' vase in case you accidentally break it while in her home. It's better to be safe than sorry.



WE ARE GOING
TO BUILD YOUR
BUSINESS.

No matter what type of designer you are, or how small your business is, record keeping is always essential.

It's easy to forget an order, or lose a receipt, so have some sort of system set up to track these things.

At the end of the year you always have to tackle those taxes and the easiest way to do that is with accurate record keeping.

It doesn't have to be complicated, an old fashioned log book works just fine.

- No matter what type of designer you are, or how small your business is, record keeping is always essential. It might be a lamp from Target, or a purchase order, or a coffee from Starbucks. Everything counts. You can write off your client lunches and meetings from your taxes. Check into what's acceptable to write off.
- It's easy to forget an order, or lose a receipt, so have some sort of system set up.
- At the end of the year you always have to tackle those taxes and the easiest way to do that is with accurate record keeping.
- It doesn't have to be complicated; an old fashioned log book works just fine.

WE ARE GOING
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BUSINESS.

“Time is the one thing we never seem to have enough of, and you can't ever make more. So based on the laws of supply and demand, your time is extremely valuable. How you charge for your time depends on a few important things.”

–Chelsea Coryell

You have a talent, you deserve to charge for your services, you have a gift that others don't have, and your time is valuable!

Homework:

ANSWER THESE QUESTIONS:

- What type of designer do you want to be?
- What type of projects do you want to work on?
- Who is it you really want to work with?
- How big and how fast do you want to grow?
- What steps are you going to take this week to make this all a reality?