



Making Sure Your Clients Will Love the Space

- We want your presentation to be right on target, so the client can rip out their checkbook, asking where they can sign!
- If this is your first time of learning to design, it's the part where you get to create a design, look at fabric, think colors, etc.
- You'll get to go over all details so well that the clients will fall in love with you.
- You will not just be creating beautiful spaces but creating spaces your clients will love!
- Keep an open mind because now we're getting to the fun part.

The Fun Part

We all know the best form of marketing is word of mouth:

- A happy client will tell all their friends.
- An unhappy client will tell ten times more.

Now we're going to "The Fun Part" without getting hung-up

Even if you've been designing for awhile, I want you to keep a few things in mind...



Even if you've been designing for a while, I want you to keep a few things mind...

- This is where some designers don't follow my system and think they can do it themselves. At least give it a try.
- I promise I won't get out the color wheel or talk about design elements, but it's about the ONE big picture.
- It's about how to make up a good presentation so the client is happy, and the designer is successful.
- It's how to put together the design without headaches.

It's important that the client likes it and lets you move forward; it's where you could also waste time. There's nothing worse than an unhappy client, having spent loads of money, and you having spent 6 months of your time as well.

It's ALL about your clients,
You only need to **improve** their taste,
Design from your heart



Focus on THEM! This is ALL about your clients.

Sometimes you may get down to the final presentation and you never hear from the client again.

- Sometimes clients feel that the designer didn't listen to them, although the design is perfect.
- It may be controversial at first, but all you really want to do is improve their taste. Might sound cold, but this your profession, not a hobby.

When someone hires you, you're not an artist, you're there to teach them.

- Your design need not be magazine quality; if you can improve their taste just a little, then you have done your job.

Always remember to design from your heart:

- You'll make more money; you're recreating a space for yourself.

You've left their house... Now What?

- Timing
- Process
- Resources
- Presentation



“You’ve left their house...Now what?”

- Timing is very important; time is money. You want to be very efficient with time. Remember you are spending 2 weeks maximum on the design.
- Process – have a system for keeping the design process moving
- Resources – know where you are going to source products ahead of time
- Presentation – There’s no such thing as THE perfect design, as you’ll learn as you proceed in this field.

You've left their house... Now What?

**Don't lose your momentum,
start creating your design
right away!**



You’ve let their house...Now what?

Start designing on your way home when the ideas are fresh. Brainstorm. Don't lose momentum...go for it right away.

Instill in your mind what they really want, imagining examples.

When you leave the house, go to Barnes and Noble and look at design magazines and books. Surf the Web.

- Solidify in your mind what kind of room you're designing
- Could use a picture as a jumping off point
- This part of creativity is like putting a face to a name
- Not copying a design, but just inspiration
- Get into “the zone”
- Draw it out
- Mark, copy, gather

This is when core and design come together!

You've let their house... Now What?

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Stay Focused!

Don't get hung-up on the details just yet...



Don't get hung-up...

- Time is money.
- There's no such thing as THE perfect design.
- Trust your gut!
- Don't question yourself; just pull it all together.

The following is my process for designing. It has worked to keep the business flowing forward quickly.

Time is money



Don't get hung-up...

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- There's no such thing as THE perfect design.
- Trust your gut!
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The following is my process for designing. It has worked to keep the business flowing forward quickly.

There is no such thing as
THE PERFECT design

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Trust your gut!

Your First Instinct
is Usually Right

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With each piece ask yourself these 5 things...

- ✓ What were their needs
- ✓ What were there concerns
- ✓ Are we in budget
- ✓ Will it fit within the timeframe
- ✓ Will the client **LOVE it**?



With each piece, ask yourself these 5 things:

- What were their needs? If a table is fantastic, do they **NEED** it?
- What were their concerns? Sometimes a cream-colored sofa won't work with kids and dogs.
- Are we in budget? At the end, if the design is perfect, and you haven't added everything up, you may not find a way to edit it to be within budget. Add as you go.
- Will it fit within the timeframe? Special order furniture can take up to 24 weeks. Most clients don't want to wait.
- Will the client **LOVE** it? If they love something and don't, remember it's about them, not you. Move forward.

Step #1:

Get an understanding of the layout

"Design is not just what it looks like and feels like. Design is how it works."

-Steve Jobs



Step #1: Get an understanding of the Layout

Start with a floor-plan:

Review your notes, remember details and recollect ideas.

- Remember the uses of the room
- How many people in the family?
- May need sectional, may need a light for reading, etc.
- Consider traffic patterns

Start with a floor-plan:

- Review your notes, remember details, and recollect ideas
- Consider traffic patterns
- Think about 3 dimensional scale
- Form Follows Function!



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Keep it simple!

Free Floor-plan programs:

Thomasville
Ashley Furniture

Drag and drop,
pre scaled furniture,
rendering,
accessories.



Keep it simple!

Are you ready to think about this room in a 3-dimensional scale?

- CADD takes too long and always fighting with scale, measurements.
- Use the (free) Icovia software on Thomasville or Ashley Furniture websites. Just cut off the words “Ashley” or “Thomasville.”
- I use it extensively. I take about 20 minutes for the floor plan.
- Can add color, texture. Furniture is drag and drop and handles dimensions and accessories.

Sketching can also be useful but takes considerably longer.

Step #2:

Work from your framework

You are creating the BEST design for them

“Sometimes I can't figure designers out. It's as if they flunked human anatomy.”

-Erma Bombeck

With each piece, ask yourself these 5 things:

- What were their needs? If a table is fantastic, do they NEED it?
- What were their concerns? Sometimes a cream-colored sofa won't work with kids and dogs.
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- Will it fit within the timeframe? Special order furniture can take up to 24 weeks. Most clients don't want to wait.
- Will the client LOVE it? If they love something and I don't, remember it's about them, not you. Move forward.

You are creating the BEST design for them

Find your pieces and

Brainstorm:

- Pinterest private board
- Houzz
- The link where you found it
- The price and the dimensions



“Don’t take them shopping. You are the expert”

When you get your client too involved with the process or let them take charge,

- You take away your value.
- You give them impression that they have the power.
- It takes away some of my mystique.
- They don’t have magazines, time frames, real costs to them and what’s going on behind the curtain.

Have a “chat” and keep them involved without too much power. Call several times a week to keep them from going out on their own.

Tell them, “I want YOU to keep involved by asking questions.” It’s really confirming that you care and are taking their ideas into consideration.

You can say “I found a great piece that’s a steal; it’s such a good piece and price that I can’t wait to show it to you.”

If you wait too long, in their mind, they have given you money, what if you have forgotten them? You want to keep them involved without them being in the spotlight.

BOTH FROM TARGET

\$79.99



\$319.99



\$1009

\$3500



“Don’t
name the
puppy”



When you get too attached to your designs, you lose sight of the reason for designing...

**To create a beautiful home for
your clients and their family!**

When I was managing design teams around the country, they had one thing in common. If a client didn’t like one thing about their design, it would send the designer into a tailspin. “That’s not my problem” would come into play.

So step back and remember that you’re working FOR the client. Here’s an example:

What if you were at your house one day and found a puppy on your front porch. You named him Spot and made him a home. A few days later, there was a knock at the door and a person says it’s his puppy, Bruiser. Bruiser is given back, but you are sad because you were so attached. Perhaps you should have should have been out looking for Bruiser’s owner, putting up signs, Craigslist, etc. instead of hoping you could keep Spot.

When the designer is personally offended if the client doesn’t like something, remember you’re creating the space FOR the client; you’re really a caretaker and should be happy what you could reunite the puppy with its owner.

With each piece, ask yourself these 5 things:

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You are creating the BEST design for them

When you get your client too involved with the process:

- You take away your value
- You give them the impression that they have the power
- It takes away some of the mystique

Collect the best pieces that you KNOW they'll love:

- You're looking for a focal point
- You need some solid yeses
- You can show them comparisons

Next Step:

Have Your Touch Base Appointment

Have Your Touch Base Appointment

Let them know you're a true professional and you want them to be involved and not give up; this is just a confirmation appointment, making sure the great design you have created is exactly what they envision and to get them excited about the project.

Have your pieces ready in a casual format: "I just wanted to run some things by you."

- We are just double checking, testing the water, making sure you're on the same page
- Don't give them the information so completely that they could take the ideas and run on their own; this is part of the design process.
- Make sure it's what they envisioned and you're on target and that it's not the final design. Be sure they understand that you're not done...just part of the design process.

Homework for Session #5

Begin to Build Your Blueprint

Answer my questions:

- Do you have a corkboard for your presentation?
- You'll need swatches and samples. Know where to get them.
- Make sure your resources are available and they'll work with you.
- What steps are you going to take this week to make this all a reality.

In Conclusion of Session #5:

Please keep sending me your process and the forward momentum taking place

There's a forum on the Facebook Page if you're interested.

I check 2-3 times a day for questions or feedback, so let's keep "Knocking Their Socks Off"!