

20 Simple Ways To Grow Your Interior Design Business

By: Barbara Deckmeyer

In this economy everyone I talk with is searching for more clients and new ways to grow their business.

And although this may sound off topic... please bear with me. I really enjoy gardening, although sometimes after seeing disappointing or no results, I would wonder if I was any good at it. There were times when I would plant the seeds and nothing would come up. But other times... sheesh, look out! We got such a bountiful crop we couldn't even eat it all!



With a little time, effort, learning and watering, we could harvest an amazing crop of fresh vegetables that would last us all summer long! My goodness, you wouldn't believe how much food we got last year from that teensy tiny little patch of dirt! We gave away bags and bags of lettuce and still had fresh salads all summer long. We got gobs of zucchini, yellow squash, tomatoes, cantaloupe, basil and beautiful flowers for bouquets. We didn't have to buy veggies all summer long AND we couldn't give the extras away fast enough!

I so love the harvest part when it comes to gardening. I've learned however (the hard way) that if I plant the wrong seeds, or plant in the wrong kind of soil, or too late in the season, and if I do nothing (ouch)... my garden will not produce the luscious fruits, vegetables or flowers that feed our family.

Just as there are seasons in gardening and predictable steps to follow to insure an abundant crop, there are seasons to your business and *predictable steps that must be taken* as well, if you want a bountiful harvest of customers. Everything on earth goes through seasons. And although it may be a long 'winter' season with this economy the way it is, it's reassuring to remember that without fail... spring will always come.

Evaluate

Below, I've listed a few steps that you can take 'right now' to evaluate and build your business to prepare for the spring that IS coming.

1. **Analyze** where you've been. Ask yourself, what worked well in your last spring and summer? What didn't? What kind of marketing did you do in the past? What did you like about it?
2. **Guard** against hanging your hat on romanticized optimism about anyone else bailing you out. It's up to you to learn new ways to build your business and tend your garden.
3. **Adjust** – What did I learn from my past Spring? How can I do it better while moving forward?
4. **Act** – Begin right now. Take steps. Be bold. Try new directions. Move forward and invest in your future. Buy your seed packets and start planting today.



Act Now

What actions can you take right now to sow seeds into the future of your business?

1. Get educated – read business building and marketing books (see my recommended book list under Resources on my website. Be sure to check back often as I'm always adding to it).
2. Teach a design class at the local recreation center or community college – oftentimes potential clients can be found in those classes.
3. Listen to business and motivational CD's - free when downloaded or checked out from library. I've listened to hundreds of these as I drive.
4. Attend seminars, mingle with other designers to see what's working for them. Do you belong to any organizations such as ASID, IIDA, etc? Attend their monthly meetings.
5. Hire a virtual assistant to do mundane work and free you up to spend more of your time marketing (Ask me more about this. It's amazing!)
6. Dive into learning new software – Quickbooks, Studio, DreamDraper, Wordpress, etc.

7. Experiment with free or existing software to build your business – PowerPoint creates great slideshow presentations, Skype for video conferencing, Slide Share, etc.



8. Use PowerPoint to create a slideshow that shows off your work.
9. Set up a Twitter account and start Tweeting - provide quick tips, photos, a link to a slide show of your work. Include your city in your bio, or prospects won't find you when they conduct a search.
10. Set up a YouTube account and post your PowerPoint video – poke around on YouTube to see how other designers are using video in their design business. Be sure to put a link to your YouTube video on your website.
11. Set up a Facebook Fan Page. Post your video, photos and tips there as well.
12. Build your LinkedIn profile – ask for recommendations from friends, colleagues and previous clients.
13. Join groups on LinkedIn particularly where your ideal client might be – sailing clubs, college alumni, and interior design groups, etc.
14. Ask engaging questions and answer inquiries in the groups/forums you've joined.
15. Set up a Wordpress blog and post to it 2 – 3 times per week. (Get my free report on how to set up a Wordpress blog for your interior design business.) Let friends, neighbors, vendors and clients know about your blog. Ask them to leave comments.
16. Learn a new area of expertise for your business – do you know how to do window treatments? Do you know how to measure for flooring? Design a kitchen? What about taking a staging course?
17. Attend Chamber of Commerce meetings and mingle.
18. Volunteer for committees in the groups you've joined – ASID, Chamber of Commerce, Sailing clubs, Golf club, etc.
19. Give your website a facelift - write new articles, add photos of your work, gather testimonials from previous clients, etc.

20. Send an ezine newsletter to clients and prospects – showcase your work and stay in front of them in a friendly, consistent way.

Take the time and invest now to build new skills and invest your time and resources in new marketing techniques. Your results (and bottom line) will grow exponentially. Take action. Be encouraged. Stop watching the news. Tend to your business skills and your garden. Get busy! Then get ready my friend because spring never fails. It's coming!

As you invest in new seeds (marketing), nurture and water them over time, your harvest (of clients) will be abundant and bountiful! So much so that you will be happy to give away the extras!

Visit www.HighDollarDesigner.com and get your complimentary business building tools.

Get to know Barbara...



Barbara Deckmeyer works with interior designers who are ready for more time, more clients and more money in their business. Her marketing services and the products she provides, helps her clients generate hundreds of thousands of dollars in revenue for their businesses.

Known for her creative and passionate approach to marketing, Barbara combines both technology based online marketing (the wave of the future for business), with tried and true offline techniques. Her client's businesses generate more leads and more money as a result. The strategies Barbara recommends and uses herself provide proven, verifiable and easily trackable results.

As a specialist, consultant and writer she's been flown to exotic international locations for her client's projects and been published in magazines, newspapers and industry publications for over 25 years.

If you are struggling to generate proven, consistent profits with your marketing, Barbara can help. Visit www.HighDollarDesigner.com to schedule your FR:EE "Online Marketing Strategy Session" for your Interior Design business today!