

you got
this!



A POCKET GUIDE TO OVERCOMING LIMITING BELIEFS!

it's easy to fall into the trap of limiting beliefs. You might doubt your own abilities, fear the competition, or worry about your financial situation. But here's the thing: those beliefs are only holding you back. It's time to make a mindset flip and break free from those limiting beliefs!

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WELCOME

Plagued by limiting beliefs? You're not alone! Many of us struggle with self-doubt and negative thoughts that hold us back from achieving our goals. With a little mindset work, you can overcome these limiting beliefs and build the successful interior design business of your dreams.

Here's the thing: limiting beliefs are like weeds in your garden. They might seem small and insignificant at first, but if you don't address them, they can quickly grow and take over. The good news is, just like weeds, limiting beliefs can be uprooted and replaced with something better.

It's true that starting your own business can be intimidating, especially if you feel like you don't have enough experience. But here's the thing: you don't need to have years of experience to be a successful interior designer.

Focus on your strengths and what you can bring to the table. Also, take advantage of resources like online courses, webinars, podcasts and mentorship programs to help you learn and grow.

So, let's talk about some common limiting beliefs that interior designers just starting a business might have, and the corresponding mindset flips you can use to overcome them.

THE FLIP



01

NOT GOOD ENOUGH

Limiting Belief: "I'm not good enough to charge high prices."

Mindset Flip: "I provide valuable and unique design services that are worth a premium price."

02

TOO MUCH COMPETITION

Limiting Belief: "There's too much competition in the industry."

Mindset Flip: "Competition is healthy and drives me to constantly improve and innovate in my business."

03

NO QUALIFICATION

Limiting Belief: "I don't have a degree or certification in interior design."

Mindset Flip: "I have gained valuable experience and knowledge through my work and can use that to provide excellent design services."

04

NO PORTFOLIO

Limiting Belief: "I don't have a big enough portfolio to attract clients."

Mindset Flip: "I can showcase my skills and expertise by creating high-quality portfolio pieces and highlighting my unique approach to design."

05

NOT SURE HOW TO PRICE

Limiting Belief: "I'm not sure how to price my services."

Mindset Flip: "I can research industry standards, I have. Webinar about to expose the standard, my experience and skill level, and adjust my pricing as necessary to provide value to my clients and generate revenue for my business."

THE FLIP



06

NO NICHE

Limiting Belief: "I'm not sure how to find my niche or target audience."

Mindset Flip: "I can explore different areas of interior design, find my unique strengths and interests, and tailor my services to a specific audience or niche."

07

NO CONFIDENCE

Limiting Belief: "I don't have the confidence to put myself out there and promote my business."

Mindset Flip: "I can practice and develop my confidence by seeking feedback and support from others and continually improving my skills and knowledge."

08

NO MONEY TO START

Limiting belief: "I don't have enough money to start my own business."

Mindset flip: "I don't need a lot of money to start my business. I can start small and grow over time."

09

I CAN'T NETWORK

Limiting belief: "I'm not good at networking or marketing my services."

Mindset flip: "I'm willing to learn and improve my networking and marketing skills. I can also seek out help from experts in these areas."

10

I CAN'T FIND CLIENTS

Limiting belief: "I'm not sure how to find my ideal clients or target market."

Mindset flip: "I can do market research and use social media, networking events, and other marketing strategies to reach and connect with my ideal clients."

THE FLIP



11

AFRAID OF MAKING MISTAKES

Limiting belief: "I'm afraid of failure or making mistakes."

Mindset flip: "Failure and mistakes are essential opportunities to learn and grow. The growth is in the failing without it, you'll never move forward. Embrace failing and use it as stepping stone to success."

12

I'M NOT GOOD AT BUSINESS PLANNING

Limiting belief: "I'm not sure how to create a business plan or set goals for my business."

Mindset flip: "I can seek out resources and support to help me create a business plan and set achievable goals for my business. Just follow the Framework or overnight success story, you don't need to create this stuff. Seek help"

13

NO EXPERIENCE WITH CONTRACTORS

Limiting belief: "I don't have enough experience working with contractors or vendors."

Mindset flip: "I can build relationships and gain experience working with contractors and vendors over time. I can also seek out advice and guidance from experienced professionals."

14

NO CONFIDENCE IN MY RESILIENCE

Limiting belief: "I'm not confident in my ability to handle difficult clients or situations."

Mindset flip: "I'm willing to learn and practice effective communication and conflict resolution skills. I can also seek out support and guidance from a mentor or business buddy."

15

COMPARISON PARALYSIS

Limiting Belief: "I'm not sure how to differentiate myself from other interior designers."

Mindset Flip: "I can highlight my unique approach, design philosophy, voice opinion, past experience to distinguish myself from anyone else."






ABOUT

Hi I'm Rhiannon,

When I started my own interior design business, I had 15 years + experience in management, marketing, travel, and events. I'd just finished studying design, I had a six month old and a 2 year old and I didn't have an interior design portfolio to show what I was capable of, I'd never even had a real client. I was nervous about what to charge, what to even offer and how to reassure people to hire me. I was petrified of what to do when they DID hire me. I don't want that for you, I want to send you out confident, capable, and prepared.

I started my business from nothing, with a head full of limiting beliefs. . I started my social media while studying design and with zero audience. Just like the budding designers I help each day gain the required skill set and roadmap to set up their interior design business.



I also started with no budget, it's totally okay to get the free versions of most software and earn from books, podcasts and do it the scrappy way (for a while) I eventually found the courage to invest in my education and furthering my business. I am now running a successful six figure business, with international clients, I've been featured in magazines, had a film crew at my house and feel like I've smashed that glass ceiling, and anything is possible from here.

Looking back, I just wished I had a 'big sister' style mentor to drop all the truth bombs, show me their road map, tell it like it is and just shine. Light on the road ahead.

I've created the course I wish existed when I was starting out, because it would have prevented me making mistakes and now rather than it taking three years to learn the way I did, you can just move through the steps and skip the bit where you keep trying and failing.

[JOIN NOW](#)

More ways to practice a NEW MINDSET in your business everyday

It's easy to feel overwhelmed when you think about all the other interior designers out there. But remember, competition is a good thing. It means there's a demand for your services. Focus on what sets you apart from the competition, whether it's your design style, customer service, or something else. Don't be afraid to show off what makes you unique.

Starting a business can be expensive, but it doesn't have to be. You can start small and gradually build your business over time. Look for ways to cut costs, like using social media instead of paid advertising, working from home instead of renting an office space, or partnering with other professionals to share resources. Remember, Rome wasn't built in a day, and neither is your business.

Networking and marketing are essential skills for any business owner, but they're not skills that come naturally to everyone. Luckily, they can be learned. Look for workshops, webinars, and mentorship programs that can help you improve your skills. You can also reach out to marketing and PR professionals for help.

Time management can be a challenge, especially when you're running your own business. But there are plenty of resources out there to help. Look for books, podcasts, and apps that can help you improve your time management skills. You can also reach out to business coaches or other professionals for guidance.

Remember, overcoming limiting beliefs is a process, not an overnight achievement - keep at them!





THE FRAMEWORK

APPLY
NOW

COMMUNITY, CONNECTION AND POSSIBILITY

Welcome to the ultimate community for goal-getters! Our Weekly Q&A Mentor Sessions are like a VIP access pass to building connections and exploring possibilities. Get inspired and informed as we dive deep into topics that matter to you, with expert guest speakers at your fingertips.

Our in-person catch-ups are the perfect way to connect with like-minded designers, make new friends, and get the support you need to achieve your dreams.

Need help workshopping your pricing or service ideas? Our private Facebook group has got your back! Ask for advice, share your successes, and enjoy a safe space to collaborate and grow.

And if you're ready to take your business to the next level, our full resource library of templates and spreadsheets is here to make running your business a breeze. The Framework online course will guide you through everything you need to know to start and grow your business, with all the tools and resources you need to succeed.



BOOK AN ALIGNMENT CALL

An Alignment Call is the perfect way to explore the Framework Online Course and see if it's the right fit for you.

During our call, we'll discuss where you're currently at in your business and where you want to go, and explore if and how the course can help you get there.

We'll also chat about your goals, challenges, and unique situation to ensure that the course is tailored to your needs. So, whether you're just starting out or looking to take your business to the next level, Let's jump on an Alignment Call today and take the first step towards achieving your dreams!

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