

You got
this!



SIDE HUSTLE TO SERIOUS

Do you want to know *exactly* how I took my business from a side hustle (2 clients per month max) to sold out 12 weeks in advance for years? In this blog post, I'm sharing the key lessons I've learned and practical tools and tactics you can use to achieve similar results.

Let's dive in!

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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 a light on the road ahead.

I've created the course I wish existed when I was starting out,

[Join the waitlist](#)

01

EMBRACE THE CAMERA AND SPEAK TO YOUR IDEAL CLIENT

Overcoming my camera shyness was a game-changer. I started creating content tailored specifically to my ideal clients. To do this, identify your target audience and their pain points, and create engaging videos to address their needs. Platforms like Instagram, TikTok, and YouTube are perfect for reaching your audience and showcasing your expertise.

02

INVEST IN MENTORSHIP AND STICK TO ONE STRATEGY

I invested in mentorship and focused on just ONE voice and strategy, rather than chasing every free tip available. Find a mentor who resonates with your values and can guide you to success. Once you have a solid strategy, stick with it and work hard to perfect it.

03

UPSKILL WITH QUALITY COURSES

I completed several four-figure courses that helped me level up my skills. Investing in these courses motivated me to complete them and apply the knowledge to my business. Look for reputable courses in your niche that align with your goals and can give you a competitive edge.

04

DESIGN A BESPOKE SERVICE WITH A CLEAR UP-SELL STRATEGY

I got clear on what my clients needed and designed a tailored service at an affordable price point. Creating a clear up-sell strategy allowed me to expand my offerings and grow my business. Identify your client's needs and design services that cater specifically to them, ensuring that your pricing and up-sell strategies are well-thought-out.

05

DOUBLE YOUR PRICING WITH CONFIDENCE

When my conversion rate hit 80%, I confidently doubled my pricing. To do this, monitor your conversion rates and adjust your pricing accordingly. Believe in the value you provide and don't be afraid to charge what you're worth.

06

OBSESS OVER CLIENT EXPERIENCE AND GATHER REVIEWS

I asked for reviews and referrals, and focused on providing an exceptional client experience. To achieve this, always ask questions and refine your deliverables to anticipate issues. Use platforms like Google My Business or Trustpilot to gather reviews and showcase your excellent service.

07

DO THINGS YOUR WAY

I always did things my way: conversations over questionnaires, unique programs, and a commitment to meeting the needs of the people I interacted with. To stand out, be authentic and tailor your approach to what works best for you and your clients.

Taking action, seeking help, developing daily habits, and seeing your business as a serious venture are all vital components of success. By implementing these strategies and tools, you too can transform your side hustle into a thriving, sold-out business. It's not for everyone, it's such a slog, and for the first 6-10 months it can feel a little thankless, trust me, it's going to turn around if you are showing up, creating quality content and always coming from a place of wanting to help before wanting to bank, you'll have nothing but wins.

Remember, the journey starts with a single step, and that step is yours to take.

ABOUT 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, apply for exclusive job opportunities 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 First Year Framework and get an understanding of your suitability 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!

[let's chat](#)

BONUS 4 APPLICATIONS I COULDN'T HAVE DONE IT WITHOUT

RESOURCE LIST

NOTION

NOTION IS A, FREE ALL-IN-ONE PRODUCTIVITY TOOL THAT COMBINES NOTES, TASKS, DATABASES, AND COLLABORATION FEATURES, ENABLING USERS TO ORGANISE AND MANAGE PROJECTS SEAMLESSLY.



CANVA PRO

CANVA IS A USER-FRIENDLY GRAPHIC DESIGN PLATFORM THAT OFFERS CUSTOMISABLE TEMPLATES AND INTUITIVE TOOLS, ALLOWING USERS TO CREATE PROFESSIONAL VISUALS FOR VARIOUS PURPOSES.



STYLE SOURCEBOOK

STYLE SOURCEBOOK IS A MOOD BOARD CREATION AND PRODUCT SOURCING TOOL, HELPING USERS VISUALISE INTERIOR DESIGN CONCEPTS AND DISCOVER SUITABLE PRODUCTS FOR THEIR SPACES.



CHAT GPT

CHATGPT IS AN AI-POWERED LANGUAGE MODEL DESIGNED FOR GENERATING HUMAN-LIKE TEXT, IDEAS, CONTENT, AUTOMATION - ENABLING USERS TO ENGAGE IN INTERACTIVE CONVERSATIONS OR RECEIVE INFORMATIVE RESPONSES.

