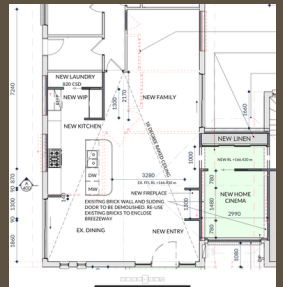
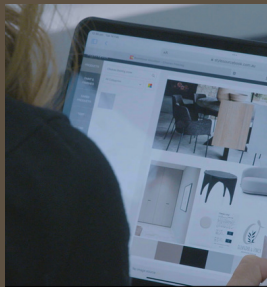
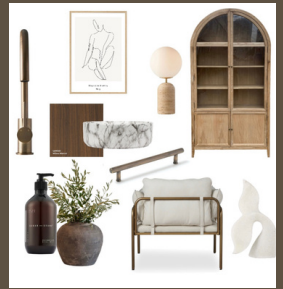
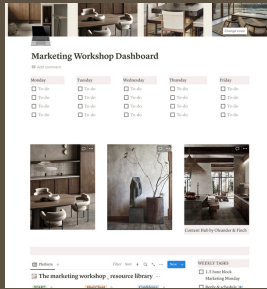


YOUR ULTIMATE GUIDE TO

Free Applications for Starting Your Interior Design Business on a Budget

Rhiannon Lee
Oleander & Finch



NICE TO MEET YOU!

Hi! I'm Your Coach Rhiannon

Hey there,

Starting an interior design business is both exhilarating and, let's be real, more than a tad overwhelming. You've got all these roles to juggle, from designer to marketer to customer service rep—and hey, let's not forget the accountant! And that's just the ones you know about.

I hear so many emerging designers worried about what computer they need, what type of software, how much money it's all going to cost before they get a client and to be fair, over complicating things seems to just be part and parcel to business startup, but with this guide, it doesn't have to be hard!

Oleander and Finch is all about supporting you to create your dream business. grab whatever else you want from my resource library, but today, we're gonna focus on something we all love: saving those hard-earned dollars!

Here's my quick guide to free software you can use to streamline your operations without breaking the bank. Yup, we're getting scrappy, resourceful, and get you on your way!

— Rhiannon
Lee



CHAPTER ONE

Canva Over Hiring a Graphic Designer

[> LEARN MORE](#)

Why Canva works before you can afford to outsource to a professional graphic designer.

Think of it as your creative partner-in-crime: it's easy to use, saves you heaps of time, and you'll churn out graphics that look like they've been professionally done.

Uses:

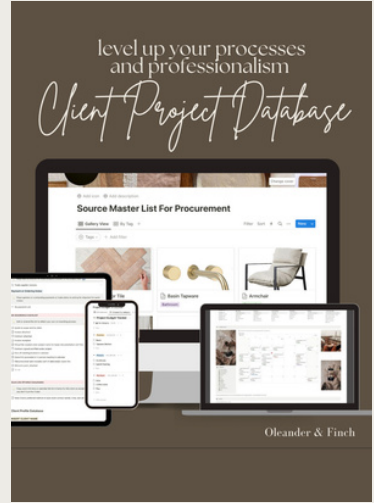
- Logo Design
- Business Cards
- digital assets
- AI documents
- Social Media Graphics
- Presentations
- more

Benefits:

Oh, Canva! This tool is a lifesaver when you're trying to pull off your own marketing, design, and, well, everything else. No need to be a Photoshop wizard; Canva's drag-and-drop interface is super intuitive. And guess what? Your designs will look so professional that clients will think you've got a graphic designer tucked away somewhere!

"Today is your opportunity to build the tomorrow you want."

Rhiannon Lee



CHAPTER TWO

Notion Over Proigma or Others as a Productivity Tools and CRM

[▶ LEARN MORE](#)

let's talk Notion—your digital workspace Swiss Army knife! This app lets you juggle project management, note-taking, and client databases without breaking a sweat. It's like having an organized desk and a personal assistant, all in one slick platform. I have a marketing dashboard, trade supplier list, client dashboard etc my whole life is in this one app. Don't even start me on how much I wish I had this free app from day one.

Uses:

- Project Management
- To-Do Lists
- Client Information Database
- Note-Taking

Benefits:

Feeling a bit scatterbrained with post-its all over the place? Notion is your new best friend. Imagine having a single, digital workspace where you can store client info, jot down those midnight “aha!” ideas, and manage your projects. The cherry on top? You can customize it to fit your business like a glove!

Create a life you can't wait to wake up to...

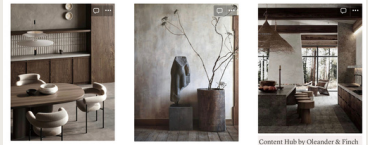
Rhiannon Lee



Marketing Workshop Dashboard

Monday Tuesday Wednesday Thursday Friday

| | | | | |
|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| <input type="checkbox"/> To-do | <input type="checkbox"/> To-do | <input type="checkbox"/> To-do | <input type="checkbox"/> To-do | <input type="checkbox"/> To-do |
| <input type="checkbox"/> To-do | <input type="checkbox"/> To-do | <input type="checkbox"/> To-do | <input type="checkbox"/> To-do | <input type="checkbox"/> To-do |
| <input type="checkbox"/> To-do | <input type="checkbox"/> To-do | <input type="checkbox"/> To-do | <input type="checkbox"/> To-do | <input type="checkbox"/> To-do |
| <input type="checkbox"/> To-do | <input type="checkbox"/> To-do | <input type="checkbox"/> To-do | <input type="checkbox"/> To-do | <input type="checkbox"/> To-do |



Content Hub by Oleander & Finch

Platform Filter Sort Add Comment New

WEEKLY TASKS

- 1.5 hour block
- Marketing Monday
- Reply & schedule all
- Daily 5M check-in
- Transformation



Hide description

Resource Library

This resource center is full of editable templates, worksheets, spreadsheets, documents e like and follow the instructions or the links to Canva templates etc.

Platform

| | | | |
|-----------------------------|---|---|------------------------------------|
| Business skist | Design your Services | M3 L1 actions | Start Here - Tutorials |
| to set up ple My ness | price increase timeline | M4 L2 Marketing - Know your WHY | CLIENT PROJE Database NEW |
| ing Your ness _ siderations | Your Pricing and Service Guide | M4 L2 Marketing - your ORIGIN story | M4 L2 - Projec Status Report |
| Brand Kit | M2 L4 Pricing & Service guide flyer to edit | M3 L2 Marketing - your Transformation Statement | M4 L3 Client Boundaries |
| d Value List | Sales Conversion | | M4 L4 - Customer Complaint Process |

CHAPTER THREE



Meta Business Suite for Scheduling and CRM Over Later or Tailwind

Switching to Meta Business Suite for scheduling your socials? Smart move! It's an all-in-one dashboard that not only lets you post to Facebook and Instagram but gives you rich insights too. Consider it your in-house social media manager that doesn't pinch your wallet like Tailwind might. Did you know you can schedule your social media directly from Canva, or meta or in the actual Instagram app? You no longer need to spend coin to get help!

Uses:

- Schedule posts across different platforms
- Customer relationship management
- Insights and analytics

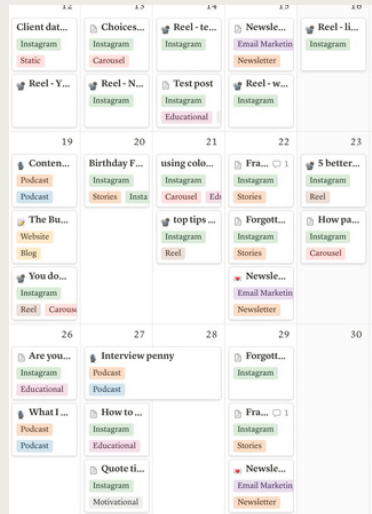
Benefits:

- Manage multiple accounts in one place
- Better client targeting
- Time-saving automations

Think of it as your social media command center—because who has time to post in real-time when you're swamped with client meetings?

you're worried that things might not work out. but what if they did? would you try then?

Rhiannon Lee



CHAPTER FOUR

Chat gpt before a copywriter

 **LEARN MORE**

Ready to meet your new secret weapon for content creation? Say hello to ChatGPT! It can help you draft emails, brainstorm marketing slogans, and even fine-tune your web copy. It's like having a 24/7 copywriter, minus the hefty price tag. Think of it as a valuable team member that amplifies your creativity and stretches your budget! This tool can be your entire team, ask it to be a social media agency, a HR manager, an IT consultant etc - if you can dream it you can have it. This is SUCH a gamechanger for starting a business, if you don't know something.. have you tried asking chatty?

Uses:

- Draft initial content for blog posts, social media, and email marketing campaigns
- Generate ideas for creative projects or articles
- Assist in customer service queries by generating FAQs

Benefits:

- Always available: ChatGPT is a 24/7 machine. Sleep is for humans, not AI!
- Cost-effective: Especially when you're just starting out, every penny counts.
- Adaptability: With enough training, it can learn the nuances of your brand voice.

Now, a copywriter brings expertise, strategy, and human touch that ChatGPT can't match. However, consider this your starter pack to content creation. You can use ChatGPT to get the ball rolling and then finesse it to suit your unique style. As you scale, maybe you hire a professional writer, but until then, ChatGPT is like having a junior copywriter on call all day, every day.

Rhiannon Lee



Marketing Workshop Dashboard


Marketing Workshop Dashboard

Monday Tuesday Wednesday Thursday Friday

To-do To-do To-do To-do To-do

To-do To-do To-do To-do To-do

To-do To-do To-do To-do To-do



Custom Hub by Cleandor & Finch

Platform Filter Sort 🔍 ⌵ ⌵ New

WEEKLY TASKS

1.5 hour block

Marketing Monday

Reply & schedule all

Daily 5M check-in

Transformation



Hide description

Resource Library

This resource center is full of editable templates, worksheets, spreadsheets, documents e like and follow the instructions or the links to Canva templates etc.

Platform

Module two 10 Module th... 10 Module F... 12

Business skist

- Design your Services 4
- price increase timeline 1
- Your Pricing and Service Guide 3
- M2 L4 Pricing & Service guide flyer to edit 2
- Sales Conversion 1

M3 L1 actions 2

M4 L2 Marketing - Know your WHY 2

M4 L2 Marketing - your ORIGIN story 1

M3 L4 Marketing - your Transformation Statement 1

Start Here - Tutorials

CLIENT PROJ Database NEW

M4 L2 - Project Status Report 1

M4 L3 Client Boundaries 1

M4 L4 - Customer Complaint Process

“We cannot
become what
we want, while
remaining what
we are.”

-Max Depree

CHAPTER ONE

Style Sourcebook Over Foyr



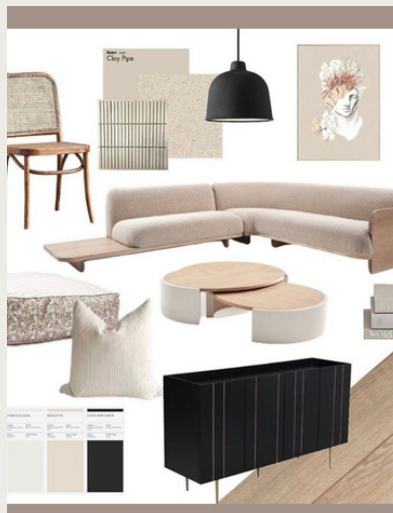
Style Sourcebook is your go-to. It offers a user-friendly interface that lets you visualize your design concepts quickly. Plus, it's budget-friendly compared to a heavier platform like Foyr. It's like having a mini design studio at your fingertips without draining your resources!

Uses:

- Mood Boards
- Product Sourcing
- Styling Visuals

Benefits:

Say hello to your new digital scrapbook. And virtual selection library. Style Sourcebook helps you create mood boards that you can easily share with clients or your social media tribe. You can also source products directly through the platform, making your design process seamless and efficient.



*Success is the sum
of small efforts
repeated day in and
day out.*

CHAPTER ONE

Floorplanner Over SketchUp Pro



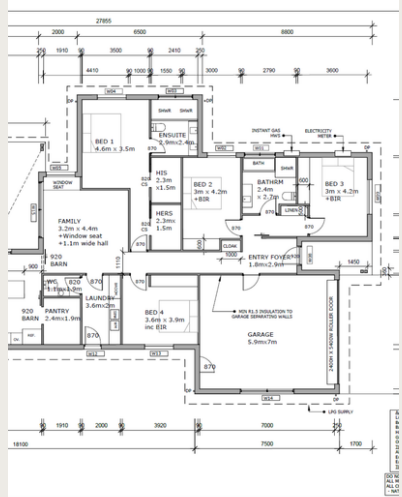
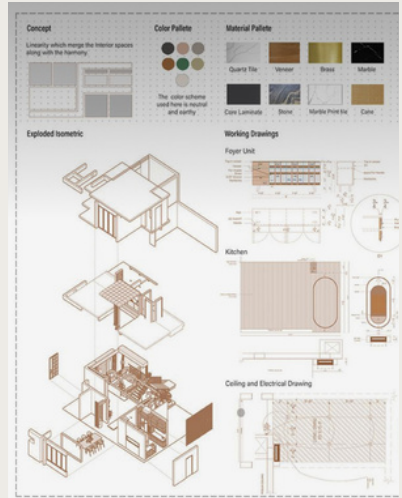
let's chat about Floorplanner. It's intuitive, easy to master, and you don't need a degree in architecture to get started. Compared to SketchUp, it's a quicker dive into planning your space without the steep learning curve. Obviously you probably want to upskilling and learn something like sketch up, or autoCAD but floorplanner is a cool, free way to get started and supply a reasonable level 2D or 3D layout along side your deliverables.

Uses:

- 2D & 3D Room Layouts
- Furniture Arrangement
- Lighting Plans

Benefits:

We designers eat, sleep, and breathe floor plans, don't we? Floorplanner makes it super easy to visualise your designs in both 2D and 3D. Whether you're mapping out an entire home renovation or just a cozy reading nook, this tool will make you look like a pro, minus the hefty price tag!



Begin, even if you have no idea if it'll work...

Rhiannon Lee

Bonus applications

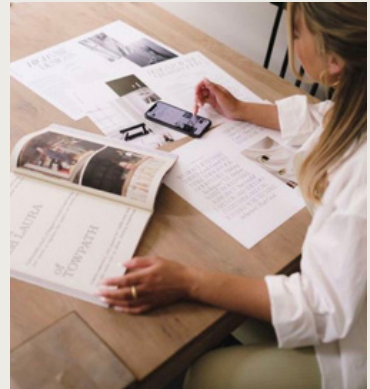
Dulux Visualiser [▶ LEARN MORE](#)

you've got to try the Dulux Visualiser! It takes the guesswork out of picking the perfect paint color. Just snap a photo of your room, and you can virtually test out shades before committing. No more "it looked different on the swatch" moments! It's like having a color consultant in your pocket, without the consultation fee.



Ikea Planner [▶ LEARN MORE](#)

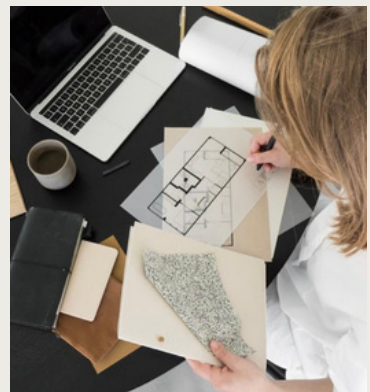
the IKEA Planner is a dream for sketching out functional, stylish spaces without the fuss! Drag and drop furniture, play with layouts, and get a 3D view of how your room will look—all for free. It's basically like having an interior designer on standby, but without the premium fees. Your dream space is just a few clicks away!



zapier [▶ LEARN MORE](#)

Get ready to meet Zapier, the ultimate automation guru for your business! It connects your favorite apps, automates repetitive tasks, and lets you focus on what you do best: designing. Compared to manually linking apps or hiring a developer, Zapier is a time and money saver. Think of it as your behind-the-scenes magician, making your workflow seamless with just a few zaps!

Rhiannon Lee



Prome AI

[▶ LEARN MORE](#)

Prome AI

Imagine this—Prome AI turns your mood board into an interactive experience! No more static images; instead, you get a dynamic visual playground that allows you to move, swap, and refine elements in real-time. It's like watching your creative vision come to life as you go along!

photo realistic renders

And here comes the showstopper—Prome AI offers photorealistic renders that make your designs look like they've leapt off a glossy magazine page! Forget basic 3D models; we're talking about jaw-droppingly realistic images that can wow your clients and set you apart from the competition

sketches

Prome AI can transition your mood board directly into a sketch or blueprint. Think of it as having an architect and a graphic designer working in tandem, except it's all you, just more efficient! From mood board to sketch, you're guided every step of the way, making the design process a breeze.



Reminder –
if you play
small, you stay
small.

it's okay to want
more. do more.
be more.

Just The Beginning

Nice to meet you! I'm Rhiannon Lee, founder of Oleander & Finch and host of popular podcast for interior designers, 🎧 Designing Success, from Study to Studio, -

I help interior designers stop overthinking, second guessing and making things hard for themselves, by breaking the business of design down into step by step small actions and daily habits.

Showing you how to focus on the exact things that matter. No more busy-work, just practical guidance that once you've set up, makes everything smooth and let's you move onto the fun stuff.

There's 'done for you' templates, spreadsheets, tracking systems emails + more, mixed with 'done with you' marketing workshops, weekly mentorship, community connection and collaboration.

The Framework course stops you freezing with overwhelm at what you need to do to succeed, and instead breaks it down and makes it impossible to fail!

- Rhiannon
lee



TESTIMONIALS



SIGNING UP TO RHIANNON'S FIRST YEAR FRAMEWORK COURSE IS THE BEST INVESTMENT I HAVE MADE IN MY E DESIGN BUSINESS. I HAVE COMPLETED HER COURSE AND IMPLEMENTED ALL OF HER RESOURCES AND KNOWLEDGE INTO MY OWN BUSINESS. I NOW HAVE A CLEAR PATH AND CAN SEE A WAY FORWARD, TO OWNING A SUCCESSFUL AND PROFITABLE INTERIOR DESIGN BUSINESS. NOT ONLY IS THE COURSE AMAZING, BUT YOU GET SO MUCH MORE WITH RHIANNON. IF YOU ARE THINKING ABOUT SIGNING UP TO THE FIRST YEAR FRAMEWORK, DO IT! YOU WILL NOT BE DISAPPOINTED!



I WAS THRILLED WITH HOW MUCH QUALITY RESOURCES WERE AVAILABLE. IT IS A RELIEF TO HAVE THE TEMPLATES SET OUT FOR ME, AS CREATING THEM FROM SCRATCH AS A NEW DESIGNER IS NOT ONLY A HUGE AMOUNT OF WORK BUT ALSO A FAIR BIT OF TRIAL AND ERROR. NOT KNOWING WHAT OR HOW MUCH TO INCLUDE IN THESE DOCUMENTS WAS HOLDING ME BACK AND NOW I HAVE THE RESOURCES TO MOVE FORWARD. BEING ABLE TO VIEW YOUR DOCUMENTS IN NOTION IS REALLY HELPFUL - THEY SERVE AS A GUIDE FOR WHAT TO PUT INTO MY OWN TEMPLATES/DOCS.



YOU'VE DONE SUCH AN AMAZING JOB AND I FEEL LIKE I HAVE A REALLY CLEAR PATH FORWARD TO START AND SCALE MY BUSINESS OVER THE NEXT 12 MONTHS. I'VE ALSO FOUND THE REFERENCES TO HOW LONG TO SPEND ON PARTICULAR TASKS REALLY USEFUL (I CAN BE A MASSIVE PROCRASTINATOR/PERFECTIONIST SO THIS IS REALLY GOING TO HELP ME IN MOVING FORWARD AND NOT SPENDING WEEKS OBSESSING OVER SMALLER TASKS).

