



YOUR INTERIOR DESIGN BUSINESS OWNER TYPE P R O S P E C T O R

We call your type of interior design business owner the PROSPECTOR because you're constantly thinking about where you can get new clients and projects, and you're thinking about how you can get bigger projects too.

PROSPECTORS are always thinking about the best ways to get new projects, meet new people like Realtors and Builders, and find higher end clients that can afford to pay them what they are worth. They are constantly worried about where the next client is coming from. Does that sound familiar?

Here are three quick tips to help you build a steady stream of clients:

1. Look for the gold in your current client list. The easiest person to sell on a new project is someone you're currently working with - in fact you can probably add new projects 50% of the time. If you have six clients, you are likely to be able to add 3 projects.
2. The next best place to get more clients is from your past clients who worked with you in the last 1 - 2 years. You should be able to close one out of three of those clients on a new project. They already know, like and trust you.
3. The hardest way to get new clients is from cold leads. Most designers close one out of 10 or 13, so it takes more leads and conversations to close business. The most important thing you can do to ensure more business with current clients and more referrals from those clients is to take great care of your clients:
 - Communicate on a regular basis.
 - Ensure that you understand and deliver on your client's expectations.
 - Exceed their expectations - surprise them with occasional notes or gifts.
 - Wow them with the Big Reveal.

WERE THESE TIPS HELPFUL? WOULD YOU LIKE TO KNOW HOW TO TAKE YOUR BUSINESS TO THE NEXT LEVEL?

Schedule a complimentary [QuickFit Call](#) with a member of our coaching team to find out the shortcuts to increasing your profit, reducing overwhelm and achieving a business that fulfills you and your passion for design.