



# How to Open & Operate a Financially Successful Interior Design Business

*Diane Leone*

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## **How to Open & Operate a Financially Successful Interior Design Business** Diane Leone

Interior design has become a booming industry in recent years with interior designers who own their own firms pulling a median income of \$75,000. Thousands of homes are up for sale in the United States today, and many may need a spruce up in order to be sold for asking price. Interior designers create the spaces where we work, play, and live every day. Whether it is a private residence, corporate office, retail store, or a restaurant, interior designers use their creativity and knowledge of color principles, architecture, and design to make it work and look amazing.

How to Open & Operate a Financially Successful Interior Design Business shows how to build a highly successful business using your talent and understanding of color and architectural features. While providing detailed instruction and examples, this book touches on every detail that will bring success.

You will learn how to draw up a business plan and about choosing a name. You will learn the ins and outs of interior design, including home staging and redesign. This book shows how to build a portfolio, get your first clients, and attract new jobs. You will learn about advertising, insurance, taxes, sales and marketing techniques, and pricing formulas.

If you enjoy working with people and have that creative knack, How to Open & Operate a Financially Successful Interior Business will show how to run your perfect business. The companion CD-ROM is not available for download with this electronic version of the book but it may be obtained separately by contacting Atlantic Publishing Group at [sales@atlantic-pub.com](mailto:sales@atlantic-pub.com).

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