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HOW TO START A HOME DESIGN BUSINESS

If you have a knack for planning spaces and coordinating furnishing and accessories, interior design is the field for you.

A HOME interior consultant accepts projects to make the interiors of homes and businesses more beautiful, without sacrificing functionality.

Typically, you gain experience in the field of interior design to learn the practical aspects of interior decoration such as planning, budgeting, and styling before taking the step to become a home interior consultant.

Though no formal training is required, it is smart to have a sound understanding of the basics of interior design, and an in-depth comprehension of the niche you want to focus on, as well as the knowledge of management and networking to attract clients and manage projects.

The following steps will show you how to become a home interior consultant.

1 Learn the fundamentals of interior design

- You can do this by following a course, or programme at an educational institute such as community college or arts school, or you can do a course on the Internet.

Additionally, you can add to formal education by reading books about interior design and visiting museums and expos.

You will need to know how to use light and colour to achieve the desired effects.

Learn about space planning, which enables you to design an interior that makes the most use of available space. This includes understanding how to use walls, floors, windows, and ceilings in your designs.

2 Study decorating styles

- From Baroque to minimalist, you should have a sound understanding of each decorating style, including furniture, paints, furnishings, upholstery, and textures before becoming a home interior consultant.

Clients may request a specific style, or you may want to incorporate certain elements from one style to achieve a certain effect in an interior.

Train your eye as an interior consultant by understanding why certain choices were made in certain interiors. The better you understand this, the better you will be able to make good choices for your own interior designs.

3 Determine your niche

- Once you understand home interior fundamentals, you can specialise in the style you like best. Styles range from Baroque and Victorian to post-modern and minimalist.

Find out everything you can about your niche by studying other interior consultants' work, visiting trade shows, and talking to colleagues.

4 Apply for an internship, or a position at a home interior consultancy

to enhance your understanding of how projects work.

You will gain hands-on experience of how to budget a project, from hiring painters, carpenters, and other professionals to buying materials and billing your own hours.

You will learn how to determine exactly what clients want by listening to their wishes, and systematically review the designs and budget to make sure you are both in agreement. You will create a network of colleagues, clients, and suppliers whom you can rely on, once you become a home interior consultant.

5 Build your portfolio

- Document each project you work on by describing the process, taking photos, and asking clients for testimonials upon completion.

Your portfolio is your most important marketing tool as it shows potential clients what you are capable of.

Expand your client base through trade shows, marketing campaigns, social networking, and accept overflow projects from larger home interior consultancy companies.

- Compiled by 1Kclassifieds Team