



## Terri Taylor's Design Biz Blueprint Interior Design Business Assessment

Does your interior design business generously support your life?

**How to take this assessment:** Read the statement on the top and on the bottom of each section. Circle the number that is most true for you and your business. There is no way to know what the perfect or right answer is for you. Just use your gut instincts. A "1" means that you are in perfect alignment with the statement on the top, a "9" means you are in complete alignment with the statement on the bottom. Choosing a "5" means that you are neutral and the numbers to the left and right represent the degree that you are closer to one side or another.

### Group I

I don't know where or how to find good clients who will hire me. I worry about my business and the future.

1 2 3 4 5 6 7 8 9

I attract a steady flow of clients who see me as the answer to their problems.

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I know I could help people with my design knowledge and ability, but I just don't get the opportunity to show what I can do. I am a "best kept secret."

1 2 3 4 5 6 7 8 9

I use my gift of interior design to touch a lot of people in my community. I create positive and lasting changes in the environments and the lives of many people.

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I don't think that my design work is good enough yet to be published. I don't know how designers get their work in magazines; I guess you have to be famous.

1 2 3 4 5 6 7 8 9

My work is published often, locally and nationally. In fact, I enjoy magazine and newspaper editors calling me looking for photography and stories.

**Total Score for Group I** \_\_\_\_\_

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## Group 2

I don't get to do the creative work that I want; I mostly take orders and do exactly what my client wishes, even though I know I could make the project much better.

1 2 3 4 5 6 7 8 9

My business supports my creativity. My clients are open to new ideas and often invite me to stretch my creative abilities in search of unique and functional solutions.

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My clients are cheap and demanding, they don't respect my time and talent, and are slow in making decisions and purchases.

1 2 3 4 5 6 7 8 9

I love my clients; they are interesting people and they are open to my creative ideas. My clients make decisions and purchases quickly and easily.

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My cash flow fluctuates wildly; I have a couple great months and then long periods of nothing. I feel helpless and frustrated.

1 2 3 4 5 6 7 8 9

I enjoy consistent and steady cash flow in my business. I have clients in my "pipeline" and I can count on having a steady paycheck.

**Total Score for Group 2** \_\_\_\_\_

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## Group 3

I don't know how much to charge my clients for a design job. When I complete a job, I usually feel that I am not being paid nearly enough for what I did.

1 2 3 4 5 6 7 8 9

I understand the value of my skills, talent and knowledge. I confidently charge what I am worth and my clients are happy to pay it.

I feel overwhelmed when it comes to figuring out the time and money part of a big design job. I don't know what to put in my Letter of Agreement, so I just avoid those opportunities.

1 2 3 4 5 6 7 8 9

I am confident that I know how to figure out how many hours it will take me to complete a large, complex and creative interior design job. I can easily write a good Letter of Agreement. I am ready for the next opportunity that comes my way.

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I have trouble getting companies with good quality merchandise to sell wholesale to me, so I don't make very much when I sell product to clients.

1 2 3 4 5 6 7 8 9

I have a library full of companies with top quality merchandise and helpful "reps" who happily sell to me at heavily discounted prices.

**Total Score Group 3** \_\_\_\_\_

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**Group 4**

My Interior Design business is hard work. It takes all my energy and too much of my time to just make a meager living.

1 2 3 4 5 6 7 8 9

I have a great profitable design practice that flows easily and is simple to manage. I have the freedom to pursue a healthy lifestyle with plenty of time for family and hobbies.

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Nobody is buying anything now in this economy; I am just going to "hunker down" and wait it out, someday it will change. I hope I have a business left when it is over.

1 2 3 4 5 6 7 8 9

There are lots of businesses that are very successful in this new economy. I clearly intend for my design business to be one of them.

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I am OK where I am; I really never wanted or believed that I could have a successful interior design business. I will help my friends and a few people that I know.

1 2 3 4 5 6 7 8 9

I believe that I will have the interior design business that I have always dreamed of. It is important to me to I help a lot of people with my gift of beauty and comfort. I am ready to take action to create that business now.

**Total Score for Group 4** \_\_\_\_\_

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**There are no right or wrong answers to these questions; they can however, clarify how happy (or not) you are with the progress of your interior design business or career.**

### **Group 1 is all about Marketing.**

How well do you target your ideal client and how effective are you at reaching her? How much free editorial are you getting these days? Do you know how to approach a magazine editor? How good is your credibility? Do you know how to move your client base "up market?"

These are all learned skills that an interior designer needs to know in order to be successful.

If you scored between 21 and 27 you are a marketing Diva. You are enjoying the results of a well thought out and personally authentic marketing plan.

Scores of 8 to 20 show that you have the beginnings of a plan. Don't worry; you just need to learn what steps to take next.

0 to 7 scorers; You are one of those "best kept secrets!" It would be good for you to tell a few people what a great designer you are.

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### **Group 2 is all about Money.**

Do you have a good relationship with money? Can you discuss money issues comfortably with clients? Are you trapped by your family's money history? Do you undercharge or over deliver your services? Are you feeling fearful when you have to state your fees?

When you address and understand these issues, you can free yourself of old behaviors that push money away so that you can receive the income that you want.

If you scored between 21 and 27 Congratulations! You have a nice relationship with money; you have made money your helpful, generous, faithful and supportive friend.

Scores in the 8 to 20 show that some serious insightful study in this area might uncover where and why you are pushing money away.

0 to 7 scores: You need to do some serious letting go of old patterns and behaviors that keep you from having what you want.

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### **Group 3 is all about Systems.**

Can you write a good Letter of Agreement in 10 minutes? Are you confident that when you quote a fee you haven't left any money on the table? Do you know how to put a payment schedule in a letter of Agreement so that you are paid BEFORE you do the work? Do you know how to get new vendor to want to work with you? And quickly provide you with samples and tear sheets?

Using simple and proven systems to run your interior design business creates timesaving, eliminates overwhelm and generates profit. Presenting yourself as a business professional causes clients and vendors to take you seriously. It is not your fault that you don't know how to run an interior design business; no one has ever shown you.

Scores from 21 to 27 show that you know your way around! You have been in the business quite awhile or you have a good mentor.

If you scored in the 8 to 20 range, stop wasting your time and learn the business side so that you can free up your creativity and start helping a lot of people with your gift of design and beauty.

Those of you who scored between 0 and 7 are probably running a "charity instead of a business."

#### Group 4 is all about Mindset.

Do you understand the importance of believing in your own potential? Do you realize that when you believe in something you subconsciously and effortlessly act in ways that support those beliefs? Do you understand the power of setting goals? The power of visualization?

These are life skills that once learned, create enormous positive change so that you can create the lifestyle that you desire.

If you scored between 21 and 27 you do understand the enormous power of belief and are utilizing it well in your life.

If your score is between 8 and 20, learn to focus the power of your own mindset and beliefs so that you can change the direction of your life, where your business is going, and change the kind of client you attract.

People who scored between 0 and 7 in this section are living in an unhappy place and my heart goes out to you. My wish for you is that you can open your self in some way to this concept and receive some of the abundance that is there for all of us.

**Attention! I want to talk to those of you that scored 17 or more on the last statement. Those of you who are ready to take action, so that you can help a lot of people and create the business and life you know that you deserve; I want to talk to you.**

**My generous gift to you is a free 20-minute strategy session and talk about how Design Biz Blueprint can help you achieve your interior design business goals and dreams.**

**Just email a request for an appointment time to [terri@designbizblueprint.com](mailto:terri@designbizblueprint.com)**



Terri Taylor, ASID created Design Biz Blueprint to Teach Interior Designers Money, Marketing and Mindset Strategies along with Proven Business Templates to Build Inspired Creative Businesses That Pay Them What They are Worth.

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