
POSITION • PLAN • DELIVER

INTERIOR DESIGN GUIDE

Build around a verified advantage.

Define scope before selections.

Turn finished work into proof.

POSITION | SCOPE | BUDGET | SITE

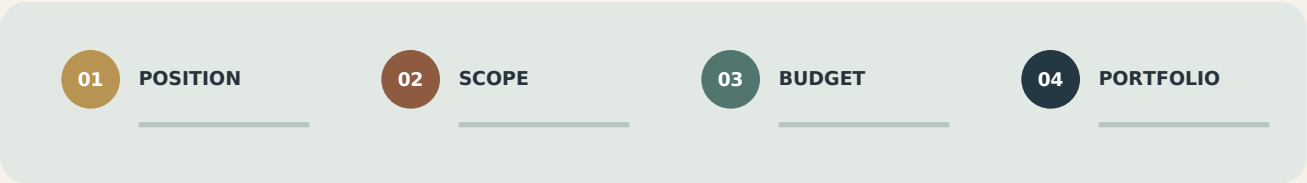
Veteran's Strategic Solutions LLC



START HERE

How to Use This Guide

Read the core guide first. Then use the worksheets to verify a real positioning advantage, define the initial commercial or hospitality-adjacent offer, budget software and portfolio development, estimate the work, authorize design scope and procurement boundaries, invoice milestones, track leads, and control contracts, codes, site, insurance, accessibility, and installation risk.

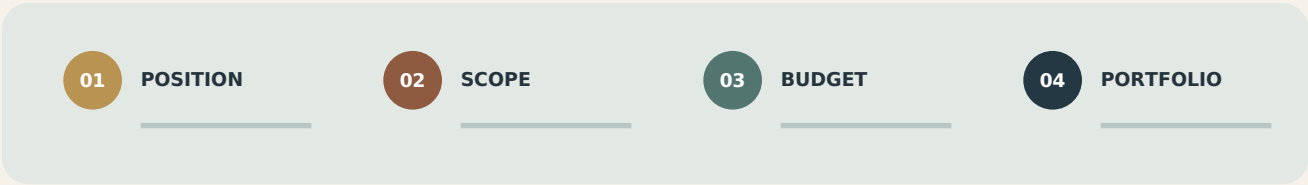


DESIGN DEVELOPMENT | Translate the brief into a durable, coordinated material, finish, lighting, and furnishing direction.

PIECE	USE
Core guide	Verify the experience behind the positioning [VERIFY], test a narrow commercial or hospitality-adjacent offer, and use the first completed project to build a portfolio.
Operating kit	Use the startup, budget, estimate, design authorization, invoice, tracker, and compliance pages for every client and project.

CORE GUIDE 01

A Claim Worth Checking First



This flyer’s “your advantage” box asserts a specific background — hospitality operations and facility management — as the reason the business is positioned to win in this trade. That background must be verified [VERIFY]. If it is genuine, the positioning below holds. If it isn’t, this document’s core angle needs to be rebuilt around the owner’s real experience rather than what a templated flyer assumed.

BUSINESS LENS	CONTROL
Position	Verify the real experience behind the offer.
Scope	Separate design advice, plans, procurement, and build work.
Portfolio	Secure written photo rights and document results.

CORE GUIDE 02

The Bet

01

POSITION

02

SCOPE

03

BUDGET

04

PORTFOLIO

Core assumption that must be true: There is a real, specific angle the business brings to this trade — the flyer names hospitality and facility management, but whatever it actually is [VERIFY] — that translates into paying design clients in a region that may already have established design studios.

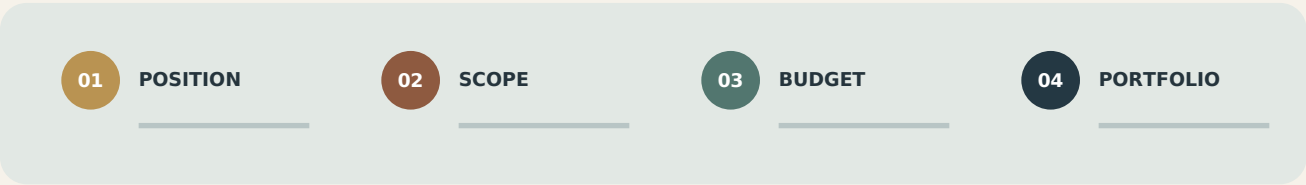
Fastest zero-budget way to test it: Call three active, well-reviewed design studios serving the intended region and ask how far out they're booking. That tells you whether the regional market has real slack or is already well-served.

Three biggest reasons this fails before you spend a dollar: 1. The region may already have multiple credible design studios, some blending design with actual contracting/remodel execution — a stronger offer than design advice alone. 2. The flyer's own "your advantage" framing is real but narrow if verified [VERIFY]. Hospitality and facility management experience can be an edge for hospitality, commercial, and lodging-adjacent design work — but that's a different buyer than the residential homeowner many studios serve, and it needs to be the actual positioning, not a footnote. 3. This is a portfolio-first business. Step 5 of the flyer — build a portfolio before you can charge real rates — means the first several projects are underpriced or free by design. That's a real time investment before revenue, not a quick-start line.



CLIENT DECISION | Document selections, budget effects, exclusions, approvals, and changes before procurement begins.

Who Pays, In Their Own Words

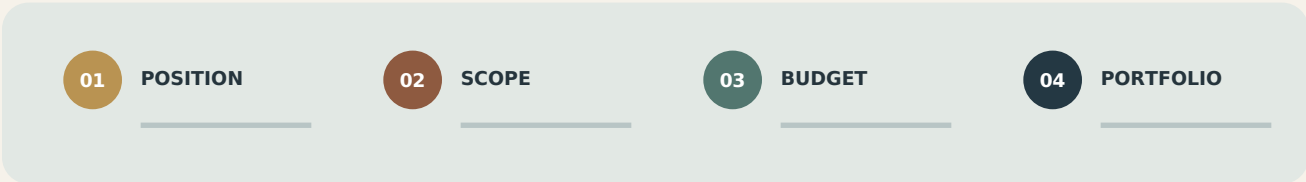


“We’re renovating the lobby and want it to feel like a boutique hotel, not a waiting room.” “I manage guest units and need them to photograph well and hold up to turnover.” “I don’t want another cookie-cutter apartment — I want it to feel intentional.”

That first line is the one worth building around if the stated background is verified [VERIFY] — it speaks to a hospitality or commercial buyer rather than the general residential homeowner many competitors serve.

BUSINESS LENS	CONTROL
Position	Verify the real experience behind the offer.
Scope	Separate design advice, plans, procurement, and build work.
Portfolio	Secure written photo rights and document results.

The Smallest Version You Can Charge For



Skip residential entirely at first. The smallest real version of this, if the specific background is verified [VERIFY], is small commercial and hospitality-adjacent design consulting — a single short-term-rental unit, a small office reception area, or a guest-facing space redesign — priced as a flat consultation plus mood-board/plan package, not a full-service build-out.

Path to your first paying client: offer one short-term-rental owner or small commercial operator a discounted design consultation specifically because it plays to hospitality guest-experience positioning, and use it for the portfolio with written permission.

BUSINESS LENS	CONTROL
Position	Verify the real experience behind the offer.
Scope	Separate design advice, plans, procurement, and build work.
Portfolio	Secure written photo rights and document results.

CORE GUIDE 05

First 90 Days and the One Metric

01

POSITION

02

SCOPE

03

BUDGET

04

PORTFOLIO

Days 1-14: Identify 3-5 short-term-rental owners or small commercial spaces, not homeowners, as the initial target list, matching the verified positioning [VERIFY].

Days 15-45: Land the first discounted project specifically for the portfolio, obtain written photography and use permission, and get professional photos.

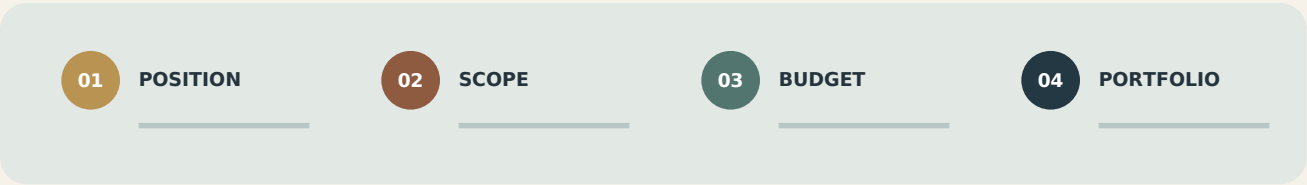
Days 46-90: Use the portfolio to approach a second, paying-rate client. If the hospitality or commercial angle isn't landing, the fallback is competing directly with established studios on general residential — a harder lane.

The one metric that matters: whether the verified positioning [VERIFY] actually generates leads distinct from general residential design. If it doesn't differentiate in practice, this may be a crowded regional field with strong incumbents.



SITE RECORD | Verify dimensions, conditions, circulation, access, utilities, and installation constraints before relying on a plan.

Honest Assessment



This can be a genuinely differentiated idea if the owner’s relevant background is verified [VERIFY] and provides a real, specific angle in hospitality and guest-experience design. The risk is whether that angle finds real demand among short-term rentals and small hospitality or commercial spaces versus needing to compete broadly on general residential design against studios with established trust.

BUSINESS LENS	CONTROL
Position	Verify the real experience behind the offer.
Scope	Separate design advice, plans, procurement, and build work.
Portfolio	Secure written photo rights and document results.

CORE REFERENCE

Startup Cost Reference

01

POSITION

02

SCOPE

03

BUDGET

04

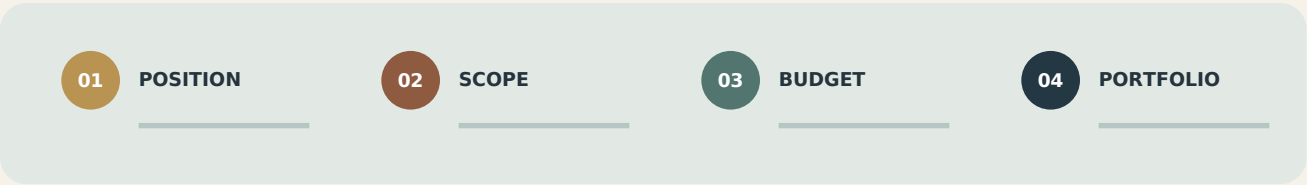
PORTFOLIO

Replace every range or placeholder with written quotes that match the selected service model, software, coverage, and portfolio plan.

Item	Est. Cost	Notes
Business registration, EIN, insurance	[VERIFY]	General liability and professional liability per the flyer
Design software (Canva minimum, SketchUp or Revit for real plans)	\$0-\$3,000/year	Canva free tier is a legitimate starting point; skip AutoCAD/Revit until there's real client volume
Website and portfolio	\$500-\$3,000	Portfolio is the product here more than in most lines — invest here first
Sample materials/décor for presentations	\$500-\$2,500	
Professional photography of completed projects	[VERIFY]	A design portfolio lives or dies on photo quality — budget for this even if it means a modest photographer fee per project

CORE REFERENCE

Service Pricing Reference



The source defines the pricing method rather than fixed national prices. Record the selected fee only after scope, deliverables, revisions, procurement, travel, and risk are defined.

Tier	Service	Price	Positioning
Low	Single-room consultation + mood board	Flat fee, matches "design consultation fee" model on the flyer	Entry point, builds portfolio
Mid	Full room or small unit design (short-term rental, small office)	Flat-rate package or per-room pricing	The hospitality-adjacent core offer
Premium	Multi-unit or small commercial project	Percentage of project cost or day rate	Where verified hospitality or facility-management experience [VERIFY] can compound across units

WORKSHEET 01

Startup Checklist

01

POSITION

02

SCOPE

03

BUDGET

04

PORTFOLIO

DONE	ACTION	OWNER DATE NOTES
☐	Write the owner's actual relevant experience, credentials, project history, and limits [VERIFY].	
☐	Interview likely commercial or hospitality-adjacent buyers about the problem, budget, approval process, and timing.	
☐	Call three established design studios and record booking lead times and visible service gaps.	
☐	Define one initial consultation and mood-board or plan package, with explicit exclusions.	
☐	Check licensing, zoning, and tax rules for your own city and state before starting.	
☐	Confirm title, registration, contract, insurance, code, accessibility, tax, and procurement requirements [VERIFY].	
☐	Create a client brief, site-measure, scope, selection, budget, approval, change, and closeout workflow.	
☐	Select software only for the level of drawing and documentation promised [VERIFY].	
☐	Complete one controlled portfolio project with written photography and use permission.	
☐	Build a portfolio that identifies the project type, problem, scope, constraints, and outcome without unsupported claims.	
☐	Track qualified leads generated by the verified positioning [VERIFY].	

WORKSHEET 02

Equipment and Budget Worksheet

01

POSITION

02

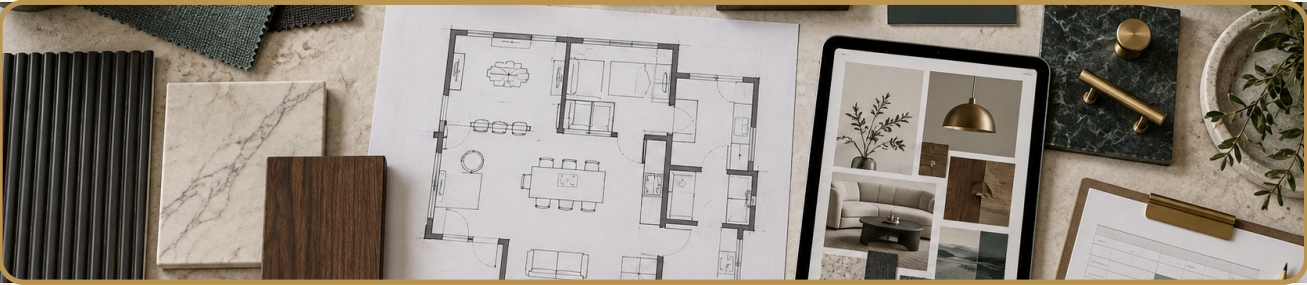
SCOPE

03

BUDGET

04

PORTFOLIO



PROJECT KIT | Keep the brief, measurements, finishes, drawings, budget, photography, and decision records aligned.

ITEM	NEEDED	ESTIMATE	ACTUAL	NOTES
Business registration and tax setup [VERIFY]				
General and professional liability insurance [VERIFY]				
Design, drawing, rendering, and presentation software				
Computer, monitor, storage, backup, and cybersecurity				
Website, domain, portfolio, and client intake				
Professional project photography and image rights [VERIFY]				
Sample library, material boards, printing, and presentation supplies				
Measuring, laser, camera, and site-documentation tools				
Contract, accounting, payment, and project-management support				
Travel, parking, delivery, shipping, and sample returns				
Working capital, consultant, and contingency reserve				

BUDGET CONTROL

TOTAL ESTIMATE: _____ TOTAL ACTUAL: _____ CASH RESERVE: _____

Pricing and Estimate Template

01

POSITION

02

SCOPE

03

BUDGET

04

PORTFOLIO

CLIENT	SERVICE LOCATION	ESTIMATE NUMBER	DATE

SERVICE OR INPUT	BASIS	AMOUNT
Initial consultation	Time, location, and deliverable	
Site measure and existing conditions	Rooms, travel, and documentation	
Concept and mood board	Number of directions	
Space plan or layout	Drawing level and rooms	
Materials, finishes, lighting, or furniture selections	Defined categories	
Presentation and revisions	Included rounds	
Procurement support [VERIFY]	Purchasing, receiving, and returns	
Site visits or installation styling	Number and duration	
Consultants or specialty drawings [VERIFY]	Excluded or allowance	
Travel, shipping, samples, and reimbursables	Written basis	
Total design fee		

TOTAL ESTIMATE	DEPOSIT OR AUTHORIZATION	VALID THROUGH

WORKSHEET 04

Interior Design Scope and Authorization

01

POSITION

02

SCOPE

03

BUDGET

04

PORTFOLIO

FIELD	AGREED DETAIL
Client, property, project contacts, and decision authority	
Project goals, users, brand, guest, durability, and operating needs	
Spaces, square footage [VERIFY], existing conditions, and site access	
Included design services and exact deliverables	
Excluded architecture, engineering, contracting, permitting, and construction [VERIFY]	
Concept, layout, materials, lighting, furniture, décor, and styling scope	
Budget target, allowances, contingency, and items excluded from budget	
Procurement, markup, deposits, receiving, storage, delivery, returns, and warranty [VERIFY]	
Schedule, client decision dates, lead times, installation, and delay terms	
Included revisions, change authorization, and additional-service rates	
Codes, accessibility, landlord, owner, and authority approvals [VERIFY]	
Consultants, vendors, contractors, responsibility boundaries, and insurance [VERIFY]	
Photography, portfolio, confidentiality, and image-use permission	
Cancellation, suspension, intellectual-property, and dispute terms [VERIFY]	
Client and designer acceptance and signatures	

Invoice Template

01

POSITION

02

SCOPE

03

BUDGET

04

PORTFOLIO

BUSINESS	CLIENT	INVOICE NUMBER	DATE DUE

DESCRIPTION	QUANTITY	RATE	AMOUNT
Consultation			
Site measure and existing conditions			
Concept and mood board			
Space plan or selection package			
Revision or additional design service			
Procurement or coordination [VERIFY]			
Site visit or installation styling			
Approved reimbursable or consultant cost			

SUMMARY	AMOUNT
Subtotal	
Tax [VERIFY]	
Credits / adjustments	
Total	
Balance due	

Job Log and Lead Tracker

01 POSITION

02 SCOPE

03 BUDGET

04 PORTFOLIO

DATE	LEAD SOURCE	NEED OR SCOPE	QUOTE	STATUS NEXT STEP

DATE	LEAD / CLIENT	PROJECT TYPE	SOURCE	STATUS	NEXT STEP

ONE METRIC

QUALIFIED LEADS FROM DISTINCT POSITIONING: _____ PROPOSALS: _____ PAID PROJECTS: _____

Interior Design Compliance and Project Safety

01

POSITION

02

SCOPE

03

BUDGET

04

PORTFOLIO

Check licensing, zoning, and tax rules for your own city and state before starting.

CHECK	CONTROL	INITIALS NOTES
☐	Licensing, zoning, tax, title, registration, contract, and local practice limits are confirmed [VERIFY].	
☐	General liability, professional liability, auto, workers, cyber, property, and project-specific coverage are confirmed [VERIFY].	
☐	The contract separates design services from architecture, engineering, contracting, code, permit, and construction responsibilities [VERIFY].	
☐	Field measurements, existing conditions, utilities, moisture, structure, accessibility, egress, fire, electrical, and code issues are referred or confirmed as required [VERIFY].	
☐	Procurement authority, deposits, client funds, markup, sales tax, shipping, receiving, storage, returns, damage, warranty, and product safety are documented [VERIFY].	
☐	Site access, personal protective equipment, ladders, lifting, traffic, occupied-space, child, pet, infection, and installation controls are documented [VERIFY].	
☐	Copyright, client-supplied materials, confidentiality, photography, portfolio permission, digital files, and cybersecurity are documented [VERIFY].	
☐	Briefs, measures, drawings, approvals, selections, budgets, changes, invoices, deliveries, incidents, and closeout records are kept.	

STOP RULE

Do not issue a final recommendation, authorize procurement, or direct site work until the scope, professional boundaries, measurements, budget, approvals, code and accessibility responsibilities, insurance, and change authority are documented.