



DESIGN  
MAESTROS



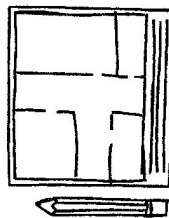
INTERIOR  
DESIGN  
BUSINESS  
ULTIMATE  
GUIDE

**INTERESTED  
IN LEARNING  
WITH US?**



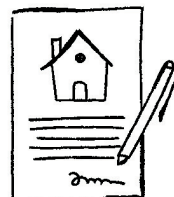
MAESTROS

**SCAN FOR FULL  
PROGRAM  
INFO, PRICES  
AND  
REGISTRATION**



### **PRACTICAL EXAMPLES AND CASE STUDIES**

To discuss in class and  
to take home with you



### **IN PERSON SIMULATIONS**

Practice with real  
Client's projects in  
class

## **OUR MASTERCLASSES ARE FOR**



### **PRACTICING DESIGNERS & ARCHITECTS**

You want to learn about new trends and  
practices in the industry and update your  
skills



### **HOME RENOVATORS & DESIGN ENTHUSIASTS**

You have a great sense of style and design,  
and you want to make your space beautiful  
and learn from design professionals how to  
make design decisions and make the most  
of your design resources



### **ASPIRING DESIGNERS**

You may work in the design and building  
industry and want to expand your  
knowledge and skill set



DESIGN  
MAESTROS

### **INTERIOR DESIGN BUSINESS ULTIMATE GUIDE**



## **INTERIOR DESIGN ONE DAY- IN PERSON MASTERCLASS IN CALIFORNIA FROM EXPERTS**

**INTIMATE SETTING, LIMITED  
TO 16 PARTICIPANTS**

**BY DESIGN MAESTROS**



## INTERIOR DESIGN BUSINESS ULTIMATE GUIDE

### WHAT YOU WALK HOME WITH

- The Ultimate list of Interior Design Services
- 2 practical examples of Projects
- Step by Step guide: From Client Interview to Punch List
- Letter of Engagement - Practical guidelines
- Examples of: Creative Presentations, Drawing Packages, Fee Proposal, Invoice & Punch List
- Case Studies and Practical Exercises
- How to specify: Practical Example in excel
- Timing plan and Meeting Reports Samples
- Example of Time Sheet and Photoshoots

### ONE DAY, 10 AM to 5 PM LESSON:

#### 1 - Leadership, Vision and Values

- Attitudes, Vision and Values that win in business

#### 2 - S.W.O.T. Analysis

- Strengths, Weaknesses, Opportunities and Threats of the interior design business

#### 3 - Clients: how to find and manage them

- Demographic of your ideal client and how to connect with them
- Their sense of taste, Personality and Attributes of your ideal client and what makes them happy
- Red flags and building a legal back-up
- Follow the cash-flow

#### 4 - Interior Design Services

- Interior Design projects steps and phases
- Concept Design
- Drawing Packages
- Specification, Sourcing and Procurement of Furniture, Fittings and Equipment (FF&E)
- Project Management/Coordination

#### 5 - How to grow your business

- Cash Flow is King
- Company set up
- How to deal with banking
- HR - the powerful art of delegation
- Leadership and company culture

#### 6 - Project Structure and Fee Proposal

- Workflow - the step by step of the interior design process
- Client interactions
- Two practical examples of briefs to exercise in class
- How much to charge - the magic formula
- Practical examples of Fee Proposals
- Project Schedule & Invoicing
- Creative presentations
- Drawing packages to communicate with vendors
- Dealing with difficult conversations and conflicts
- Specification and Sourcing - examples and tips
- Suppliers: how to choose them and maximizing returns
- Contractors: how to manage them
- Site work coordination
- Timing sheets and meeting reports
- The Punch List
- Photoshoot - tips and strategy



maestros@florentine-design.com  
+1 (415) 481-7055