



## AT A GLANCE

Being an interior designer or being a DIYer is not easy. It takes a certain design mindset and skillset that is not common among everyday people.

Interior design is an art and science. It is a complex field that amazes people with its beauty and leaves one feeling lost and confused. Whether a space is being designed for a client or a personal space, many challenges will be overcome.

## CHALLENGES

### Challenge #1

Interior Designers are challenged with working with clients and finding time to keep up with new trends, professional development, and running the business.

### Challenge #2

DIYers are challenged with understanding design techniques, cost, and having the skill to complete the work themselves.

## SOLUTIONS

- Full-service blogging service provided to busy interior designers that need content that helps reach and convert customers.
- Provide case studies along with a visual portfolio for completed projects.
- One-stop blog helps DIYer learn about low-budget design ideas, techniques, and do-it-yourself projects.



**Blogging  
Services**



**Case Studies  
Services**



**Specialized  
Design Content**

## BENEFITS

### Benefits One

1

A content creator provides fresh insights and creates engaging content that is relevant to the industry and the audience. They can also help the designer stay consistent with their brand voice in order to develop a strong brand and better user experience.

### Benefits Two

2

Interior designers can focus on priority projects without writing or publishing articles. This eliminates the need for interior designers to create high-quality content to help with generating leads.

### Benefits Three

3

DIYer does not have to spend hours researching to learn how to complete home projects. This will save time and money on projects that they do themselves, vs hiring an interior designer.

### Current State

The interior design industry is becoming a lot more competitive. It's no longer as easy as just sending out flyers and putting up flyers in stores to get customers. It takes time, effort, and SEO to compete with other companies in your niche. A blog helps you create a brand that people come back to again and again.



**717,000**

**INTERIOR DESIGNERS**

60% are Self-Employed

DIY content has become an important part of our society as it allows people to save money and do work themselves at home. Companies should capitalize on these trends by creating content that will help to increase their customers' confidence in buying their products or services



**83% OF**

**HOMEOWNERS**

Handle their own Interior  
Design Projects

**RUBY HAWA**

FREELANCE INTERIOR DESIGN WRITER

**Certificate Interior Design**

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