

THE ULTIMATE PLAYBOOK FOR

Foyr® | Neo

# Interior Design in the New Normal



# Note from the CEO

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For over the past one year, we have lived through a terrifying crisis, the impact of which has been harsh and far-ranging on countless businesses and industries. These are unprecedented times, probably even the crisis of the generation, if not the century.

It is unlike anything we've ever experienced before. So there is no right answer, no standard operating procedure, no playbook that could've been followed. But as business leaders we sit at the intersection between well-being and performance, between keeping ourselves and our families safe, while moving the needle a little everyday. And the only way to achieve both in these anxious times and stay relevant after the pandemic lifts, is by preparing well and building a resilient and shock-proof business plan.

The world of work may well have changed forever. And while a calibrated, safe and smooth exit from the pandemic is what one wishes for in the times to come -- we need all the ammunition we can get today as designers to learn how to operate within this "new normal" successfully everyday. Possibly for a far longer time than we originally planned for.

These are challenging times, and we're sure, like us, you are doing what you can to make this transition smooth for your business. We understand how difficult it must be for a brood of designers like us who have always been used to real interactions, communicating our ideas, our processes to clients in person; and have grown our businesses through networking and industry mixers. So we've tried to put together a checklist of things that you can do to adapt and navigate to this new world of work a little bit smoother.

All the best. Our thoughts are with you.

**Gosu (Shailesh Goswami)**

Co-founder & CEO





## Aida Lora

“

This won't go away; this is actually the beginning of a new era. Interior design will continue to move more virtual and technology-based, and it's important to adapt in order to survive and thrive.

”

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# Adapting to the new way of work

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With the world turned upside down, all of us have had to make courageous business decisions without losing a moment's time. Strike a balance between preservation of health and client safety, while also paying attention to productivity and business continuity. Rework our overall interior design packages and align them to fit today's context and needs.

To that end, here are some key things which are more important now than they were ever before - which could help you reset everything you need in your business and be professionally successful in spite of the pandemic. And all the challenges it has posed.

# How to market yourself without the in-person mixers?

## What makes you special ?



Fun



Transparent



Can work with any budget

## 01

### Find out how you're special:

Make a note of all the you-ness and unique parts of your design style and work personality. List down 3 things that make you different from the designer down the street. Pin it on your desk. Identifying what makes you special will help you attract clients that value you for you rather than you trying to imitate another designer's style who is very popular.

In fact, making a list of things that make you specifically different or unique from your favorite designer on social media could be a great jumping off point. It may feel strange at first to brag about yourself. But do not play small on your capabilities. You have to know what your strongest suits are in order to express them to others. Because you are your own brand.



# Jen Sincero

Author of – You Are A Badass

“

You are the only you that there is.  
And you are the only you that  
will ever be.

”

## 02

### Discover your voice:

While designing may be your strong suit, marketing yourself, talking shop, landing clients and convincing them to put money on the table is another ball game altogether. All the more when you have to do it virtually! After all, it doesn't come naturally to a lot of us to just put ourselves out there on social media and say, "Hey there! Here's some pictures of the amazing work I did recently."

This is a quality all of us build on as designers over the years as we grow and mature in our business. It's also amazing how the ongoing intention of "finding your voice" also creates a crazy level of confidence in all that you do professionally and personally (bonus!). So do it with conviction and heart, and people will definitely buy into it if they see value. When taking this first step, you might consider learning from interior design expert [Lesley Myrick](#) and a webinar she gave on [finding your unique style](#).



## Lesley Myrick

“

I think what's going to be really important is figuring out what sets you apart as a designer - what makes you unique. That will help you stand out and reach your ideal clients as the market continues to get more crowded.

”



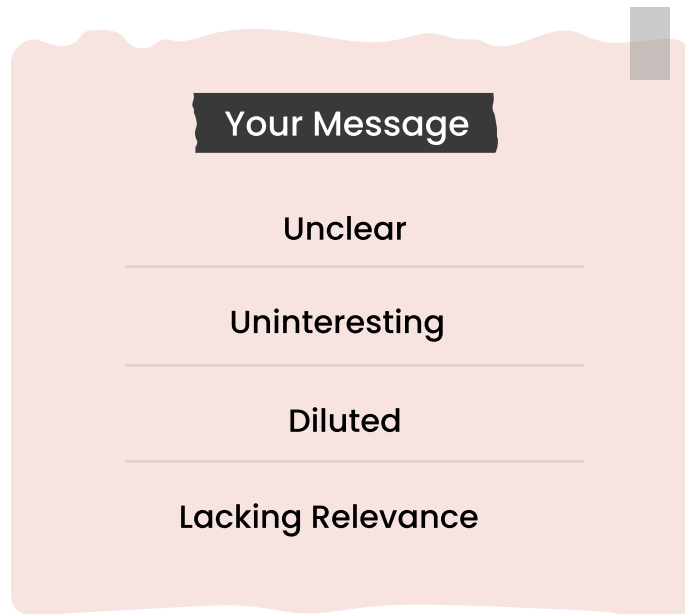
# 03

## Create your Ideal Client Profile (ICP):

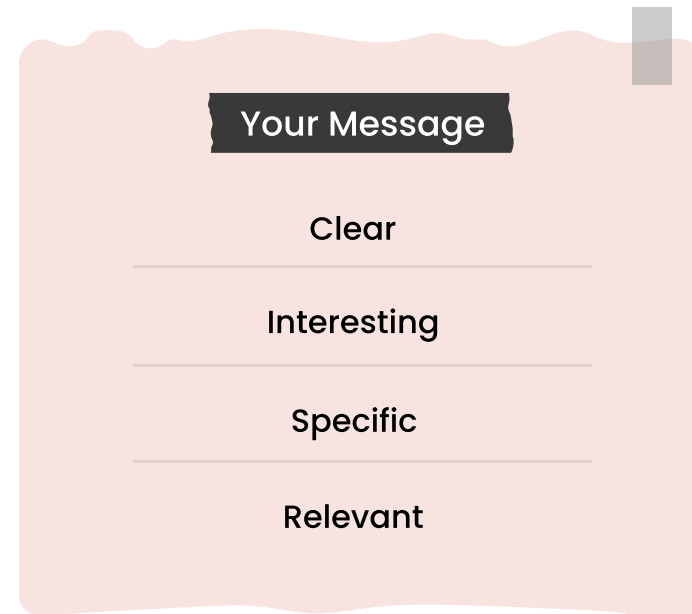
Give her a name. Expand on it. Chalk out her personality traits, lifestyle, demographic, age, etc. This may not be a process that you have to formally repeat often, but it's a great exercise to pin down and clarify for yourself, really who you want to work, design and solve for. Because it's important to remember not to be all things for all people. Because that generally tends to harm rather than help one's business.

And it can get even more chaotic when you're catering to a diaspora of eclectic clients virtually. So be in your own lane, have your own niche of killer clients, and be okay with that. Don't be a people pleaser and take up projects agnostic to your ICP.

### NOT knowing your ICP



### Knowing your ICP



## 04

### Make two lists:

A very simple exercise you can follow to identify your correct target audience / ICP is to create a list of the top three shared traits between you and your best clients. Like are they relaxed, are they driven, are they funny, do they give you creative freedom, etc. And then, a list of the top three shared problems between you and your worst clients.

Like are they always late, do they not know what their styles are, are they uptight, are they confused, do they never have time, are they frugal about money, and so on. That'll give you a good handle on who you want to be working with and who you do not want to be working with. You really want to know them, you really want to get them and get inside their heads, to be fairly successful in all your messaging and solutions for them.



## List the top 3 shared traits

between you and your best clients

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

## List the top 3 shared problems

between you and your worst clients

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

# 05

## Tell your ICP what they want to hear:

How you benefit them. 100% of marketing is knowing what problems your ICP has and talking to them about that. Because marketing is not all about you. It is about your audience. It is all about what they want and then determining how to get it to them.

One great method is to list down all those times you uniquely solved certain problems for your ICP. And those are the kind of stories you want to be telling on Instagram or sharing on your blog. Because it speaks directly to the audience you want to be going after. You can look up veteran designer [Michelle Lynne](#) who conceived this entire model, and check out her coaching session on [top marketing tips for interior designers](#) to understand this more closely.

**lesleymyrick**

**darlapowellinteriors**  
Miami, Florida

Liked by **houseofredford** and others

**lesleymyrick** Throwin' it back to this teeny tiny office we created in a closet for a busy professional mom who just needed a space with a DOOR THAT COULD CLOSE to get some work done while her kids were home.

Liked by **motif.kitchen** and others

**darlapowellinteriors** When a lovely, semi-retired couple needed help with their dated kitchen, it was DPI to the rescue! And all's I'm sayin' is not all heroes wear capes. 🦸🏻‍♀️🥳

I recently uploaded a before/after transformation video of this Miami kitchen renovation to my Instagram Reels. I'd love to hear what you think of the final results! You can find the video in the Reels tab on my profile. 📺

List down all those times you uniquely solved certain problems for your ICP

1

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2

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3

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4

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5

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06

## Choose your platform and post consistently:

Choose one or two specific social platforms where you know your audience is and master those. Don't think that if you're not everywhere you're not doing well. In fact quite the opposite. If your audience is only on Instagram and Facebook, it's futile for you to toil away on Twitter and LinkedIn! Also find a software like Planner, Tailwind or Hootsuite which allows you to automate and integrate between platforms, such that if you post on Instagram your post automatically lands on your Facebook business page too!

Finding something new to share and posting consistently can be difficult. So you need to have a calendar and plan the streams you want to talk about periodically; more importantly, what you know your audience would want to hear about. The channels that usually work best for interior designers are Instagram & Facebook (posts and stories 3 times a week), a Blog once a month/twice a month for your Google juice and SEO on your website coupled with Email Marketing.

**Here's A Sample Content Calendar To  
Get You Started!**

# Amplifying your digital presence – why it's more key now

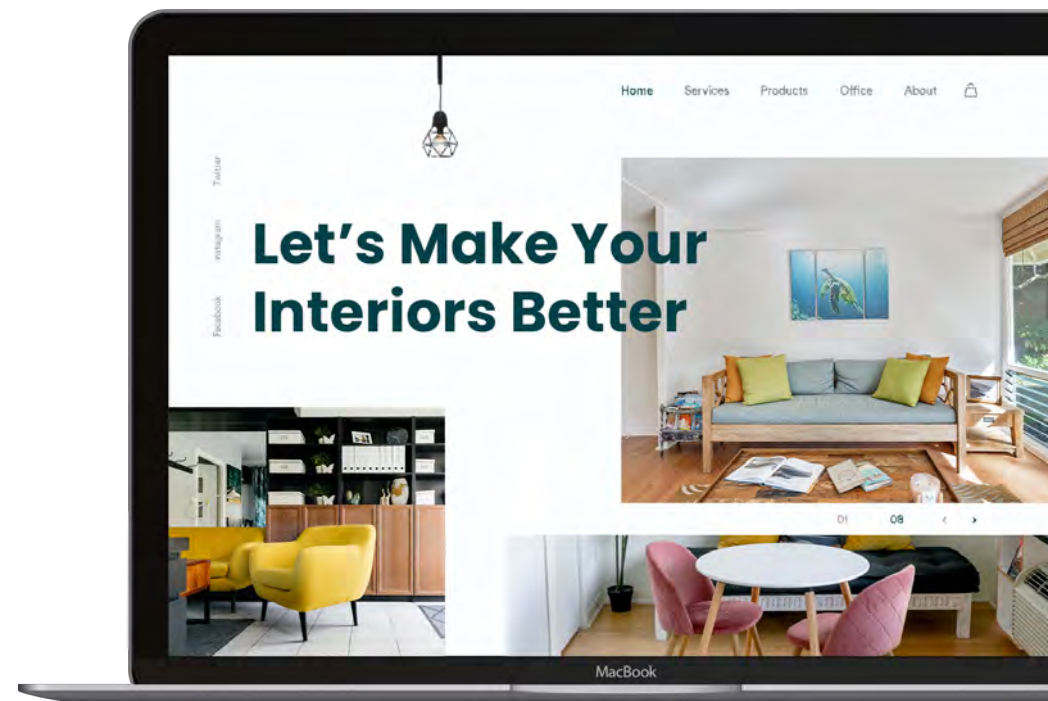
Any thriving business feeds on engagement from its target audience. All the more during these uncertain times, because it becomes about staying 'present' in their minds and keeping yourself relevant. So any business worth their salt that wishes to survive and scale during the pandemic must build a solid online presence and digital strategy to increase their brand's awareness and get consistent revenue.

01

## Create / optimize your website:

The first and most critical step in building your digital presence is creating a user-friendly, professional website, that introduces your brand personality and speaks to your overall style. It is your most important asset, literally the home of your brand that allows your consumers to find you and make their first impression about you. So have things like who you are, what your process is, etc. in your website.

Be transparent about pricing, build out your assortment of packages clearly. Finding clients who like your process, design aesthetic and also have the budget to pay you is important. Because that defines the alignment of the engagement. Also, a website intentionally designed for an enhanced user experience and which houses content in keeping with SEO best practices, is sure to not only create a great first impression but also inspire prospects to convert.



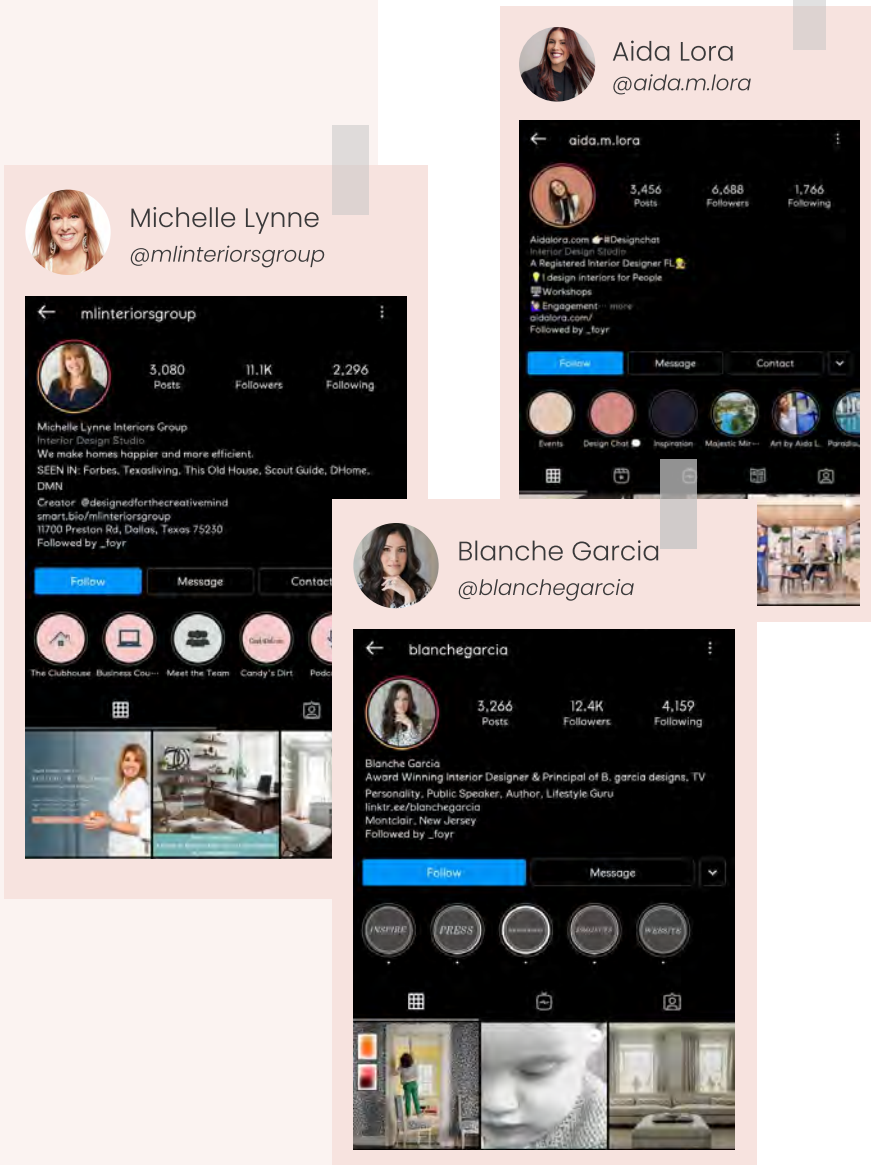
# 02

## Exist on all the touch points that matter:

The next step in building your digital presence is to focus on engaging your consumers outside of your website. These digital platforms make your brand look more legitimate, professional and human; and also help communicate with your prospects and clients consistently in the absence of physical interactions.

We highly recommend interior designers seriously consider Instagram and Pinterest since both are visual platforms that have been proven to bring business and success to interior designers in the past. Show your work, your design style and creative process there. Before-Afters seem to work very well on these platforms.

So other than having your own personalized, user-friendly website, it's important to expand yourself on other social platforms where your audience exists - so you can set the tone of who you are as a brand, how you are apart from your competition, what's the style of your work, and so on.

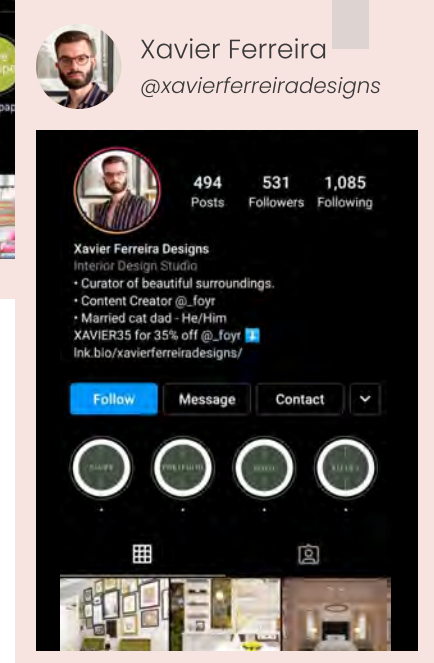
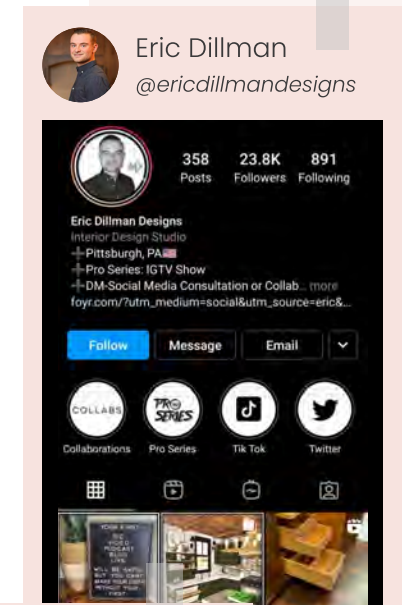
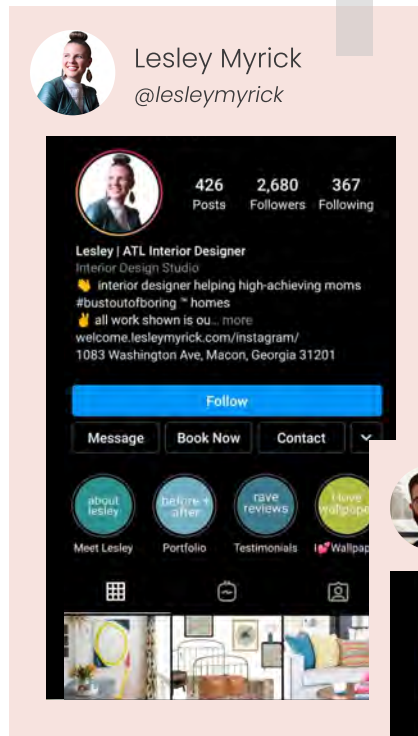




# 03

## Remember, your audience is online:

Regardless of how dormant or strong your digital presence is, one thing is for sure. Your consumers are online, and have been making nearly every single purchase, from a pair of slippers to a bag of groceries, online over the past year. So if you fan out and expand yourself on all the important social channels -- you broaden your overall reach, your brand gets noticed, understood and even brings in new business from social inquiries. This can give you the foundation you need for increased business growth -- an opportunity to boost engagement with your audience, build your credibility and maintain your reputation.



## 04

### **Build a list:**

Amongst interior designers, as you would well know, a lot of business comes through word of mouth. So keep building a contact list and consistently writing emails and blogs (could be even about the most mundane of things) to keep yourself on top of people's minds.

This will help people remember you, your work and style when someone from the industry or interior design community looks at a new project. Even when someone asks them for a referral, they can suggest your name if you're consistently 'present' and showcasing the value you can offer.



# Embracing new changes to how spaces are designed and function

In order to best function as an interior designer within the new normal, it's highly important to know what exactly this looks like for design trends. After all, even if you're succeeding at marketing yourself and getting new clients, that doesn't mean anything unless the work you're doing for the clients matches the needs of today. These updated trends can be split into two main categories: residential and commercial. We'll provide some insights into each, as well as actionable steps you can take to succeed with these changing styles!



## 01

## Residential Trends

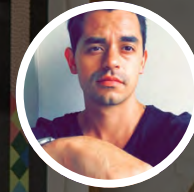
When designing a home in its entirety, it's essential to think about the ways in which people are functioning with the different spaces of the home and create layouts that match the type of activity being done there.



For example, the new reality of working from home means that homes have to have separate office areas that function differently from the rest of the home. (And this, of course, shifts away from the open concept layout that had been trending previously.) While not every person initially saw merit in adding designated office spaces to their homes, it's since become an important factor in maintaining productivity.

This is because people have experienced the challenges of an open layout. Schools and colleges have been closed or gone online which means the entire family has been operating out of home and not been helping professionals focus unilaterally if they just sat in a common area.

Along these same lines, there's also been an increase in ergonomic furniture within the home (in both office and living spaces) -- such as standing desks and chairs that align your body correctly -- to help us keep movement, exercise, and healthy posture in our lives. (You'll likely agree that it's easy to find yourself hunched over your computer for hours, but this is not the greatest for your body!)



## Bernardo Longueira

Moreover, the increased time spent in our homes means there's been more of a need to bring the outdoors in. This is called biophilia, and it can be achieved through plants, lighting, windows, and more. While biophilia wasn't always the centerpoint of designers' planning, it is now an essential element of the home.

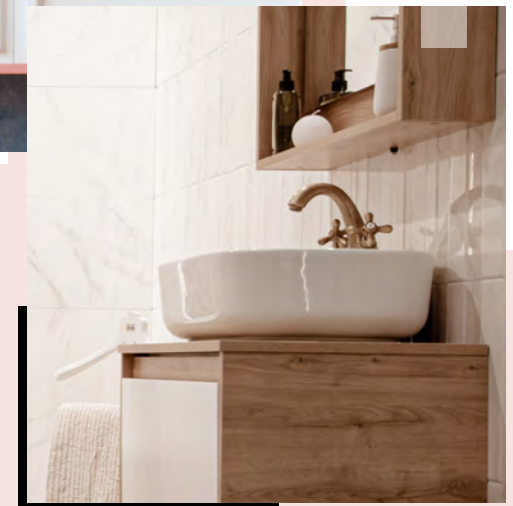
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A huge element within the new normal of interior design is the combination of outdoor and indoor experiences -- the way that people interact with nature and how they implement nature inside their homes and spaces.

”

There's also been a need to use more cleanable textiles and materials, to better facilitate having a sanitary home (and also because an increase in staying at home means you need to clean up after yourself more frequently). While sanitation has always been an important aspect of design, it's now necessary to include it as a main focus in your planning and materials management.

Finally, interior designers have seen a rise in multi-purpose furniture that can also serve as storage. This was already on the rise prior to the pandemic, but now that the function of the home has changed so much -- from a place where you dwell at night and while not working, to a place where you truly eat, sleep, work, and live -- so too has the need for keeping the home neat and tidy, while also maximizing its potential.





## 02

### Commercial Trends

As with residential spaces, the trending commercial layout -- open coworking spaces -- suddenly became a non-viable option as the pandemic hit. In other words, the new social distancing and safety protocols meant that commercial spaces can no longer be open-concept or busy; thus, interior design and space planning trends are shifting more towards private, personal areas and rooms.

This is great for those offices that were always set up that way, but not as helpful for the offices that were designed and implemented as open-concept, prior to the pandemic. For these offices, before they can reopen, they must undergo a complete rethinking and restructuring. (That's where you come in!)



Additionally, the materials and functional items used in commercial spaces are shifting to include more sanitary and easily cleanable materials. For example, many spaces are avoiding materials that have deep crevices, as these are more challenging to sanitize. In addition, office spaces are adding pedals to doors that let you open them with your foot, which avoids having to make contact with your hands.

Moreover, commercial spaces have been incorporating handwashing and sanitation stations in more areas than just bathrooms and kitchens. This means that, as designers ideate new office designs, the elements and functions of each room must be expanded and adapted (in other words, designers might not previously thought to include sinks in conference rooms, but now they must plan all of their spaces around this and other pandemic-related needs).




With all of these elements in mind, whether you are designing a commercial space from scratch or revamping an existing space to make it more pandemic-friendly, the main key is to amplify coworking and community in a way that is different from before. In other words, the challenge for designers is to figure out how to keep physical interaction at bay while still facilitating collaboration and flexibility.








This is certainly not the easiest task at hand, but the positive spin is that designers must use their creativity to make a space that deviates from the previous norms, and accounts for all necessary safety measures. (Not an easy task, but we know you're up to the challenge!)




Overall, the best way to adapt to the changing design trends -- both residential and commercial -- and ensure your space incorporates all necessary changes, here are some of the steps we recommend:

 Communicate clearly with your clients regarding their hopes and needs. You might want to give clients an *intake form* that clearly relates your questions, as well as ensures that all specific desires are accounted for. (After all, it's much easier to adapt your design to your clients needs before the project begins, rather than afterwards.)

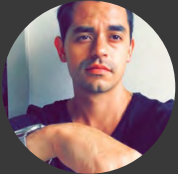
### Questions might include

-  What is your project?
-  What is your budget?
-  How did you hear of me?
-  Who are the users of the space?
-  What is the usage of the space?
-  What would you like to stay and what would you like to change?
-  What's your design style?
-  What are some of your design inspirations?

 Practice designing with current trends using an online design software, such as Foyr Neo. Not only will this help you practice designing and increase your knowledge and experience, but it can also serve as a sandbox for you to try out new techniques and styles and see what methods of designing would best fit with current trends -- before even working with individual clients.

 Follow interior designers on social media to see how they are approaching post-pandemic design, and using their work and solutions as inspiration! While interior design tends to be a solitary activity (aside from working one-on-one with clients), it can be truly helpful to widen your perspective and see how other designers work in various settings.

# Here are some of our favourite designers:



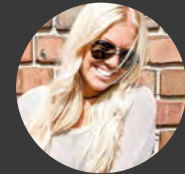
Bernardo Longueira  
@bl\_interiors



Christin Haussmann  
@terraandtint



Aida Lora  
@aida.m.lora



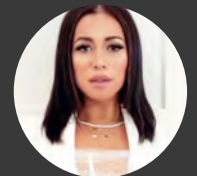
Meredith Hurley  
@bymeredithanne



Laytricia Towery  
@918designco



Michelle Lynne  
@mlinteriorsgroup



Jessica Archeval  
@jlinterior\_



Blanche Garcia  
@blanchegarcia



Kristine Tupe  
@graceinthehome



Denetra Gibbs  
@dgidstudio



Lesley Myrick  
@lesleymyrick



Xavier Ferreira  
@xavierferreiradesigns



Eric Dillman  
@ericdillmandesigns

# Maintaining Social Distancing & Safety Protocols

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Another vital facet to pay attention to is maintaining social distance and safety protocols in every part of your design business -- from beginning to end. You want to ensure that you don't put yourself or your clients at risk and contribute to the growing spread of the pandemic. There are a few steps you can take to facilitate this, none of which should take too long to adapt to!

## 01

### Design from home

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The overall theme of this message is to design from home! Rather than spending time in showrooms or with clients, to best keep yourself safe, you should complete your work from home. You might even want to follow some of the new residential design trends in your own home, and create a working space that is both relaxing and productive! This will help you best adapt to this new necessity and maintain your current business flow. In addition, you should consider investing in online design software -- and other productivity tools -- to help facilitate your virtual communications and work.



**When in doubt, follow the below checklist to maximize your work from home efficiency:**



- ✓ Create a work environment in your home that is separate from all other living and relaxing spaces.
- ✓ Invest in a professional workspace because WFH is here to stay.
- ✓ Join an online design community. Keep yourself connected. Working alone can be lonely.
- ✓ Sync your calendar with your coworkers' so you can stay connected throughout the day and know each others' availability, even though you're apart.
- ✓ Have a list of the right set of questions to ask your clients. And build a repeatable business process.
- ✓ Create a morning routine that you repeat each day to help you get into the work mindset.
- ✓ Schedule breaks every 60 minutes or so when you get up and walk around the house -- otherwise, you'll stay seated for too long.
- ✓ Get headphones / airpods with an attached microphone (if you don't have them already) to ensure that you're able to hear and be heard clearly at all online meetings.
- ✓ Stick to your set office hours so you don't end up working 24/7 (which often happens as a result of technically never leaving your office).
- ✓ Invest in a good wi-fi connection so that your online meetings can go smoothly.
- ✓ And invest in the fastest technology and design software possible like Foyr Neo, to ensure you're still able to complete all work on time - even with the added pressures of working at home.

## 02

## Set up virtual meeting mechanisms

While you're likely used to visiting clients' homes and showing them your thoughts in person, that, of course, is not an option right now. But that doesn't mean you have to cut off contact completely! Rather, we encourage you to set up virtual meetings and talk with your clients through virtual meeting tools, such as Google Meet, Skype, Zoom, or an equivalent software -- many of these are free, or have free options! (Of course, this has to be paired with a good internet connection / wifi at home to make your meetings smooth and without any glitches.)



**There are many creative ways that you can make these virtual meetings more personalized, such as:**



Send clients a coffee or gift basket for them to enjoy your call more. Better still, frame one of your renders for their project and send it across as a souvenir!



You can frame the call as a "Coffee on a Call with [Your Name]" as well to set the tone of a casual chat / ice-breaker.



Also, you can change your background to one of your renders (with your logo) to add some branding to the meeting, as well as get some free promotion of your work!



Even though this might take a bit of adjusting, you can still have a relatively normal meeting (don't forget, you can share your screen and walk your clients through your thoughts & designs!) -- and, even better, there's zero commute time!

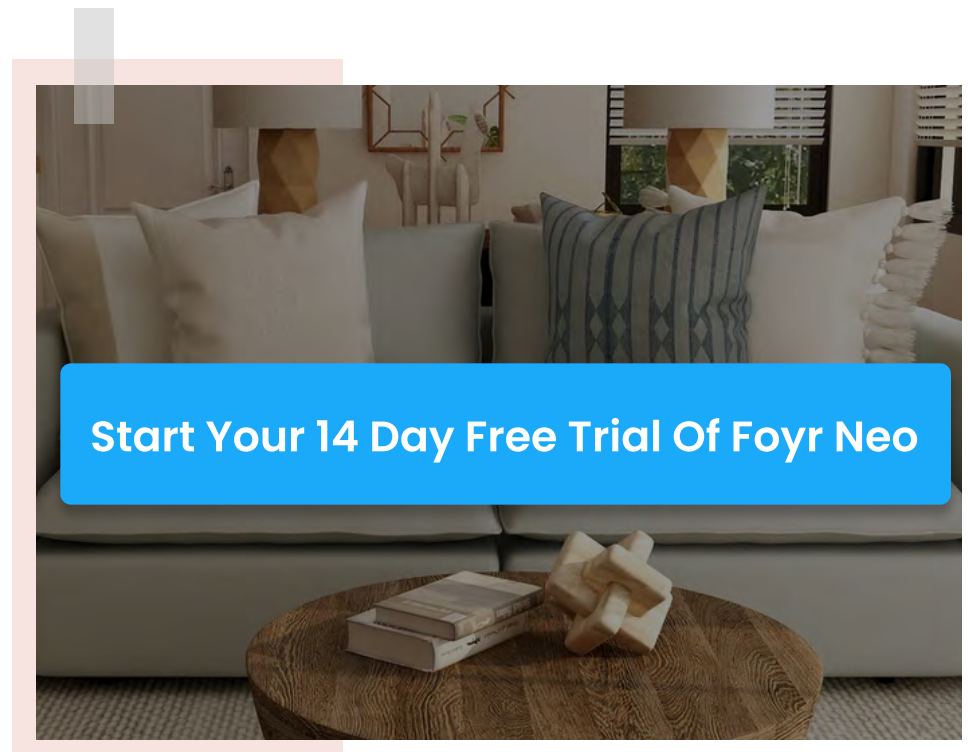
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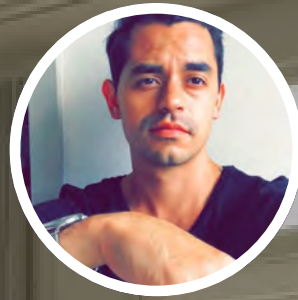
## Use 3D Software to give them Walkthroughs:

In previous times, interior designers were able to meet one-on-one with their clients and show them their thoughts in person. But now that the pandemic is in full-swing, designers have come into the dilemma of how to best show clients their vision -- without actually seeing them in person. But luckily, technology has advanced during this time and given designers the opportunity to take clients on virtual tours of their space!

With applicable software, you can design the space in 3D online, and add cameras to different areas and angles - and then simply send your clients a URL of an immersive 3D walkthrough that they can access on their phones or computers! From there, they can take a self-guided tour through a 360°, virtual space, see multiple design options, and fully understand your vision -- without compromising anyone's safety. And trust us, nothing gets a client more excited than seeing their space in reality!

One software that offers 3D walkthrough capabilities is Foyr Neo -- they launched this feature in the middle of the pandemic to best support interior designers during this stressful time and designers who use it have found immense success. If you want to try creating a 360° virtual tour of your designs, you can create your first one absolutely free through Foyr Neo's free trial.





## Bernardo Longueira

“

As we move onto a new year after the pandemic, technology has developed so many different tools and ways for us to communicate with others. As interior designers, we have to adapt to our environment and to the technology that we are seeing right now.

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Chapter

# 04

## Expanding your virtual clientele & embracing E-design

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The whole world of work has changed on account of the pandemic. Interior Designers have pivoted to technology and become more virtual than they were ever before. Now the only way to land a client or show a design is online. So there is no better time to embrace e-design; expand one's virtual clientele, invite more opportunities and book more business.



Laytricia  
Towery

“

The design world was already shifting to an online based community before the pandemic but it's even more so now. Even interior designers who were classically trained and hesitant to change are introducing the option of e-design to their mostly traditional community.

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# Why E-design?



## There's been a mindset shift:

If you are a designer who has a signature style, you want to attract people in your spectrum wherever they are. Before the pandemic, to show seriousness, you'd have to travel to them or the consumer would find someone local to do the job. Now, you can do work around the world without physically being anywhere and still be taken seriously.



## It's a DIY generation:

A lot of people today do want access to designers, but don't always want them in their homes. It's a DIY generation (who watch HGTV, Youtube and Social Media and consume all these "do it yourself shows") so they're largely born and bred in an industry that believes that they have it in them to do things on their own.





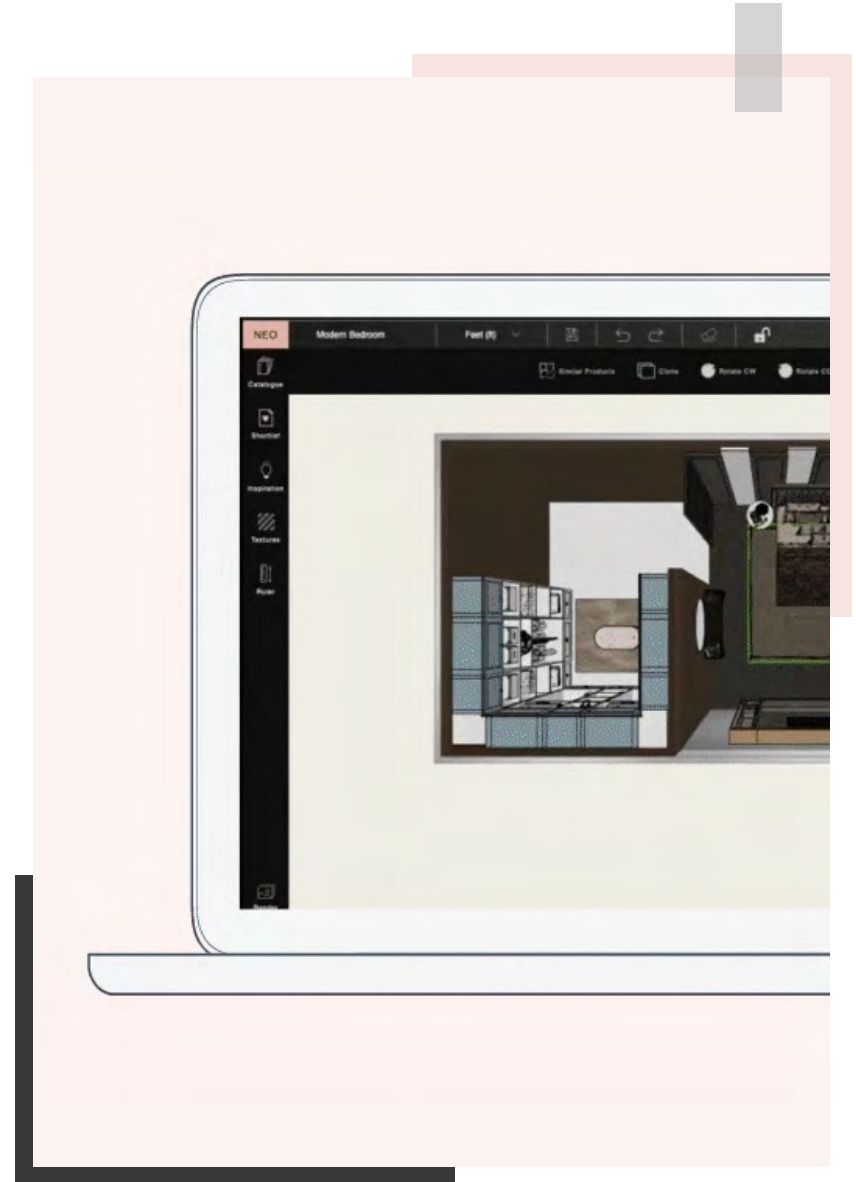
## Interior Design is no longer just a luxury service:

Earlier interior design was a complete luxury service. But now, with e-design you have the opportunity to cater to a much wider bank of audience (who may not always be your high-end or full-service clients) but still want value and access to your services and offer an additional and steady revenue stream for you.



## A great skill-building exercise:

A varied customer-base forces designers to think fast and learn new and disparate design trends. So e-design expands your skills to the eclectic tastes of a wider audience who can do things on their own, but don't always have the creative or aesthetic acumen. So you get to broaden your portfolio and easily move from single space/room to complete homes, from 1 bedroom/2 bedrooms to single family homes, from condos to beach cabins.





## A healthy collaborative process:

E-design gives you a ton of autonomy and creative freedom as a designer. It allows you to change things on the fly. And also frees you from having to worry about scheduling and other travel hassles. Here the prospects and customers give more time and are equally involved. So a more collaborative design process leads to happy customers.



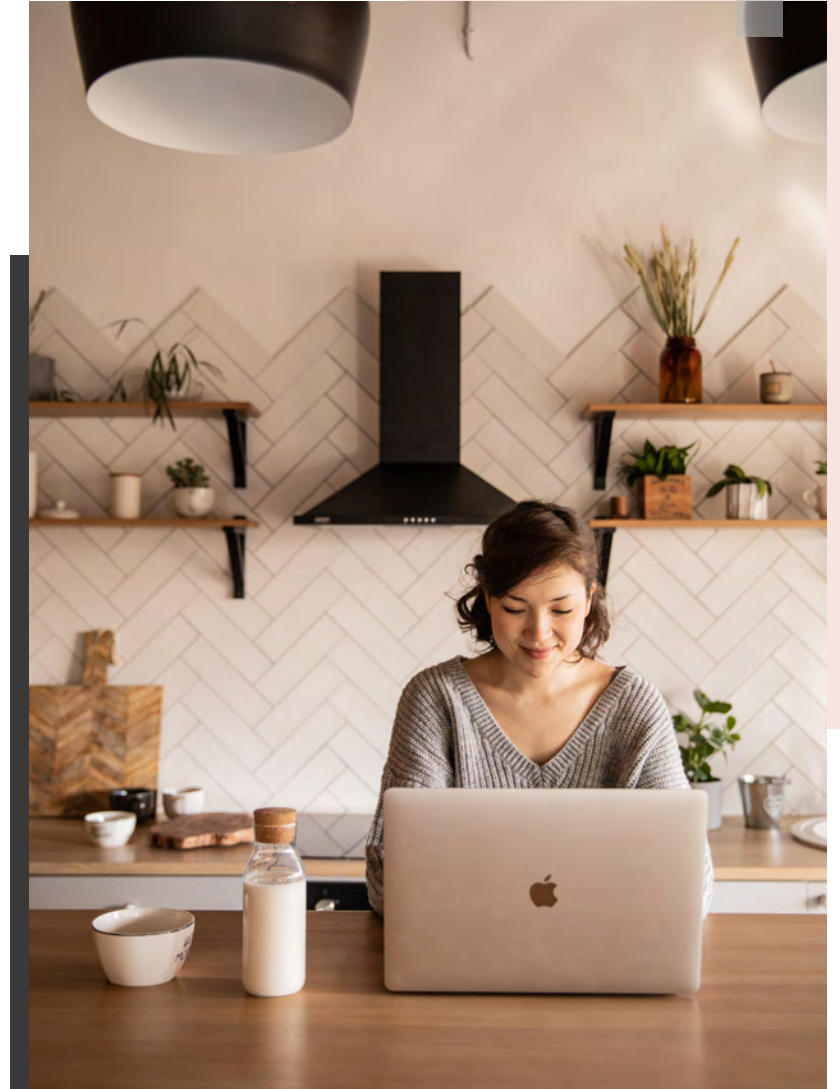
## Easy money:

E-design as a service is a hundred times more hassle-free as a service in comparison to turnkey projects. Here you don't have to worry about procurement or the execution hassles involved in a full-service engagement. Also, this is high-margin money which means customers pay for your time, design and purely the value you add."



## A way to bait the hook:

It doesn't have to be all or nothing. With e-design, you can prove your design capabilities to a client. And if they see the need for your expertise end-to-end to execute a meticulous design, then they could even turn into a full-service client. So you can embrace a hybrid package & offer both e-design and full-service design in your portfolio or suite of services.



# What does it mean for business?



## Does not limit you by geography:

With e-design you're no longer niched or restricted to your current region or community. You can cater to anyone, anywhere. Even some very high-ticket clients who love your work but couldn't access you before because you were located in another part of the country or world. Which means that e-design is not necessarily always low rent.



## Makes sure you don't leave any money on the table:

The designers that have aggressively pursued getting themselves into a position of offering e-design as a standalone service are taking advantage of a much wider audience, and therefore more potential revenue. Because e-design gives you more reach in your country and even overseas, and far more opportunities.



## Inspires independence & affordability:

E-design is not only an opportunity for everybody to have affordability and access to designers, and expect a really strong outcome in the project. It is also a way to make people feel independent and like they're putting their own homes together. So here you have to think more about how the consumer wants to consume design.



## Offers a reliable revenue stream without a great deal of effort:

All you're doing is giving the right creative guidance like pulling a pallet together, finishes and furniture together, clickable shopping links, a space plan for where everything goes, - basically a room in a box. So with edesign, you're ensuring a steady revenue stream without the effort of a turnkey project.

# What tools do you need to set up your e-design package and integrate in with your business plan?



## Branding:

Whether you are a high-end luxury designer, a student, solopreneur, small firm or large firm - e-design can be fit for a slew of different kinds of designers. So make sure you are tweaking your e-design package as per your buyer profiles and business goals, and making your edesign projects adequately visible on all social channels.



## Presentation:

Make sure you set up a proper presentation mechanism by taking advantage of software like Zoom and other video-conferencing tools together with a strong wifi / internet connection to successfully hold virtual meetings with your e-design clients - and make them as frictionless and glitch-free as possible.

## Checklist

- Add e-design as a service to your website, social channels, business cards, and any other marketing media you use.
- Create a sample and put it out on your website and social media.
- Tell your industry network.



## Marketing:

You need to market smartly and differently, because it's all virtual and through social media now. So you must watch how you're presenting your brand and your style because it becomes about attracting the right buyer personas for you.



## Software:

You need to have a solid designing and 3D visualisation software to help your clients visualise your designs and mental vision for a space virtually. If it's a full home, you can also use a software like Foyr Neo to present a virtual 3D walkthrough of the space and get your e-design client's buy-in almost instantly - [\*Try it for yourself!\*](#)

**START YOUR 14 DAY FREE TRIAL**



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