

# SMALL PROJECTS. SUCCESSFUL BUSINESSES.

IF YOU CAN'T MAKE SMALL PROJECTS PROFITABLE,  
YOU CAN'T SCALE TO LUXURY.

## WHAT MOST DESIGNERS DO

Underprice, overdeliver and wonder why it's not working.



## WHAT PROFITABLE DESIGNERS DO

Run small projects properly.  
Build profit, confidence and freedom.



### SCOPE CLARITY

Define exactly what's included, what's not and the final outcome.



### TIME VS FEE ALIGNMENT

Price based on your time, expertise and the value you deliver.



### DELIVERABLES DEFINED

Clear outputs, revisions and presentation format.



### BOUNDARIES IN PLACE

Set communication, timelines and expectations.



### CLIENT PROCESS MAPPED

A smooth, structured process from start to finish.

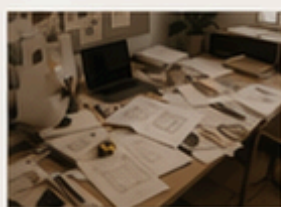


### PROFIT CHECK

Track your time, review your numbers and measure profit.

## THE SMALL PROJECT PROFITABILITY FLOW

### CHAOS & OVERWHELM



Low Profit.  
High Stress.



Scope  
Clarity



Time vs  
Fee Alignment



Deliverables  
Defined



Boundaries  
In Place

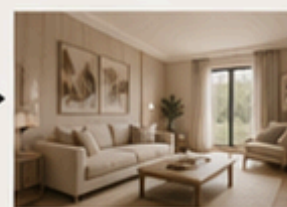


Client Process  
Mapped



Profit  
Check

### PROFIT & FREEDOM



Better Projects.  
More Freedom.

MASTER SMALL PROJECTS. ATTRACT BETTER CLIENTS.

*Polished design gets attention. Professionalism gets you hired.*



### CONFIDENCE

You know what to do,  
how to do it and what  
to charge.



### PROFESSIONALISM

Clients trust your process  
and enjoy working  
with you.



### PROFITABILITY

You make more money  
without working  
more hours.



### FREEDOM

You build a business  
that supports the life  
you want.

INTO  
DESIGN

We teach interior designers how to design, run and deliver profitable projects from start to finish.

REAL PROJECTS. REAL SKILLS. REAL CONFIDENCE.



LEARN THE WHOLE PROCESS.  
NOT JUST THE PRETTY PART.

Join IntoDesign and build a business  
that gives you freedom.