

YOUR ALTERNATIVE REVENUE STREAM

A RECIPE FOR DESIGNERS

Ingredients:

- One Audience and One Focus
- Content Ideas, to Taste
- One or More Monetization Methods

Preparation:

1. Identify your audience—first by choosing from B2B or B2C and then by getting more specific. Decide on your dish—your focus—and make it *much* more specific than ‘interior design’. This is your time to niche.
2. Use online tools and to explore content ideas. Sprinkle these liberally all over the internet.
3. Bake. While content is still warm, use one or more methods to monetize.



YOUR ALTERNATIVE REVENUE STREAM

A RECIPE FOR DESIGNERS

1.

CHOOSE AN AUDIENCE AND A FOCUS

B2C | Consumer-Facing Topics

Feel free to look beyond the obvious! There are endless design-adjacent topics and niches within design...any of which you could focus on and monetize.

Also, think about niches within niches. For example: Under textiles we have listed patterns. But patterns could be your niche topic, allowing you to create content on fabric patterns, wallpaper patterns, backsplash patterns, floor patterns, etc.

- **Room Layout**
How to lay out a space, placement of furniture, considerations for traffic flow, function, guidelines on scale (size of furnishings and area rugs), clearances, codes.
- **Textiles**
Fabrics, patterns, carpeting, rugs, pillows, linens, wallpaper, how to clean various textiles, the most stain resistant textiles, best textiles for upholstery.
- **Lighting**
Styles, finishes, guidelines for how to hang, bulbs, lumens, LED, task, ambient.
- **Artwork**
Different types of artwork, custom framing, how to select a matte, artglass, gallery walls, scale / style, proper placement.
- **Fireplaces**
Gas, electric, wood burning. Design styles: shiplap, stone, mantles, media units. Codes and restrictions.
- **Window Treatments**
Styles, pricing, hardware, finials, best applications for windows, how to dress awkward windows, motorization.

YOUR ALTERNATIVE REVENUE STREAM

A RECIPE FOR DESIGNERS

- **Furniture**
Case goods, sofas, beds, dining chairs. Styles, pricing, how it's made, best sources based on budget.
- **Antiques**
There are a wide range of topics here! You could niche down to any specific category or cover a wide range of antiques.
- **Accessories**
How to style a space, colour coordinating by using accessories, considerations for scale, the odd number rule, styling a bookshelf/coffee table/open shelves.
- **Design Styles**
Coastal, Art Deco, Vintage, Victorian, Rustic, Mid Century Modern, Transitional, Traditional, Minimalist (any of these can also be a niche topic on it's own!)
- **Color**
Paint colors, trim colors, exterior colors, best cabinet colors, accent walls, pops of color, color schemes (monochromatic, analogous, complementary, triad).
- **Flooring**
Hardwoods, tile, luxury vinyl tile, cork, marble, herringbone/other designs, borders, how to lay hardwood, thresholds, carpeting and area rugs.
- **Cabinetry**
Fireplace built-ins, kitchen/baths/laundry room, closets, bars, movie theatres, moldings/trim styles, hinges, hardware, clever storage ideas, bench seating, banquettes.
- **Storage and Organization**
Decluttering, optimizing storage, creative storage ideas for small spaces, storage solutions in any specific room of the house, break kitchen down into pantry, utensil drawers, pots/pans, recycling, hidden storage.
- **Outdoor Living**
Pools, landscaping, outdoor kitchens/living spaces, best outdoor furniture, durable fabrics/materials, entertaining ideas, outdoor lighting, crypton outdoor fabric.
- **Kitchen/Bath**
Design styles, layouts, countertops, backsplashes, grout, cabinetry styles, appliances, kitchen gadgets, island designs, counter stools, plumbing fixtures, lighting, hardware, storage solutions, steam, shower jets, tubs, shower niches
- **Plants**
House plants, flower arrangements, outdoor landscaping, mulch, herbs, patio stones/pots, best fake plants, how to take care of plants.

YOUR ALTERNATIVE REVENUE STREAM

A RECIPE FOR DESIGNERS

- **Smart Home**

Various technologies that are always evolving! Using apps, reducing carbon footprint, settings available on products based on individual needs

- **Sustainable Design**

Environmentally friendly and long lasting furnishings, buying used/repurposing, live plant walls.

- **Audio/Visual**

Home theatres, alarm systems, automated elements of design like window treatments

- **Budget / DIY**

Repurposing/upcycling, craft-style accessories, painting tips, seasonal decor.

- **Focus on a Room**

Choose your niche to focus on one specific room type and you can incorporate most of the topics already listed. Consider: nurseries, bedrooms, living rooms, dining rooms, laundry rooms, home offices, home cinemas, etc.

YOUR ALTERNATIVE REVENUE STREAM

A RECIPE FOR DESIGNERS

B2B | Business-Facing Topics

Think outside the box! Yes, you can target fellow designers, but your offerings *could* be applicable to architects, realtors, or other shelter-related industries. Choose your focus—anything that will save business owners time and/or money!

Any of the below can be offered as an educational, how-to product *or* a service:

- Photography
- Social Media
- Blog Writing
- Graphic Design
- Renderings
- Mood Board Creation
- Virtual Assistance (Mydoma, Chief Architect, Sketch Up, Online Scheduling, Automation Setup, etc.)
- Paid Ad Setup and Maintenance (Facebook, Google Ads, etc.)
- Templates - various

YOUR ALTERNATIVE REVENUE STREAM

A RECIPE FOR DESIGNERS

2.

PLAN CONTENT TO ATTRACT AND BUILD RAPPORT WITH AN AUDIENCE

Content Can Live...

- On Your Website (Yes, this is the gold standard where you have the most control and options)
- On Social Media
- In Emails to Your List

How to Find and Verify Content Ideas...

[Ubersuggest](#) | A great starting point for keyword research—either the free version (limited but still doable!) or the paid version. See how many people per month are searching for a topic.

[Google Trends](#) | Get suggested keyword/topics based on your starting point. Find out overall trends for your topics over the course of the year. See what's trending overall in Google search.

[BuzzSumo](#) | Find out which content is shared most and—just as important—see the article titles for inspiration.

We'll be digging into this further in upcoming sessions, as we discuss the placement and type of content required for different types of monetization.

YOUR ALTERNATIVE REVENUE STREAM

A RECIPE FOR DESIGNERS

3.

DECIDE HOW YOU'LL MONETIZE

A Few Potential Income Streams...

- Blog / On-Page Ads
- Blog / Sponsored Posts
- Social Media / Sponsored Posts and/or Giveaways
- Paid Webinars and Online Workshops
- Digital Products (Guides, Books, Checklists)
- Online Courses / Email Drip
- Online Courses / Self-Paced
- Online Courses / Small Online Group (memberships)
- Online Consultations
- Affiliate Links / Products
- Affiliate Links / Other People's Programs
- Affiliate Links / Your Programs or Products
- Online Services
- Physical Products

Over the next few sessions we will be sharing recipes for the *best ways* to monetize and going into more detail on how to make them work for you.