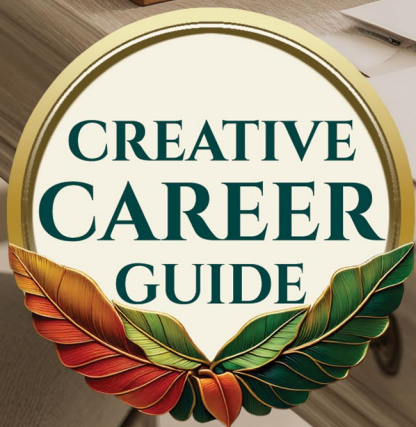


HOME STYLING ACADEMY

PASSION to PROFESSION

Turn Your Eye for Design into a Creative, Client-Focused Business



By Laurie Cote
Founder, Home Styling Academy

It's Time to Turn Your Eye for Design into a Decorating Career You'll Love.

Hi, I'm Laurie. I spent 25 years building my corporate marketing company before discovering my love for Interior Decorating and Home Staging. Now, I've worked with dozens of career changers, like you, who have broken free from unfulfilling jobs and built businesses they're proud of.

This isn't a "maybe someday" dream. It's a doable, step-by-step guide to launch your Interior Decorating business—without a design degree, endless Pinterest boards, or overwhelm. You already have the eye. I'll help you turn it into a business.

You'll learn how to:

- Build a portfolio using your own home (Day 1–7).
- Price your services like a pro (Day 8–14).
- Book your first client (Day 15–21).
- Scale to \$2,000/month (Day 22–30).

By the end of this guide, you'll have everything you need to quit your job and start a career you love. *Let's begin.*

Laurie

GRADUATE SPOTLIGHT: MEREDITH of INTUS INTERIORS

Meredith always had an eye for beauty, but never imagined it could become her *career*. After years of teaching, she felt the pull toward more creativity and freedom.

She enrolled in our Interior Decorating and Home Staging programs, then launched **Intus Interiors**—where her warm, elegant style now shines in every home she touches.

Through our Certified Decorating Professional® and Certified Staging Professional® programs—and our mentorship—she learned to price with confidence and step into business ownership with clarity and ease.



*IBISWorld 2023

3 REASONS INTERIOR DECORATING BEATS YOUR CURRENT JOB

...and Why it's the Perfect Career for You.

If you've been feeling the pull toward something more creative, flexible, and yours, that's not a phase—that's direction.

If you've been daydreaming about leaving your current job but aren't sure what's next, Interior Decorating could be your ticket to more freedom, more flexibility, and more fulfillment. Here's why it's one of the smartest moves you can make right now.

1. Low Startup Costs

- You don't need a degree, an office, or expensive equipment.
- With under \$1,000 and a smartphone, you can launch your business.

My first paid project was a \$1650 family room refresh using thrifted finds, repurposed décor, and a few new pieces—and it led to every project after it.

2. Flexible Hours

- Decorating can fit around your life.
- Work during school hours, on weekends, or part-time as you transition.
- **You're in control of your schedule.**

3. High Demand

- People want homes that feel intentional, comfortable, and personal—not perfect.
- From renters to families to Airbnb hosts, the need for decorators is growing.
- Your ability to create beauty and ease is the value.

Meredith's story isn't extraordinary—it's simply what happens when a woman honors what she's meant for.

**Your story can start the same way.
Become a Certified Decorating Professional®.**



TOP 3 SKILLS YOU ALREADY HAVE:

Organization

You already know how to plan, prioritize, and keep things running smoothly. In decorating, this skill helps you manage timelines, source items, and keep projects on track.

Attention to Detail

You tend to notice what others miss—textures, symmetry, balance, and personality. In decorating, this sensitivity is your superpower.

Communication

Decorators guide their clients through decisions they've never considered before. Your ability to clearly communicate these ideas or concepts builds trust and confidence.

CASE STUDY:

Paula's \$2,200 Room Redesign

Paula was working in real estate administration when she decided to explore her creativity through decorating.

She began by refreshing her own living room and shared the transformation online—which led to her first paid project.

She now earns \$2,200+ per room redesign, working school-day hours that fit her life.

What makes her work stand out?

Her style is warm, collected, and personal—homes that feel lived-in and loved, not showroom-perfect.



CAREER TRANSITION SELF-ASSESSMENT

This self-assessment helps you see how your existing strengths transfer directly into decorating. You're not starting from scratch — you're starting from experience.

Here's why it's one of the smartest career moves you can make right now.

Skill	Rate Yourself (1–5)	How You'll Use It as a Decorator
Organization		Ex. <i>Organizing sourcing lists + room plans</i>
Attention to Detail		Ex. <i>Spotting visual clutter or color imbalance.</i>
Communication		Ex. <i>Explaining style decisions in simple language.</i>
Custom Skill		

Action Prompt:

If your total is under 15, circle one skill to focus on growing this month. Write a mini goal:

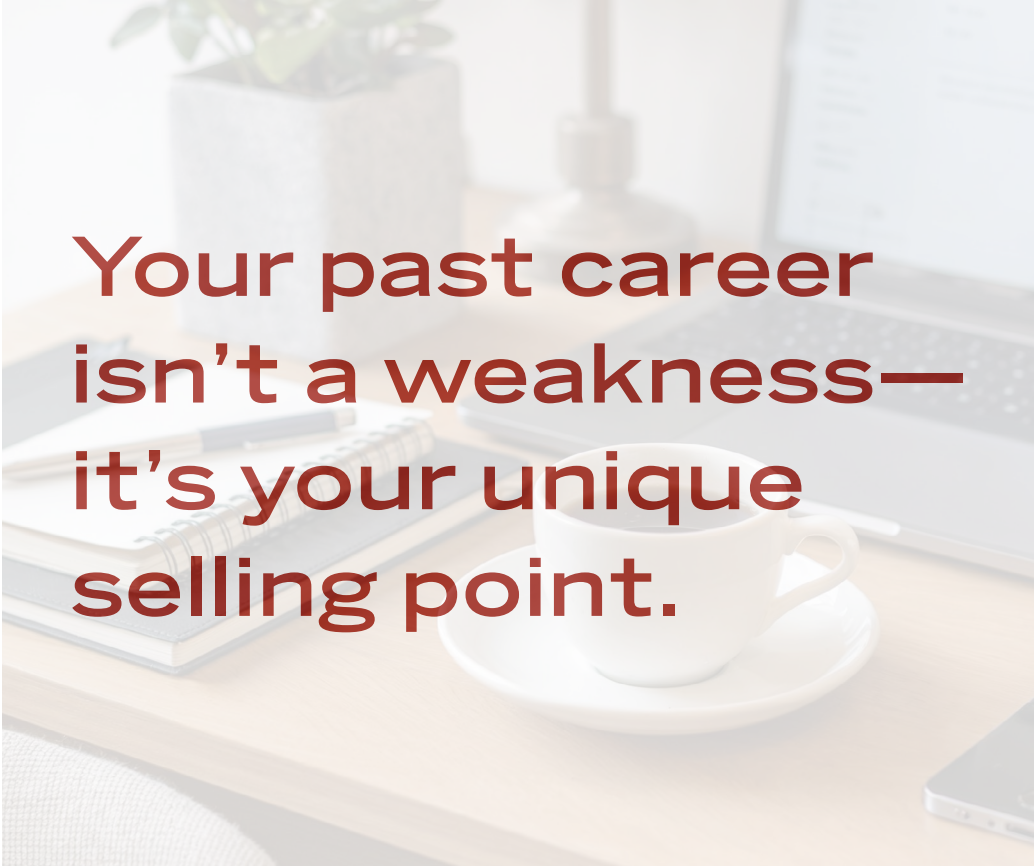
I will improve my _____ skill by _____ this month.

BUSTING BARRIERS

...You Don't Need a Design Degree to Succeed.

When people think about starting an Interior Decorating business, they often imagine years of formal design school, expensive certifications, or a massive portfolio of picture-perfect rooms. *The truth?* None of those are mandatory to get started, and believing they are can keep you stuck on the sideline. Some of the most successful decorators I know came from careers in teaching, nursing, corporate administration, or retail. They didn't begin with a flashy portfolio or a roster of high-end clients—they began with passion, resourcefulness, and a willingness to learn.

Let's set the record straight. You can absolutely begin by decorating your own home, a friend's house, or even a single room makeover. Your life experience, whether it's organizing a classroom, running events, or coordinating projects, gives you a foundation most design grads don't have. Clients often find "functional spaces", with personality and warmth, more relatable than sterile, catalog-perfect looks. And you don't have to drop everything to get started. Many of my students began part-time, decorating evenings or weekends until their income (and confidence) grew enough to make the leap.



Your past career
isn't a weakness—
it's your unique
selling point.

3 MYTHS HOLDING YOU BACK—

and the truth you
need instead.

1. Myth:

*"I need a full portfolio
before I can start."*

Reality:

You don't. Begin with your own home or a friend's room. A single transformation is enough to create your first portfolio piece.

2. Myth:

*"Clients won't trust
a beginner."*

Reality:

Your fresh perspective is an asset. Clients don't want a "magazine-styled house." They want a home that feels like them.

3. Myth:

*"I have to quit my job
before I launch."*

Reality:

Many decorators start part-time while working another job. *It's about momentum, not overnight change.*

WHAT YOU REALLY NEED TO GET STARTED.

You don't need:

- A design degree
- A Pinterest-perfect portfolio
- A wide-open schedule

What you do need:

- A beginner's mindset
- A willingness to learn by doing
- A space to style (even if it's your own living room)

The truth?

Clients are looking for trust, clarity, and results—not credentials. And your previous career probably gave you more of those than you realize.

- **Were you a teacher?** You're already great at explaining ideas and managing timelines.
- **Worked retail?** You know visual presentation and customer needs.
- **Managed a household?** You've already styled, organized, and solved problems daily.
- **You're not starting from scratch**—you're starting from experience.

REFRAME THE FEAR INTO ACTION

Success in this industry doesn't depend on a fancy degree or decades of experience. What it does depend on is your willingness to start. Let's unpack the common fears that stop career changers in their tracks—and *rewrite the story*.

Instructions:

Review each myth, then write a reality check that reframes it. Finish by creating a personal action plan to overcome it.

Myth	Reality Check	My Plan to Overcome It
I need a full portfolio first.	I can start with my own home or a friend's.	<i>Style my living room this weekend.</i>
Clients won't trust a beginner.	My fresh perspective is valuable.	<i>Ask a friend if I can redecorate a room for free.</i>
I need to quit my job first.	I can decorate part-time while I transition.	<i>Commit 4 hours a week to building this.</i>
Write your own:		

YOUR 30-DAY ROADMAP

The 4-Week Plan to Launch Your Business.

You don't need years to get your business off the ground, in one month, you can go from zero to your first paid client. This simple, step-by-step plan will help you build a portfolio, set your pricing, and start booking jobs without the overwhelm. Follow it exactly, and by the end of 30 days, you'll have not only your first client, but also the systems and confidence to keep going.

***Your first project is more than practice—
it's your first proof piece.***

Week 1 (Days 1–7): Style One Room in Your Home

Choose one room in your home, a friend's, or a family member's, and style it using my Amazon Prop List (found inside the course). Aim for a cohesive color palette and a few eye-catching details. Take "before" photos, then style the space and photograph your results. Share them on Instagram with the hashtag *#DecorateYourFuture* to start building your online presence.



Week 2 (Days 8–14):

Set Your Rates With Confidence

Decide on your baseline rate: for example, Room Styling = \$500 (covers creating a materials list and 4 hours of work). Reach out to at least 10 friends or contacts with this message and ask for a testimonial after.

"I'm offering a free Room Refresh Session this month in exchange for a testimonial. Interested?"

Week 3 (Days 15–21): Decorate Your First Client Space *Paid or Practice*

Use our proven strategy: The Style & Flow Method™ work with:

1. Furniture placement for comfort + flow
2. Color + texture balance
3. Personal accents + collected details

Week 4 (Days 22–30): Build Momentum Through Relationships

Upsell a Room Refresh package and ask for referrals to build repeat business. Before wrapping up each job, ask:

"Do you know anyone else who's moving or could use a quick refresh?"

THE STYLE & FLOW METHOD™

This is how you create spaces that feel collected, intentional, and lived-in.

1. Rework the Layout

- Arrange furniture for comfort and natural movement.
- Then layer in color and texture to create visual balance.

2. Light the Space with Intention

- Use warm, layered lighting (overhead + floor + table).
- Open blinds and choose bulbs that soften the room.

3. Style with Meaning

- Add personal accents, natural elements, and collected pieces.
- The goal isn't perfection—it's warmth, personality, and ease.



MOMENTUM BUILDERS

Quick Wins for Business Growth



1. Batch your captions

Write a week's worth of Instagram or Facebook posts in one sitting. Save time and stay consistent.

2. Create a referral script and remember to ask for them

Example: "Do you know anyone else who might want a Room Refresh?"

3. Create simple client forms

A consultation template saves time and builds professionalism.

We include templates for you within each of our courses.

ARE YOU READY TO LAUNCH IN 30 DAYS?

What's Your Fast-Track Score?

Instructions:

Check off each statement that feels true for you right now. Then total your score to see how launch-ready you are.

Statement		<input type="checkbox"/>
I know which room I'll use for my portfolio project.		<input type="checkbox"/>
I have a list of props I can use or plan to order.		<input type="checkbox"/>
I've drafted or practiced a pricing script.		<input type="checkbox"/>
I know at least 3 people I can reach out to for my first project.		<input type="checkbox"/>
I've blocked off time to decorate and take photos.		<input type="checkbox"/>
I feel confident using Instagram or Facebook to post my work.		<input type="checkbox"/>
I have a simple system to track client info, payments, and referrals.		<input type="checkbox"/>
Your Score:		Give yourself 1 point for each checkmark.
6-7:	You're ready to roll—just start!	
4-5:	You're close! Spend this week finalizing your scripts and marketing.	
0-3:	Let's set up your foundation first—start with your portfolio project and pricing plan.	

ACTION STEPS:

1. *Pick Your Room*

Start with a space that excites you and has good natural light.



2. *Add a Few Key Props*

One or two statement pieces can change the whole mood. (*My starter list is inside the course.*)

3. *Shoot for Variety*

Before-and-afters help people *feel* the shift in atmosphere—and that's what draws clients in.



4. *Share Strategically*

Post your top three images with a simple “DM me” invite.

STEP 1: BUILD YOUR PORTFOLIO IN 7 DAYS

Your Portfolio Starts at Home.

Your first portfolio piece is your launchpad. This week is all about proving—to yourself and to potential clients—that you've got the eye and the skills to transform a space. You're not just “playing with décor” here; you're creating marketing gold.

You don't need paying clients to create a portfolio piece you're proud of.

In just one week, you can capture a transformation that shows your eye for style—and sparks curiosity from potential clients.

Start with a room you can experiment in. Think about what clients would notice first: light, space, and personality. Rearrange, swap in a few accents, and create moments worth photographing. Mix wide shots that show the whole room with close-ups that highlight textures, color stories, and vignettes.

Want to go next-level? Capture short, behind-the-scenes clips as you style—even 10 seconds of video can make your social posts stand out. By the end of seven days, you'll have a small but powerful portfolio piece that can open the door to your first paid project.



This month is your launch pad. Make it count.

Portfolio Builder Checklist

Start Where You Are—Build a Beautiful Portfolio from Your Own Home.

You don't need paying clients to showcase your work—you need proof of potential. These next 7 days will help you transform one room into your first professional-level portfolio piece. Start small, stay consistent, and show off your talent.

Day	Task	Done?	Pro Tip
1	Choose a room (e.g., living room, office)	<input type="checkbox"/>	Start with a space you love—it will show in the work.
2	Source items & tools (\$200 max budget)	<input type="checkbox"/>	Use my Amazon list (Available in the course)
3	Take 'before' photos	<input type="checkbox"/>	Use natural light and shoot from eye level.
4	Style the space	<input type="checkbox"/>	Group accessories in 3s and layer textures.
5–6	Take 'after' photos (5 angles)	<input type="checkbox"/>	Capture details and wide shots—no overhead lighting.
7	Post 3 best photos to Instagram/Facebook	<input type="checkbox"/>	Use caption: "Just refreshed this room! DM me to chat."

***You don't have to do this alone.
You're building something beautiful.***

QUICK PORTFOLIO POWER-UPS

- 1. Use What You Have**
 - Shop your home before buying anything new.
 - Layering textures, rearranging, repurposing, and new light sources shows your creativity—not your budget.
- 2. Design for Feel, Not Perfection**
 - Arrange the space to feel balanced, comfortable, and easy to live in.
 - Highlight what makes the room inviting—light, warmth, and flow.
- 3. Capture the Details**
 - Close-ups of styled shelves, end tables, and coffee table vignettes often connect more emotionally than wide room shots.
 - Details show your point of view.
- 4. Edit with Intention**
 - Lightly brighten your photos and keep colors true to life.
 - Avoid heavy filters—clients want to see real spaces, not staged or overproduced.
- 5. Post & Tag**

CONFIDENCE + CLARITY...

Know Your Worth
(Even If You're New)



Pricing can feel awkward when you're just starting out—but **here's the truth:** You're not charging for your time. **You're charging for the transformation.**

Clients aren't paying for the hours you spend or where you sourced the pillows. *They're investing* in a home that feels intentional, comfortable, and beautifully pulled together.

Build in time for:

- Creative planning
- Sourcing items (inc. online)
- Client communication
- Load-in/load-out, setup
- Styling AND tweaks
- Any revisions

Pro Tip:

List these in your proposal or client conversation—it helps them see the value!

STEP 2: PRICE LIKE A PRO & BOOK YOUR FIRST CLIENT

Set Your Rate with Confidence (and Logic).

Pricing your first project can feel like walking a tightrope—too low, and you risk burnout; too high, and you fear hearing “no.” But your rate isn’t just about time—it reflects your skill, creativity, and the transformation you deliver. A beautifully styled space can lead to more peace of mind for your clients. That’s what they’re really paying for.

If you get questions like “*Why does it cost that much?*” it’s not a red flag—it’s your cue to clarify the value. When you can confidently explain what’s included, you shift from justifying your price to owning it. Use the worksheet below to calculate your costs, build in your profit, and practice saying your rate out loud. *This is how pros do it—and you’re ready to join them.*

Start with your costs, then factor in your time and confidence.

Step 1: Estimate Your Costs

Materials (décor, supplies): \$ _____
Time (hours × \$100/hr): \$ _____
Travel fee (if over 30 mins): \$ _____
Your Base Total: \$ _____

Step 2: Set Your Rate

Multiply your total by 1.2 to account for prep time, admin, and profit.

Suggested Rate (Base × 1.2): \$ _____

Example: \$200 materials + 4 hours = \$600 × 1.2 = \$720

Step 3: Pitch Your Rate (Practice Script)

“Hi [Name], I’d love to style your [room] for \$_____.
That includes [list services, e.g., sourcing, styling, 2 revisions].
Want to book a time to chat?”

Say it out loud 3 times or until it feels natural.

How Confident Are You in Your Pricing?

Instructions:

Rate yourself honestly from 1 (not confident) to 5 (very confident), then reflect on your answers below.

Statement	1	2	3	4	5
I know exactly what my services are worth.					
I can explain my pricing clearly without hesitation.					
I factor in all my time (including sourcing and admin)					
I feel confident quoting my rate on a sales call.					
I've practiced my pricing script out loud.					
Total Per Column:					

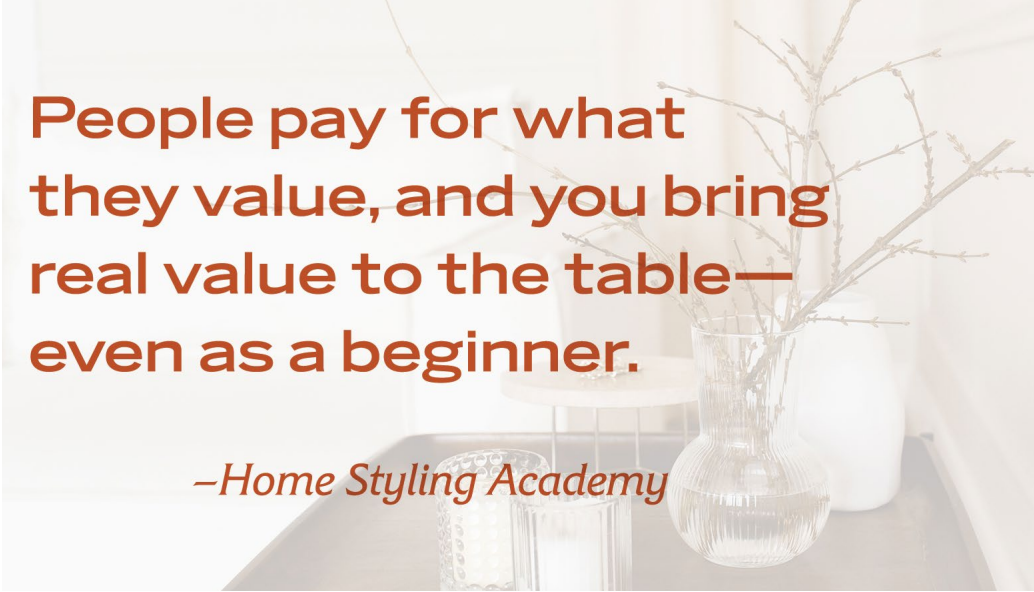
Total Score: _____

Reflection:

If you scored under 15: What part of pricing makes you hesitate?

Write a one-sentence shift:

"I will boost my pricing confidence by _____."



People pay for what they value, and you bring real value to the table—even as a beginner.

—Home Styling Academy

5 SIGNS YOUR RATE IS TOO LOW

- 1. You dread saying it out loud.** If quoting your price makes you hesitate or cringe, it's usually because it's not aligned with your value.
- 2. You resent the work before it begins.** That "ugh" feeling is your signal you're undercharging your time, talent, or energy.
- 3. You attract only budget clients.** If most inquiries start with "What's your cheapest option?", your rate is drawing the wrong crowd.
- 4. You're booked solid but still broke.** Working nonstop without seeing profit means your price isn't sustainable.
- 5. You never reinvest in your business.** If you can't afford to upgrade items, marketing, or systems, your rate isn't giving you room to grow.

Solution:

Raise your rate by 10–20% and re-evaluate how you talk about your offer.

Confident pricing attracts confident clients.

HOW TO TALK ABOUT CONTRACTS— *Without Awkwardness*

Try this:

“Before we start, I’ll send over a short agreement so we’re both on the same page. It covers things like payment, reschedules, and what’s included.”

This sets the tone that it’s standard practice—not a personal distrust issue.

STEP 3: CONTRACT MUST-HAVES CHECKLIST

Avoid Rookie Mistakes—Protect Your Time, Energy, and Boundaries

Contracts might not be the most glamorous part of styling—but they are one of the most important. In the excitement of landing your first job, it’s tempting to skip the paperwork and just “get started.” But without a clear agreement in writing, you risk misunderstandings, unpaid work, and burnout. A simple contract protects your time, energy, and boundaries—so you can focus on delivering amazing results.

This isn’t about being stiff or overly formal. It’s about setting expectations with confidence. When clients see that you run your business professionally, they’re more likely to trust your process, respect your time, and take your work seriously. Whether you’re styling one room or an entire home, a solid contract gives you the clarity to lead each project with purpose.

What to Include in Your Scope of Work

Clear Boundaries = Clear Expectations

One of the easiest ways to avoid confusion (and resentment) is by being crystal clear about what is and isn’t included in your services. The phrase “living room styling” might sound simple to you—but to a client, it could mean anything from rearranging furniture to sourcing new curtains or hauling out boxes of clutter. That’s why your scope of work needs to be spelled out with zero assumptions.

Here’s how to be clear *without sounding rigid*:

- ✓ Styling of existing furniture and accessories
- ✓ Includes 2 hours of on-site work and 2 rounds of edits
- ✓ Client to pre-clean and declutter before styling day
- ✓ Item list provided (by adding costs to this, clients begin to understand the transformation.)

You’re not being difficult—you’re being smart. When you define your scope of work up front, you build trust, protect your time, and avoid awkward mid-project negotiations. It also gives you something to refer back to if a client asks for *“just one more thing.”*

Pro Tip:

If it’s not in writing, it doesn’t exist. Add your scope of work as a bulleted section in your contract, and stick to it.



Are You Contract-Ready?

Instructions:

Answer each question honestly to see if your business is protected by clear agreements. Then take action on what's missing.

Question	Yes	No	Needs Work
I use a written contract for every project—even free ones.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My contract clearly outlines the scope of work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I explain payment terms and due dates in writing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I include a cancellation/reschedule policy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I ask clients to sign before work begins.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel confident presenting my contract professionally.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Reflection Prompt:

Write one thing you'll improve in your next client agreement:

"I will always include _____

_____ to protect my time and professionalism."

We give you the exact contract template inside the course.



Your Non-Negotiable Clause:

Some things are flexible. Others? Not so much.

What's one clause you'll always include to protect yourself?

Examples:

"Room must be cleared before styling begins."

"Late cancellations are non-refundable."

"Client agrees to provide entry access on install day."

Take time to define yours—then make it a permanent part of your contract.

EVERY DOLLAR COUNTS

You might be tempted to only celebrate the big paychecks—but *in the early stages, every dollar matters.*

WHY?

Because it builds:

- Confidence
- Credibility
- Cash flow



SIMPLE.
RESPECTFUL.
CONFIDENT.

STEP 4: TRACKING GROWTH 30-DAY REVENUE TRACKER

Track Your Income. Celebrate Your Wins.

Tracking your income isn't just about numbers—it's about building momentum and reinforcing your belief that this business can work. Every dollar earned, every consult booked, and even every referral conversation plants the seed for future growth. Whether you're charging full price or offering a free service in exchange for visibility, it counts—because you're taking action.

This 30-day tracker helps you shift from “*maybe someday*” to “*I'm doing this now.*” By writing it down, you'll see just how far you've come—and where new opportunities are already waiting. Celebrate your first \$100, your first “yes,” or your first referral.

Use this page to track every dollar earned during your first 30 days—whether from paid projects or free ones that led to referrals.

Project	Client	Paid \$	Asked for Referral
Room Styling	Friend	500	Yes / No

Track Your Weekly Income Below.

Week	Total Income	Notes
Week 2		
Week 3		
Week 4		

30-Day Goal: Earn \$2,000 (or your personal goal.)

REVENUE REFLECTION & GOAL RESET WORKSHEET

Instructions:

Answer each question honestly to check the health of your business and goals. Then take action on your new plan.

1. My 30-Day Revenue Goal: \$ _____

2. How much did I actually earn? \$ _____

3. How many clients did I work with? _____ clients

4. Where did most of my leads come from?

- Friends & Family Instagram
- Realtor Referral Facebook Group
- Other: _____

5. What worked really well this month?

6. What will I do differently next month?

7. My NEW 30-Day Goal: _____

- Book 3 new clients
 - Offer a Room Refresh upsell
 - Collect 2 new testimonials
 - Try a new referral strategy
- \$ _____

REFERRAL SCRIPT THAT WORKS

Asking for a referral doesn't have to feel salesy.

Try this:

"Hey [Name], I've loved working on your space. I'm growing my business and have room for a couple more projects this month—do you know anyone whose home could use a quick Room Refresh?"



Pro Tip:

Make it part of your closeout process, not an afterthought.

STYLE YOUR FIRST PROJECT & BUILD MOMENTUM

Landing your first decorating project is more than a milestone—it's your foundation.

Whether you're refreshing your own living room, helping a friend define their style, or working with your first paid client, treat it like a portfolio piece you'll proudly share.

- **Refine:** Offer a follow-up styling session once they've lived with the space for a week.
- **Connect:** Connect: Share your work with boutique owners, organizers, painters, or furniture shops—*these become referral partners.*
- **Document:** Capture warm, natural photos and a simple testimonial to use on your website or social media.

These steps turn one project into your *ongoing client stream.*

STEP 5: COMMITMENT PLEDGE

*You've Got the Tools.
Now Make the Commitment.*

You've taken the course, built your foundation, and styled your first space—now it's time to make it real.

No one's coming to hand you a certificate of permission. This is your moment to declare your intentions and step into your role as a business owner. Your first step doesn't need to be huge—but it does need to happen. By putting your commitment in writing, you're turning your momentum into something solid and personal.

Whether you're still working another job or all-in on your creative future, this pledge is your reminder: *you don't have to wait to be chosen.* You already have the tools; now use them—and trust that imperfect action will take you further than perfect hesitation.



**ACTION CREATES CONFIDENCE.
CONFIDENCE CREATES CLIENTS.**

MY FIRST 30-DAY COMMITMENT PLAN WORKSHEET

I, _____, commit to launching my interior
decorating business by _____.

YOUR NAME

DATE

My first action step is: _____.

The part I'm most excited about is: _____.

“Your dream business doesn't require permission. It just needs action.”

Task	Deadline	Complete
Choose my first project space		<input type="checkbox"/>
Style and photograph it		<input type="checkbox"/>
Set up a pricing guide		<input type="checkbox"/>
Reach out to 3 potential clients		<input type="checkbox"/>
Share my pledge online		<input type="checkbox"/>
Track all income in my Revenue Tracker		<input type="checkbox"/>
		<input type="checkbox"/>

What will I celebrate when this is done?

How will I reward myself for showing up?

*You don't have to do this alone.
You're building something beautiful.*

REVENUE TRACKER WRAP-UP

Growth isn't just about decorating—it's about tracking what works.

Use the revenue tracker to record every dollar earned, every referral asked, and every new client connection. At the end of the month, review your progress:

- Which services brought in the most revenue?
- What offers or upsells landed best?
- Where did your strongest leads come from?

Then set a stretch goal for the next 30 days. Scaling isn't about doing more all at once—it's about doubling down on what works.

Pro Tip:

Save this as a story highlight on Instagram so you can look back on your first step whenever you need a boost.



Your Next Step Starts Here

Laurie Cote is a trusted educator, mentor, and creative business leader who helps aspiring decorators turn their eye for design into meaningful, profitable work.

As founder of **Home Styling Academy**, Laurie has guided students in building design-centered businesses rooted in confidence, clarity, and client connection. With more than two decades of experience running her own marketing company, she brings a powerful blend of creative vision, business strategy, and real-world expertise to every program she teaches.

Her work is grounded in one belief: that women can build businesses they love with the right training, support, and direction..

Are You Ready to Turn Your Passion into a Profession?

Take the Next Step

- **Become a Certified Decorating Professional®**
Explore training through Home Styling Academy.
- **Book a free call**
calendly.com/thehomestylingacademy
- **Visit us online**
HomeStylingAcademy.com
- **Connect on Instagram**
[@home.stylingacademy](https://www.instagram.com/home.stylingacademy)

*"Your dream business doesn't require permission.
It just needs action."*

—Laurie Cote, Founder, Home Styling Academy

HomeStylingAcademy.com

