

5-step guide

FD FREEBIE

TO LEVEL UP TODAY!

HAAY! I'm Amandork!

I'm SO excited that you opted in to receive my **FREEBIE** sample from the full **eDesign Bootcamp** to **jump start** your **eDesign biz!** This guide comes with **5 actionable steps** to help you find **CLARITY** in your brand, **TACKLE** your niche, & **ATTRACT** dream clients with topics straight from the eDesign Bootcamp (just a taste but **LOADS** more in the course itself).

I'm **CEO + eDesign consultant** at **Foster Decor Consulting**. I help overwhelmed **eDesigners** level up their business through intensive **1:1 custom** consultations + courses tailored to their **unique business** (*no one size fits all here*). Why go at it alone, confused + burnt-out when you can get strategic guidance from an **expert** in the **field** who knows exactly what you're going through + **how to help?!**

I'm **passionate** about helping you jump start your eDesign **career** with a **plan** - don't waste anymore time! Use this guide to get **started**, but **check out the full course** to build a **stronger foundation** for your **biz!**



- xo Amandork



step 1: Your eDesign business should have a clear brand identity.

Defining your brand identity is crucial to having a strong foundation set up in the beginning of your business. Knowing exactly WHO you help, WHAT you offer, HOW you do it + the RESULT/SOLUTION you offer - will give you direction + help you gain authority within your niche. So how can you create a brand identity that is consistent + cohesive?

TIP 1: **Create a mood board + brain dump:** *By mapping out exactly what you want your Brand/Biz to look like you can start creating consistent content. Think about colors, fonts, style, and vibe! How can you be DIFFERENT from the crowd?*

TIP 2: **Use your favorite designers as inspiration!** *Do you like the farmhouse calm styles of Joanna Gaines or more quirky-eclectic midcentury Emily Henderson? Check out their content + social streams to help inspire you to identify how you want your audience to view your brand. Create your own spin + twist by viewing multiple designers related to your style.*

Use the lines below to map out your brand identity (colors / fonts / tone / style / vibe) :

step 2: You should know your target audience + ideal client (.)

Defining who your ideal client is takes work (most designers skip this + work w/ everyone giving them crickets). Your DCA (dream client avatar) is a made up character of the exact person YOU want to work w/ in your biz. It's SO important to dig deep into identifying them, because it will guide you when creating content that specifically targets THEM + THEIR needs. So how do you create a successful DCA?

TIP 1: Create a DCA history + background that answers the following questions. What is their demographic typically male, female, couples? What about lifestyle - pets, kids, empty-nesters? What are their goals? What are their values? What is their budget like and monetary lifestyle?

TIP 2: Think about the problem you solve for you DCA. What are their challenges + pain points? What are their objections? By listing these out after identifying the DCA characteristics you can create a ton of social media content to solve their issues + speak directly to THEM! (If something doesn't speak to you - you scroll past don't lie - it's the same for them)

Use the lines below to describe your who your DCA is (demographic / lifestyle/ style pref / \$ / pain points) :

step 3: Don't be afraid to **niche** down! Being **specific** will **attract** clients to you. Targeting everyone means > no one (.)

When you don't have a specific niche + you speak broadly to the general public, you're talking to NO ONE. Trying to serve EVERYONE will only hurt you in the long run. You're probably thinking, "by focusing on only one group won't I lose clients?" Nope! Niching down will help you attract MORE clients! Focusing on one group will help you create authority in that niche + start drawing people towards your biz by having a specialty.

TIP 1: Do an audit of your current content + client messaging. Are you speaking broadly to everyone or are you focused directly on speaking to your DCA? Go back and nail that down. The more narrow down the better - trust me!

TIP 2: Check out your IG bio - Are you specific with WHO you help + WHAT you do? Update your socials and website so that it reflects this, otherwise the vague "I help you create the space of your dreams" ain't working for ya!

Use the lines below to brainstorm & start "niching" down (industry/ projects/ in-person / eDesign / style pref) :

step 4: Be consistent on every platform you're marketing your biz.

Being consistent in your marketing no matter what platform you're using is important to create a sense of TRUST + AUTHORITY among your audience. Make sure it's cohesive to all social media outlets (don't use new logo on FB and old on IG - this confuses clients and makes you look unprofessional). By showing up regularly your audience will start pairing you with helpful information, + count on you for guidance.

TIP 1: Choose ONE platform to focus your marketing tactics on. Where do you find your clients hanging out? LinkedIn, Pinterest, Instagram, Facebook, etc? Create content for that specific platform + focus only on a couple - no need to burn out on all of them and waste your time.

TIP 2: Create a posting schedule that works for you. Can't post everyday? Focus on creating meaningful content to post just 3 days a week. Try batch creating on Sundays + schedule out for MWF. Save time versus staring at a blank canvas the day of. Work smarter not harder or you'll go down the IG rabbit hole.

TIP 3: Use a tool to keep your posting consistent - Planoly, Later, Loomly + make a list of content ideas that you can pull from later + save graphics to keep content consistent.

Use the lines below brainstorm your posting schedule (content / graphics / platform / tool / calendar) :

step 5: Work on your money mindset. Don't be afraid to invest in yourself and biz.

Your business's success depends on your MINDSET. Your willingness to invest in your biz + learn from qualified experts will bring your business to the next level faster + easier. You are WORTH IT and so is your business! Putting money INTO your business WILL drive your biz forward + set it up for success. No need to go at it alone, girl! Aren't you tired of looking unprofessional + hearing crickets? The support, guidance + mentoring you need is available when you're ready to take that next step.

TIP 1: Do your goals match your mindset? Think about your business + the areas that are lacking. Remember, all those freebies + youtube videos are NOT customized to your biz. Having a coach tailored to you is a game changer.

TIP 2: You are your ROI - You get out what you put in! If you're looking for a quick fix - forget it. That never works. Your return on investment is key to your business. By getting custom homework tailored to your biz can really change your life! Put in the time to change your biz with the help of these worksheets. If you need 1:1 help to go through these I got you!

Use the lines below to be real + honest with yourself
(How do you feel about money? How quick are you to spend it recreationally versus for your biz? Is it holding you back or fueling your future? How could it change your biz - virtual assistant, a coach, social media templates, a brand refresh - give yourself back some time and confidence in your business):

what's next?

FD FREEBIE TO LEVEL UP TODAY!

Use this guide to start leveling up your eDesign brand so that you can start thriving in your biz! Spend quality time really thinking about each section. Put the work in + focus on the foundations of your business!

attn: **Keep an eye out in your inbox** You are part of my eDesign fam now so keep an eye out for my next email! (I'll be sending you something next week so make sure to add me to your contacts so you don't miss it!)

attn: **You are your ROI - You get out what you put in!** If you're looking for a quick fix - forget it. That never works. Your return on investment is key to your business. By getting custom homework tailored to your biz can really change your life! Put in the time to change your biz with the help of these worksheets. If you need 1:1 help to go through these I got you!

attn: **Let's connect + get social!** We're practically **design BFFs** now, so **keep in touch!** I'm here whenever you need me so give me a hollah + we can collaborate, design, or chat!



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- xo Amanda



eDesign bootcamp

FOSTER DECOR NEED A CAREER? I GOT YOU!



your career **jump started**

Are you a confused eDesign newbie or struggling in the beginning stages of your eDesign biz? Or maybe you're a seasoned interior designer that has been in the business for 25 years, but finally want to add eDesign to your services! I got you covered.

*Think of this as your eDesign cheat sheet + road map for your career. You'll get all your questions answered by an eDesign expert in the field who's done it all + knows how to help! Don't have a biz IG account or website? No problem! This unique experience will meet you wherever you are in your business + be customized to you + your unique goals. Stop waiting for clients to come to you, start **taking action**, and **save time + money by having a strategic plan.***



graphic design services

FOSTER DECOR NEED GRAPHICS? I GOT YOU!



branding / **starter kit**

IG feed **makeover**



whole **package**

edesigner consultation

FOSTER DECOR COACHING HELP TO LEVEL UP!

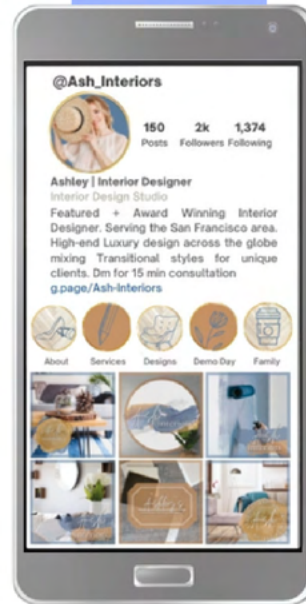
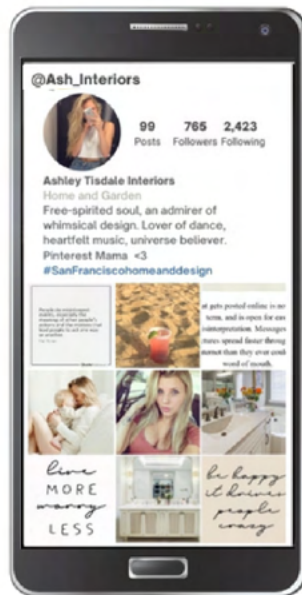
instagram audit

90 min intensive

before



after



website audit

90 min intensive

before



after

