



**DECORATORS**  
GROWTH CLUB



DECORATORSGROWTHCLUB.CO.UK

# GUIDE FOR START UPS

How to grow a small business

Market

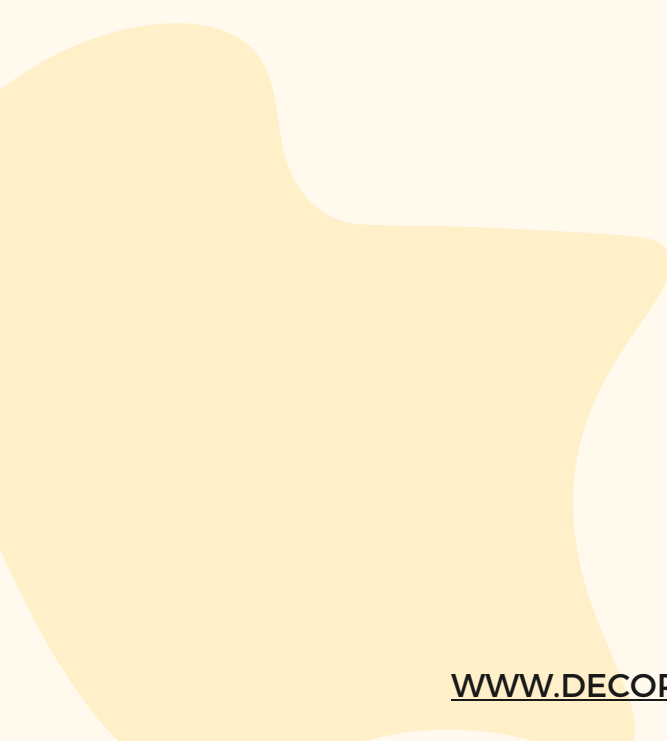
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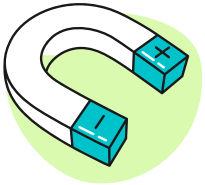
Feedback

skills





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## WHAT TO DO

Have you been wondering **"how to grow my business"**?

Growing your business can be daunting, but with the right steps and guidance, you can make your startup profitable. This guide provides you with the tools and strategies you need to build an effective business plan, create an enticing brand identity, reach potential customers, and scale up operations.



# HOW TO GROW MY BUSINESS

IN THIS GUIDE, YOU WILL LEARN:

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## IDENTIFY YOUR NICHE

How to identify your niche and stand out in a crowded market

2

## SHOWCASE YOUR SKILLS

Strategies for showcasing your skills and expertise to potential customers

3

## NETWORK & COLLABERATE

Ways to network and collaborate with other decorators and industry professionals

# HOW TO GROW MY BUSINESS

IN THIS GUIDE, YOU WILL LEARN:

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## USE SOCIAL MEDIA

The importance of utilising social media to connect with potential customers and promote your work

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## MONITOR & ANALYSE

The benefits of regularly monitoring and analysing your business's performance

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## INOVATE AND ADAPT

The importance of continuously innovating and adapting to the changes in the market

## HOW TO IDENTIFY YOUR NICHE AND STAND OUT IN A CROWDED MARKET



### MARKET

As a decorator, it's important to identify your niche in order to stand out in a crowded market. Identifying your niche allows you to focus on a specific area of decorating, and to become known as an expert in that area. This can help you to attract clients who are specifically looking for a decorator with your specific skills and experience. Finding a niche can be a process of experimentation and research, by looking at your skills, interests, and what is in demand in the market.

## HOW TO IDENTIFY YOUR NICHE AND STAND OUT IN A CROWDED MARKET

One way to identify your niche is by looking at the specific types of projects you enjoy working on. Are you particularly skilled at residential projects, or do you have a passion for sustainable products? By focusing on a specific area of decorating that you're passionate about, you'll be able to offer a unique perspective and set yourself apart from other decorators.

Additionally, you can research what is in demand in the market, what are the trends, what are the clients looking for, and how can you offer something different or better than others in that area. That may be spraying kitchens, venetian plaster or epoxy resin for example. This may require new skills or utilise the skills you already have.

Another way to identify your niche is by considering the specific type of client you want to work with. For example, you may want to focus on working with new house builders, or with clients who are looking to renovate their homes and use interior designers. By identifying the specific type of client you want to work with, you'll be able to tailor your services and marketing efforts to attract those clients.

By identifying your niche, you'll be able to stand out in a crowded market, attract more of the clients you want to work with, and build a reputation as an expert in your specific area of decorating. It will also help you to create more specialised services, and to charge more for your services, because you are addressing specific needs that not many others can fulfil.

## STRATEGIES FOR SHOWCASING YOUR SKILLS AND EXPERTISE TO POTENTIAL CUSTOMERS



### SKILLS

As a decorator, showcasing your skills and expertise to potential customers is essential in order to attract new business. You can use several strategies to showcase these skills and expertise to potential customers.

One effective strategy is to create a portfolio of your work. Your portfolio should include high-quality images of your projects and testimonials from satisfied customers. This will give potential customers a sense of your style and the quality of your work.

Also, you can include a detailed description of the projects, the challenges you faced, and the solutions you came up with. This will showcase not only your skills but also your problem-solving capabilities.

## STRATEGIES FOR SHOWCASING YOUR SKILLS AND EXPERTISE TO POTENTIAL CUSTOMERS

Another strategy is to use social media to showcase your skills and expertise. Platforms like Facebook, Instagram and Pinterest are great for sharing images of your projects and providing inspiration to potential customers. Additionally, you can use LinkedIn to connect with potential customers and showcase your skills and expertise through articles, posts, and testimonials. LinkedIn is a great platform if you are looking to connect with the likes of builders, developers or Interior Designers.

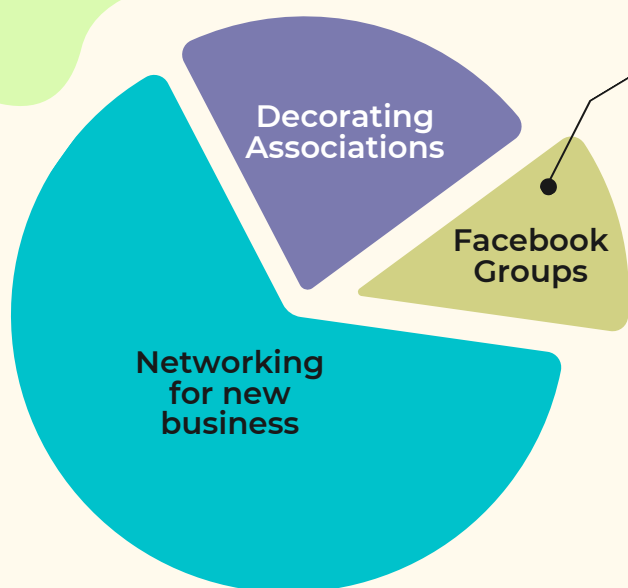
You can also use networking events to showcase your skills and expertise. Look for networking that is heavily weighted with trades as this is where a-lot of potential business could come from. Attend trade shows, home shows, and other events where you can keep on top of current trends, new paints, accessories or new ways of streamlining what you do currently.

Finally, you can use online directories, like Trustpilot or Facebook, and get customer reviews and feedback that will showcase your skills and expertise and you can use them as a reference for future clients.

By using a combination of these strategies, you'll be able to showcase your skills and expertise to potential customers, attract new business, and build a reputation as a skilled and reputable decorator.



## WAYS TO NETWORK AND COLLABORATE WITH OTHER DECORATORS AND INDUSTRY PROFESSIONALS



### NETWORKING

Networking and collaborating with other decorators and industry professionals is an important part of building a successful decorating business. There are several ways that you can network and collaborate with other decorators and industry professionals.

Joining networking groups like BNI or business over breakfast opens up opportunities to meet other business owners and other trades, such as plumbers, builders, electricians or flooring companies, who offer perfect collaboration opportunities. Joining groups such as BNI obligates fellow members to refer you to potential clients as part of their givers gain policy.

## WAYS TO NETWORK AND COLLABORATE WITH OTHER DECORATORS AND INDUSTRY PROFESSIONALS

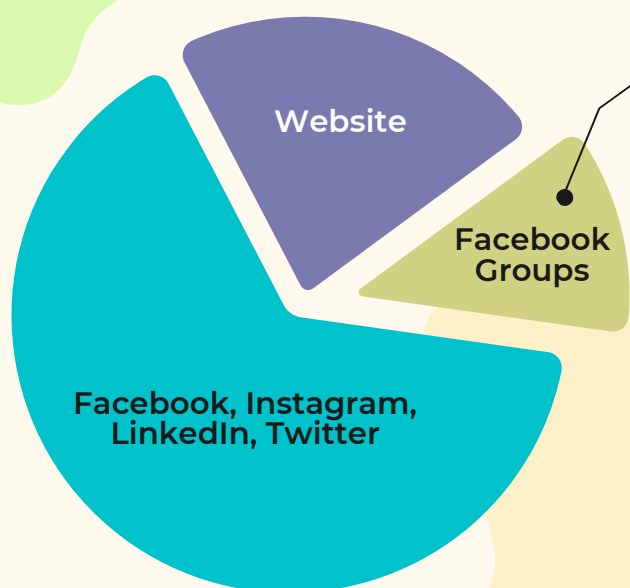
Another way to network and collaborate is by joining professional organisations. Many decorating associations and trade organisations offer opportunities to network and collaborate with other decorators and industry professionals. Joining these organisations can provide you with access to a network of professionals, educational resources, and industry events.

Another way to network and collaborate is by attending industry events. Trade shows, home shows, and other events provide opportunities to meet other decorators and industry professionals, learn about new products and trends, and build relationships. This can be a great way to gain new perspectives, learn from more experienced decorators, and to find new ideas for your own business.

You can also use social media as a way to network and collaborate with other decorators and industry professionals. Platforms like Facebook, in particular with their groups, offer the perfect way to meet other like-minded people who have the same ethos and working style as you. Another is Instagram which is growing as an opportunity to connect with other decorators and industry professionals, share ideas and inspiration, and collaborate on projects.

Networking and collaborating with other decorators and industry professionals can provide you with valuable resources and support, help you to stay current with industry trends and training opportunities and expose you to new ideas and perspectives. This can help you to build a stronger, more successful business.

# THE IMPORTANCE OF UTILISING SOCIAL MEDIA TO CONNECT WITH POTENTIAL CUSTOMERS AND PROMOTE YOUR WORK



## SOCIAL MEDIA

As a decorator, utilising social media is essential to connecting with potential customers and promoting your work. Social media platforms like Instagram, LinkedIn, and Facebook provide powerful tools for reaching new audiences, building brand awareness, and showcasing your skills and expertise.

The best thing about this is that all of these platforms are FREE; all that it will cost you is time and energy.

One of the most important ways to utilise social media is by creating a strong visual presence. Platforms like Instagram and Facebook are perfect for sharing images of your projects and providing inspiration to potential customers.

## THE IMPORTANCE OF UTILISING SOCIAL MEDIA TO CONNECT WITH POTENTIAL CUSTOMERS AND PROMOTE YOUR WORK

By sharing high-quality images of your work, you can showcase your style and the quality of your work, which can help to attract new customers. Another way to utilise social media is by using it to connect with potential customers. Platforms like Facebook and LinkedIn provide opportunities to connect with potential customers, answer their questions, and provide detailed information about your services. This can help to build trust and credibility with potential customers and increase the chances of them choosing you for their decorating needs.

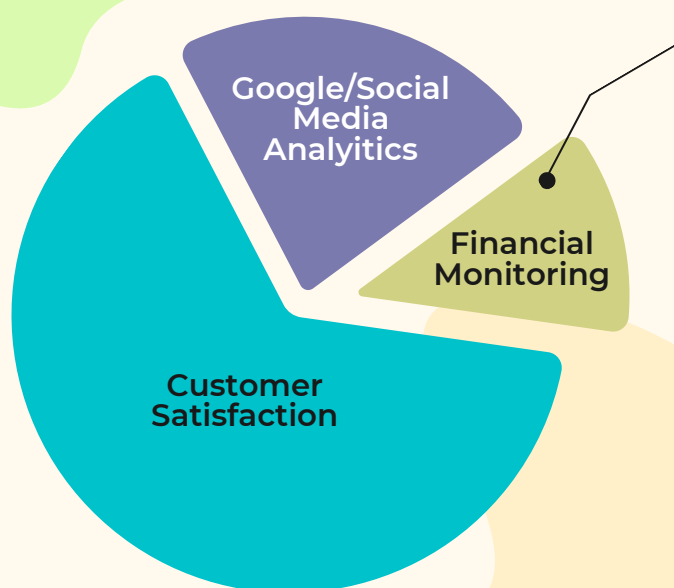
Joining local Facebook groups allows you to promote your work to people in your local area. Be careful to look at the days they allow you to promote, and be sure not to spam the groups and upset the admin.

You can also use social media to promote your work by running ads and campaigns that target specific audiences. This can be an effective way to reach new audiences and generate leads.

Finally, you can use social media to build relationships with other decorators and industry professionals. As we have mentioned already, platforms like Instagram and Facebook offer opportunities to connect with other decorators and industry professionals, share ideas and inspiration, and collaborate on projects.

Overall, utilising social media effectively can help you to connect with potential customers, build relationships, promote your work, and grow your business.

# THE BENEFITS OF REGULARLY MONITORING AND ANALYSING YOUR BUSINESS'S PERFORMANCE



## ANALYSING

As a decorator, regularly monitoring and analysing your business's performance is essential to ensuring its success. By tracking key performance indicators (KPIs) such as financial metrics, customer satisfaction levels, and marketing efforts, you can gain valuable insights into your business's strengths and weaknesses and identify areas that need improvement.

One of the main benefits of monitoring and analysing your business's performance is that it can help you to identify trends and patterns in your sales and revenue. By tracking financial metrics such as revenue, profit, and expenses, you can better understand how your business is performing financially and make more informed decisions about how to improve performance.

## THE BENEFITS OF REGULARLY MONITORING AND ANALYSING YOUR BUSINESS'S PERFORMANCE

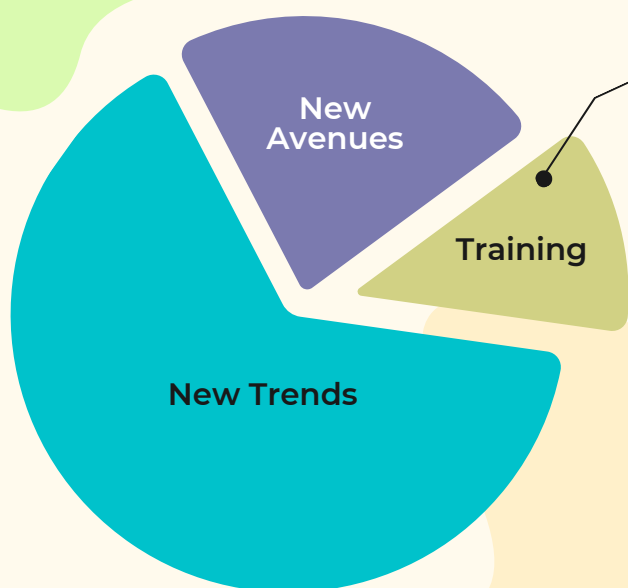
Another benefit of monitoring and analysing your business's performance is that it can help you to identify customer pain points. By tracking customer satisfaction levels, you can better understand what customers like and dislike about your business and use this information to make improvements to your products or services.

Regularly monitoring and analysing your business's performance also helps you track your marketing efforts' effectiveness. By tracking metrics such as website traffic, use of the Facebook Pixel on your website, analysing social media engagement using Meta business suite or 3rd party apps such as Hootsuite/Buffer shows what social media posts or stories are engaging with customers the most, plus email open rates if you are sending newsletters and emails to potential customers. By looking at the analytics, you can better understand what is working and what is not and make adjustments as needed.

Finally, monitoring and analysing your business's performance can help you to identify areas that may need improvement and make strategic decisions for the growth and development of your business. Keep an eye on your quoting v's time taken to do the project. All projects need to make money; if they are not, then the timings are the first to look at. If the timing is out compared to your quote, then you need to analyse why; did you quote wrong, did something change during the project that you can charge extra for, or did you take too long? You need to know the answer to this to make changes moving forward. If you don't make money and you don't want to know why then you shouldn't be in business!

Regularly monitoring and analysing your business's performance can provide valuable insights and help you to make more informed decisions that can lead to a more successful and profitable business.

# THE IMPORTANCE OF CONTINUOUSLY INNOVATING AND ADAPTING TO THE CHANGES IN THE MARKET



## INOVATE & ADAPT

As a decorator, continuously innovating and adapting to the changes in the market is crucial for staying competitive and growing your business.

The decorating industry is constantly evolving, with new trends, technologies, and customer preferences emerging all the time. Some trends from decades ago come back into fashion and completely new avenues to the UK, like epoxy resin worktops and flooring.

By continuously innovating and adapting to these changes, you can ensure that your business stays relevant and attractive to potential customers.

## THE IMPORTANCE OF CONTINUOUSLY INNOVATING AND ADAPTING TO THE CHANGES IN THE MARKET

One of the key ways that you can innovate and adapt to changes in the market is by staying up to date with the latest trends and styles. This means keeping an eye on what is popular in the decorating industry and incorporating these trends into your work. Doing this ensures that your work is always fresh, modern, and relevant to customers.

Another important aspect of innovation and adaptation is to be open to new technologies and tools. The decorating industry is constantly evolving, with new tools and technologies emerging all the time. The trade shows are a great way to see new technology and innovation with a vast range of supplies in one space. By keeping up with these advancements and incorporating them into your work, you can improve your efficiency and effectiveness and offer new services to your customers.

Additionally, you need to be able to adapt to changes in customer preferences and demands. By understanding the needs of your target market and staying in tune with their evolving preferences, you can tailor your services to meet their needs and stand out from the competition. This could be colour trends or new services the likes of the ones we have mentioned.

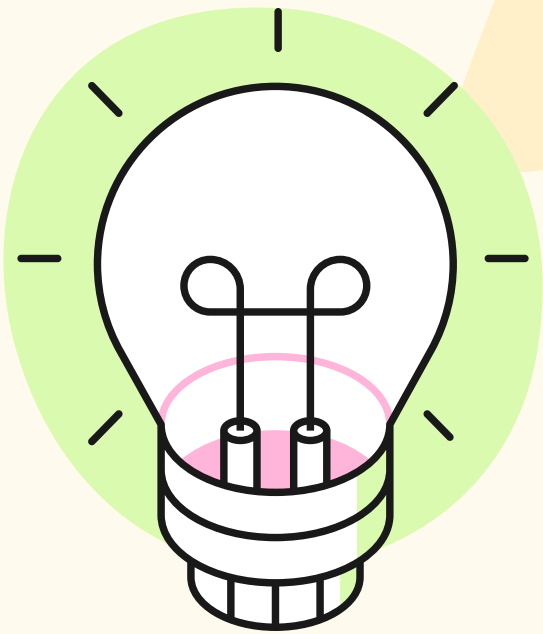
Overall, continuously innovating and adapting to the changes in the market is crucial for staying relevant and competitive in the decorating industry and for the growth and success of your business.

Finally, it is important to be open to experimentation and taking risks. Taking a calculated risk in terms of trying new things and experimenting with new ideas can lead to new opportunities and growth for your business. Training courses can be a great way to try new things and see if its something you like and can see adding to your business offering.





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## CONCLUSION

Set Realistic Goals and Measure Progress Toward Those Goals.

When you're setting goals for your business, it's important to make sure they're realistic and measurable. Set short-term goals that can be achieved in the near future so that you can see progress quickly. This will give you the motivation to continue working hard towards your target.

You should also develop longer-term goals to break down the individual steps needed to achieve them and measure the progress of each step. This way, you'll have a clear picture of how far your business has come and how much further there is to go before reaching your ultimate goal.

Remember that growing a business takes time and effort, but with persistence and hard work, you can achieve your goals. And don't forget to have fun with it!



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# WANT TO GROW?

If the answer is YES then join the Decorators Growth Club Pro Members. Full of likeminded people, it's only £25 a month which works out less than 2 Costa Latte's a week.



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