

WTF: Window Treatment Business Models, Part 1

Which Business Model is Right for You?

Episode #462

Thank you for joining us for this episode and for downloading this free pdf. We hope it serves as an at-a-glance reference of major points we discussed on this show.

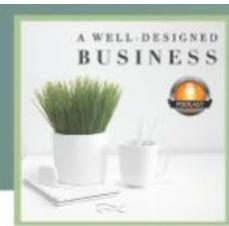
There are two main Business Models as it relates to running the Window Treatment component of your design services.

1. **DIY – Do It Yourself Model.** Here are some of its characteristics:
 - You take full responsibility and accountability for the whole process
 - You own your wins and losses
 - There is minimal hand-holding
2. **Concierge-Level Services** (may also be referred to as Project Management Services)

On this episode, we delved into the 1st model. On next episode #4, we will detail the 2nd model.

DIY Business Model – Designer’s responsibilities:

1. Come up with the design aesthetic vision. It must be a combination of project goals, client requirements, your aesthetic, and general understanding that it can be achieved
2. Take measurements (or schedule your installer)
3. Make selections:
 - Fabric – make sure it’s appropriate for the treatment
 - Trim
 - Hardware
4. Calculate yardages and quantities
5. Place orders with vendors, go through confirmations, check off receipts against your PO’s
6. Create a Work Order (may also be referred to as Production Order). Here are points to specify for a drapery panel:
 - Face width measurement



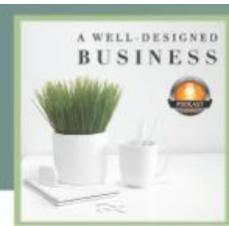
- Return measurement
 - Overlap measurement
 - Length measurement (be sure to take bracket deduction and floor deduction into account)
 - # of panels and # of pairs
 - Header type (use workroom's terminology)
 - Pleat type (use workroom's terminology)
 - Fullness
 - # of widths or yardage to be used
 - Type of lining and interlining
 - Type of hems
 - Weights
 - Embellishments placement
 - Pin setting
7. Keep in touch with client and workroom (never assume the workroom received everything you placed) regarding the progress of their project
 8. Schedule installation
 9. Deal with any issues that might have come up during the installation

Two main types of workrooms (please know this is a generalization, as some variations exist)

1. Large scale track workroom
 - Large staff
 - Robust, but rigid processes
 - Possible CRM system designer can access
2. Smaller, boutique-style workroom
 - Small staff (1-5 people)
 - More personal approach
 - Flexible systems and flowing processes

How to find a workroom that's right for you:

- Check out your local chapter of WCAA (<https://www.wcaa.org/>)
- Just reach out to possible workrooms
- Get to know their culture and personality
- Look for clues that align with your business model and value system
- Just ask for help and be honest that you might be new
- Share your intentions of becoming more knowledgeable and that their time investment will be worth it, as you gain more experience

**DIY Business Model – PRO's:**

- You recognize full profit on custom window treatments
- You possess the knowledge and can position yourself as an expert
- You are in full control of the whole process

DIY Business Model – CON's:

- High stress
- Time-consuming process
- Must gain education, and experience

What will you do next?

- Decide if this model is right for you
- Decide if you need to get more education and possibly a certification – here are your resources:
 - <https://www.wcaa.org/>
 - For your free subscription to Window Fashion Vision Magazine please go to: <https://subnow.com/luann>
 - <https://www.iwce-vision.com/>
- Learn how to measure
- Reach out to a workroom
- How will you decide today to be excellent?