



Creating An E-Design Ecosystem

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Here are the steps Jenna recommends you take as a beginner looking to generate passive income through e-design:

Step 1: Pick Your Design Styles

Choose 4-5 design styles to work with. Pick design styles you enjoy creating.

Step 2: Curate Shoppable Looks

For each design style, curate a shoppable look, including all the touches, from rugs to sofas to lamps.

Step 3: Create Concept Boards

As you research your shoppable looks, create concept boards that display the pieces you choose.

Step 4: Write Blog Posts

For each board, write a blog post that talks about each piece and why you chose it. Provide alternatives within your blog post in case the consumer doesn't like your choice or it becomes unavailable.

Step 5: Generate Traffic

Now you have to drive traffic to your blog post! Jenna creates a style quiz that can be shared on Facebook. The results drive the consumer right to the blog post that matches their style. The quiz also serves as a lead magnet to build her email list.