

Designer Name: Kate Davenport

Current Website: porticointeriordesign.com—needs work

Company Name: Portico Interior Design

Company Location: Folsom, Ca

Company Phone Number: 916.792.7875

Company Email Address: kate@porticointeriordesign.com

Company Overview/Unique Selling Proposition (USP):

“We help busy families create warm, authentic, and organized spaces. I believe our homes can be comfortable and lived in while being beautiful and luxe - you can have both. We love mixing old and new, incorporating color, pattern, textures, and lots of layers.” (This is from Katie Geddes This one I LOVE, and I wish it were my words. I want the copy on my website to be close to this.)

These are lame, but what I wrote based on the template

-We help busy families create order with style so they can host family and friends while we seamlessly make it happen in the background.

-We help busy families create order with style so they can entertain family and friends or enjoy cozy moments while we take care of all the details.

-We help busy families create beautiful, functional, and organized spaces so they can live and entertain in a comfortable and luxe atmosphere while we seamlessly take care of all of the details.

Networking USP

You know how you want your home to be a welcome retreat and a delight for all...

Well we help clients create homes to match their lifestyle, whether it's their primary home or a vacation getaway, we infuse all the magic and comforts necessary for them to always experience (the daily joys of living their true passions in life) the NEXT LEVEL of living at home.

We actually just finished a client renovation where we completely gutted the kitchen and main living area, intentionally creating a beautifully cozy modern design. It was absolutely next level. The type of space that draws you in the minute you walk through the door!!

Target Audience Profile(s):

Client Name(s): Paul & Josey

Age: early 40's to mid 50's

Location: utah, arizona, idaho, tennessee, florida

Children: 4-5 children from 5 to 25 years old

Income: 2-20 million

Number of Homes: 3plus

Culture/Religion: Latter Day Saint

Summary of problem to solve/ultimate desire:

Want kids to appreciate wealth, work hard and have a sense of pride for what they've earned

They want to delegate to get tasks done/reach a goal, and they want to diversify their interests (aka wealth).

understanding why they don't want to 'save money' if it means sacrificing experience, quality, standards.

There will be the concern if you understand their lives enough to know how to design spaces that achieve their personal goals, as well as meet social standards (if not exceed them)

Experience Experience, Experience

Space for everyone

Family is everything and anything is possible together

Client Name(s): Cole and Tiffany

Age: early 40-mid 50's

Location: Arizona, Florida, Utah, Costa Rica, Mexico

Children: 3-5 from 5 to 25 years old

Income: 2-15 Million

Number of Homes: 3plus

Culture/Religion: Latter Day Saint

Summary of problem to solve/ultimate desire:

Time together

Strategic home locations

Share their blessings

Stewardship (manage their wealth for the greater good)

Create a Legacy

Home Page

Identify the problem:

What are the 3 problems your ideal clients experience, and how you can solve them:

1. Maximize their investment-customize and curate while not becoming dated
2. Design a home that creates lasting experiences-specializing in creating entertainment for personal and or hosting such as home gym, game area, courts, plunge pool, theater area.
3. experience next level of living at home-collaborating with you to create your ultimate retreat.

Grab their attention:

Write a sentence for each client problem (see above) that will get your ideal client's attention:

What does experience really equal?

Create a curated timeless look

1. Get professional insight and expertise for how to maximize your investment-
2. Ensure that your project starts on the right foot
3. Intentionally Design your home to create lasting experiences

List your services:

(Full home remodel, bath and kitchen renovation, etc)

1. Full Home Remodel
2. New Build
3. Kitchen Design
4. Bath Design
5. Vacation Home
6. Nursery
7. Kids Rooms
8. Entertainment Spaces

Your Initial Offer:

Describe your initial offer/consultation, including the name and bullet points of what they get from your initial offer - the transformation/bigger result

Initial Offer Name:

Brilliant Design and Visualization Session

Or Next Level Design Meeting

Or Intentional Design Session

Benefits of the initial offer for your ideal clients:

1. Get professional insight and expertise for how to maximize your investment
2. Ensure your project starts on the right foot
3. Intentionally design your home to create lasting experiences

example....

Brilliant Design and Visualization Session is a 2 hour on site/in home consultation where we talk about how you can experience the next level of living at home.

(Writing Example: Your Create Your Story Design Session is a 2-hour, in-home meeting to discover how to create a plan to tell your story through your space... and help your home speak for itself)

IMPORTANT LINKS:

Insert link(s) of items saved in your Google Drive, DropBox, etc.

TIP: *Ensure that all links are SHAREABLE/VIEWABLE for anyone with the link*

Logo folder link:

https://drive.google.com/drive/folders/1mq_x1ev7IP_RGKhiyhfpo6SfkX-dDaC3?usp=sharing

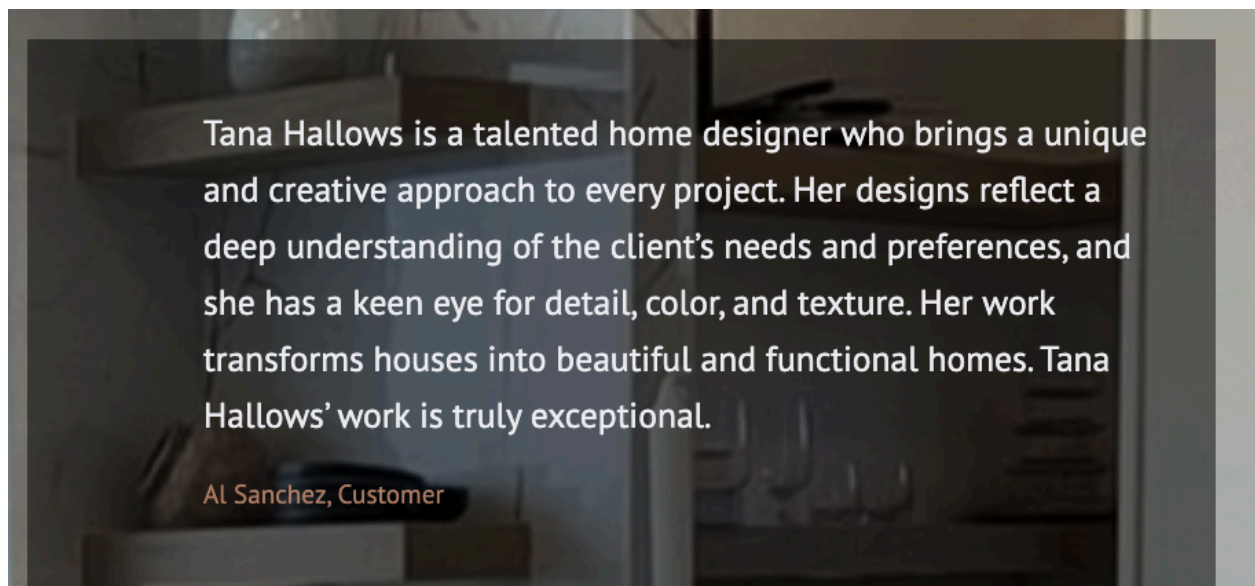
Testimonials document - include their names and project locations link:

Gathering testimonial for

Project 1- Little Rock Lane- UTAH

Claire Callister

Here is another testimonial from a colleague that I helped with a small project, however not one I am showcasing



Project and marketing photo folder link(s):

https://drive.google.com/drive/folders/1mq_x1ev7IP_RGKhiyhfpo6SfkX-dDaC3?usp=sharing

Top 6-12 photos you'd like to add to your website folder link:

https://drive.google.com/drive/folders/1mq_x1ev7IP_RGKhiyhfpo6SfkX-dDaC3?usp=sharing

3rd party logos - awards, organizations, etc (if applicable):

Media stories (if applicable):

Recent Projects/Blog:

Write the story of recent projects you've photographed

Project #1

Location: Little Rock Lane- UTAH

What the clients wanted: a cozy modern space where their family would feel comfortable to gather

The problem(s) they had: closed kitchen, step down great room area, not enough space for family gatherings, style was very dated

The solution(s) you created: knocked down walls and gutted the kitchen, raised the great room floor, opened up the dining area and the stairwell. Fresh white neutral paint, with layers of furniture and texture and color in pillows and furniture. Created a cozy modern family retreat, with a calming neutral palette.

The outcome from the project: The client and her family loved it- when people walk through the door their jaws drop! It's gorgeous plus it pulls them right in, it was a well curated designed space. Most people are a big fan of a well curated space.

Link to folder with project images: look for images of this space under the following folders, KITCHEN it is kitchen 1, Dining is kitchen 1, ENTRY

https://drive.google.com/drive/folders/1mq_x1ev7IP_RGKhiyhfpo6SfkX-dDaC3?usp=sharing

Project #2

Location: UTAH- for Influencer @abbylhoskins from twist me pretty

What the clients wanted: An updated space with lots of natural light plus specific areas to host and entertain families.

The problem(s) they had: Room felt dark, uninviting, and lots of wasted space.

The solution(s) you created: Brought in more natural light with 2 new windows, added a window seat, lightened the space with fresh neutral white paint, warmed it up with furniture seating, pillows, layers of texture and light colors, wood, leather, plus a light neutral color palette. Added several areas for hosting, and lounging, the dining area, the window seat area, the couch plus extra seating with 2 swivel chairs that could turn around to watch TV when needed. A corner space for her littler kids with a table and chairs for drawing. Updated the lighting, rugs, art, furniture etc.

The outcome from the project: The family was in awe, she loved the new side windows and more natural light plus window seat for reading and lots of areas to relax...

Link to folder with project images: GREAT ROOM Folder and KITCHEN folder it's kitchen 2

https://drive.google.com/drive/folders/1mq_x1ev7IP_RGKhiyhfpo6SfkX-dDaC3?usp=sharing

Project #3

Location: WALNUT CREEK, CALIFORNIA for Influencer @latishaspringer

What the clients wanted: Well designed room for their 5 year old little girl

The problem(s) they had: dark, not functional, no design

The solution(s) you created: Lightened up the space with wallpaper, curtains, new bed, nightstands, bedding, side chair for reading with shelves for reading books, a dresser and mirror plus baskets for storing toys etc.

The outcome from the project: a modern scandi style room

Link to folder with project images: UNDER KIDS ROOM- all images titled KIDS ROOM 2

https://drive.google.com/drive/folders/1mq_x1ev7IP_RGKhiyhfpo6SfkX-dDaC3?usp=sharing

Formal Meet-You Page:

Education, years of experience, list associations/accreditation/affiliations and awards (if applicable), etc.:

Tana Hallows is an Influencer + Designer + Stylist. With 19+ years of interior design experience.

She went from selling a children's line in over 200 stores across the USA for over 10 years to being the founder + creative director of well known website and brand Destination Nursery, a design focused website showcasing the best products and decor trends for the family.

As the lead designer/style creator, she managed interior design projects for influencers and clients all over the US.

Founder and Principal Designer here at house of tana, she focuses on timeless, clean, mid-century modern, organic, scandi-california spaces...full of unique design ideas and pin worthy style!

Friendly Meet-You Page:

This section is written to your ideal client as a letter, and again, identify the problems you help solve, describe how you solve them, and weave in your personality along the way!

Talking to those ideal client problems, get these talking points on there

Experience Experience, Experience
Space for everyone
Family is everything and anything is possible together
Time together
Strategic home locations
Share their blessings
Stewardship (manage their wealth for the greater good)
Create a Legacy

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Hi Dear Friend,

Are you ready to experience home at the NEXT LEVEL?

A curated home design that feels intentional, inviting, and cozy?

But don't know where to start?

If so you came to the right place because, we specialize in creating MAGIC,

Magic that includes taking care of the necessary details behind the scenes to create your well designed space while you continue to experience and live your Joys and Passions in Life!

I love using my design eye to create a carefully curated space that is unique to every client

Family is everything and anything is possible together, we are here to help you have the spaces needed to create those wonderful lasting memories with the ones you love.

If you are ready to create your dream space filled with magic, then let's talk!

My passion is creating spaces that draw you in the minute you walk through the door!!

I would love the opportunity to explore your project with you...

With Gratitude,

Friendly Letter Example:

Hi Dear Friend,

Are you ready for change, but don't know where to start?

If so, you're not alone. It's difficult to XXX, and nearly impossible to do it all on your own.

This is something many of my clients have discovered when they decide that they're ready to create a new story in their home, but are a little lost on how to make it all happen.

Early in my career, I learned the importance of fabric... both for interior design, and as a metaphor for our lives in general.

The fabric of your life is woven throughout the design of your home -- it's what makes it unique to you.

If you're ready to create a new story, then let's talk!

My passion is creating homes that XXX, and I'd love to work with you to help bring your story to life too.

Here's to You,