



Design Studio Savvy

Resources for starting your own design business.

HEY THERE!

I'm Hayley Fedders, the owner of Studio Seaside. My design studio is dedicated to helping online businesses expand and grow their brand through strategic web design.

I started by business so I could make my own schedule, and spend more time at home with my kids. My passion is helping other business owners create websites that help them do the same.

My business would not be where it is today without help from those who came before me. I believe in sharing the knowledge of starting and growing a successful design business. Whether you're just starting out or a seasoned pro, my hope is that these resources will ensure your design business thrives!

Hayley Fedders



Brand Foundation

WHAT MAKES YOU SPECIAL?

It's important to become a specialist in your design business.

Have you ever heard the term “jack of all trades, master of none?” By focusing on one area of design and honing in on your skills in that area, you start to become more desirable to clients that need you.

If you're offering everything under the sun, you become a designer for hire vs. a specialist. By niching your design business you can also begin to charge more for your services. If clients see that you're an expert in web design they know that you must be the go to designer to hire and you'll start to become highly sought after.

Click on the resource links to the right for articles on what makes your brand special.

[Niche your design biz](#)



[Who's your ideal client?](#)

[What makes you special?](#)

[Pricing your services](#)

[More on pricing](#)

Marketing *your* Design Biz



REFINE YOUR BRAND

Have you ever heard the saying, “Your vibe attracts your tribe?”. This can apply to your overall brand. When your dream clients interacts with your brand, how do you want them to feel?

Is your vibe “surfer, California lifestyle” or maybe it’s “pink frilly bows and baby clothes?” It is up to you to decide what makes your brand special and how it attracts your dream client.

Pay attention to the color and font choices within your branding. Use imagery that will attract your ideal clients and make them want to work with you.

Click on the resource links to the right for articles on refining and marketing your design business.

What is a brand? 

Brand Images

Choosing your brand colors

Website must-haves

Portfolio Tips

Attracting Clients

Search Engine Optimization

Managing Clients



YOU'RE THE ONE IN CHARGE

As designers and business owners we spend a lot of time attracting clients and trying to get them to sign on for projects. We do this by having a custom website that's organized, easy to use, and showcases our best work. It showcases the best we have to offer.

Once we start working with the client that experience should be no different. Do you want to remain in command of your project timeline, avoid the scope creep, feel like you have creative control and keep your clients happy. Setting healthy boundaries and putting systems in place is the best way to maintain a healthy relationship with your clients.

Click on the resource links to the right for articles on managing projects and clients.



[Client Onboarding](#)

[Contracts](#)

[Design Process](#)

[Saying 'No'](#)

Automating
your Design Biz



SAVE TIME IN YOUR BIZ

If you find yourself doing a task in your business repetitively or more than once and often, it should be automated. Automating tasks in your business saves you time and ultimately money. Whether it's a paid automation software or free little hack, automation that can save you big on time.

Click on the resource links to the right for articles on automating your design business.

[Automation](#)



[Passive Income](#)

[Gmail Hack](#)

[Schedule Send](#)