



## FROM COMPLEX TO SIMPLE—THE ANATOMY OF A DECOR PROJECT

When it comes to *decorating*, most people get overwhelmed before they even get started.

They run wildly from room to room with a dozen paint chips in their hands and wind up getting nowhere but frustrated.

Or worse: they go out and start shopping. Paint, couches, and carpets roll in, and then they realize it's still not looking good. Embarrassment settles in on top of the frustration.

Or even worse: they watch a few do-it-yourself shows, start ripping into a total room remodel, and quickly find out that there is a lot more going on behind the scenes to complete a project.

Typically, every seven to twelve years, it happens all over again. That's when people tend to have a change in their lives or get tired of their surroundings.

When you buy a new home, you redecorate. If you have a child, you're bound to redecorate. You finish the basement ... time to decorate. The kids grow up and want a bedroom makeover ... you redecorate again. And when the kids go off to college or get married, it's a good time to take a look around and redo some things. Then, at some point, you think about downsizing because the house is a lot to keep up.

*Your Home 2.0* will help you identify whether tackling a decor project makes sense. *Your Home 2.0* is a one-page document designed to help you think about your space to determine your level of discomfort with that space and identify, in broad terms, just what it is that's bugging you so that you can set goals for improvement.

The truth is, with a proven, step-by-step system and a helping hand when you need it, you *can* overcome your home's challenges—and your own worries—to create the spaces of your dreams. And when it's time to redecorate again, you'll know how to do it right the first time.

This book is the first step ... well, the first five steps, actually. Page by page, you will discover how to turn your own unique design preferences into a reality, something we call a Styleprint™. Your style, much like your fingerprint, is yours and yours alone.

# YOUR HOME 2.0™



## DECOR & YOU™

LOVE THE SPACE YOU'RE IN

If you look at your space a year from now, what has to happen for you to think it is beautiful and comfortable?

Why not create a Styleprint® for the place you know you deserve?

DATE  RENT OWN  NEW

NAME

EMAIL

PHONE

**Karen Powell**  
Decor&You® CEO & Founder  
203.405.2123 kpowell@decorandyou.com



### I HATE IT: You walk into your space; it's not comfortable, functional or beautiful.

Check next to the areas that are unsatisfactory in your home and add others if needed.

- Walls  Window Treatments
- Floors  Wall Art
- Ceiling  Accessories
- Furniture  Color Scheme
- Lighting  Floor Planning

From the decorating dilemmas please note the 3 top frustrations and fill in your goals.

**FRUSTRATIONS** **GOALS**




### I NEED TO CHANGE IT: If you had a magic wand, your next decorating design project would start here.

Check next to the areas that really need attention and add

- Room Flow  Updated Feel
- Green Friendly  Suits Lifestyle
- New Furniture  Curb Appeal
- More Time  Better Lighting
- Color harmony  Window Treatments

From the decorating projects please note the 3 top and fill in your goals.

**PROJECTS** **GOALS**




### I LOVE IT: You may have a place in your home that feels complete with pieces you love.

Put an X next to what you love about your space and add others if needed.

- Focal Point  Floor Plan/Function
- Artwork  Feel/Comfort
- Treasures  Color Palette
- View  Furniture
- Architectural Design  Drapery

From the things you love please note the 3 top loves and fill in your goals.

**LOVE IT** **GOALS**


Take it from me. It works! I've spent 30 years as a DecorDesigner and am, currently, the creator, founder, and owner of Decor&You®, a nationwide decorating design business. All of our professional DecorDesigners use the Styleprint Design System as the foundation of their many tools to help clients. Now you are armed with the tools that real professionals use.

*The Styleprint Design System* distills everything that I have learned along my journey in decorating design. My education and training came through immersing myself in the industry: reading books, taking workshops and seminars, asking questions of professionals and product partners, being mentored, and assessing the dilemmas of all my clients in search of options that would truly solve their problem and make them smile. One mentor, Mary Gilliatt, has proven especially invaluable to me. She is an international icon in the industry and has written over 40 decorating books. She is not only a trusted professional but also a friend. Much of my initial knowledge and refinement of that knowledge came from her.

## **HOW TO GET STARTED**

The anatomy of a decor project is a sequence of thoughts and actions that begins with something that is “off.” Some people call it a pain point. No matter

how large or small, each project relies on the following steps, known as the Styleprint Design System:

#### Step 1: Styleprint Discovery

- Define what is “off,” and describe the problem it’s causing.
- Develop a vision of the desired end result.
- Form a diagnosis and ask what will correct it.
- Examine the physical space; outline personal preferences.

#### Step 2: The Style Success Survey

- Complete the survey to explore and confirm your original diagnosis.

#### Step 3: Possibilities Creation

- Research and prepare solutions in detail for consideration, ranked by personal criteria (a.k.a. treatment plan).
- Review solution options.
- Select a plan.

#### Step 4: The Managed Makeover

- Implement the plan details.

- Evaluate the solution: did you solve the problem?
- Repeat the steps until you are satisfied.

### Step 5: The Styleprint Showcase

- Take photos, share, and enjoy.

This five-step system needs your input to work. As you complete the short worksheet exercises included in this book, you'll begin to define your style and build a practical look, feel, and function around it that you will absolutely love.

The Styleprint Design System starts with Styleprint discovery, in which you explore your decorating challenges, preferences, and priorities. In the second step, you complete the Style Success Survey by going through your room and systematically assessing the space. The survey helps to evaluate your design needs and cultivate your Styleprint. Perhaps you're interested in design choices that are safe and healthy for your family and the environment. Or maybe you feel your space lacks cohesion or fails to reflect your personality.

By the time you get to the third step, possibilities creation, you'll see your room's design potential unfold before your eyes. Based on your Styleprint and the space, you'll start to consider samples, swatches,

and sketches to bring the possibilities to life. Because you've done the earlier steps, everything is tailored to your investment level and your unique needs. Choose your favorites or mix and match details to create your dream look. By the time you complete the final steps—the managed makeover and the Styleprint showcase—you will be able to sit back and enjoy a brand new room that looks good, feels right, and functions the way you want. It's ready to live in and love.

You are ready to get started with the tools you need to confidently discover your own Styleprint and design the space that you've been wanting. If you get stuck, let us know, and our experts will work with you to craft a distinctive look that feels right for you. Consider us your go-to home decor resource. We're here for you.

Visit us at [www.styleprintdesignsystem.com](http://www.styleprintdesignsystem.com) for the downloadable worksheets and to send us your questions.