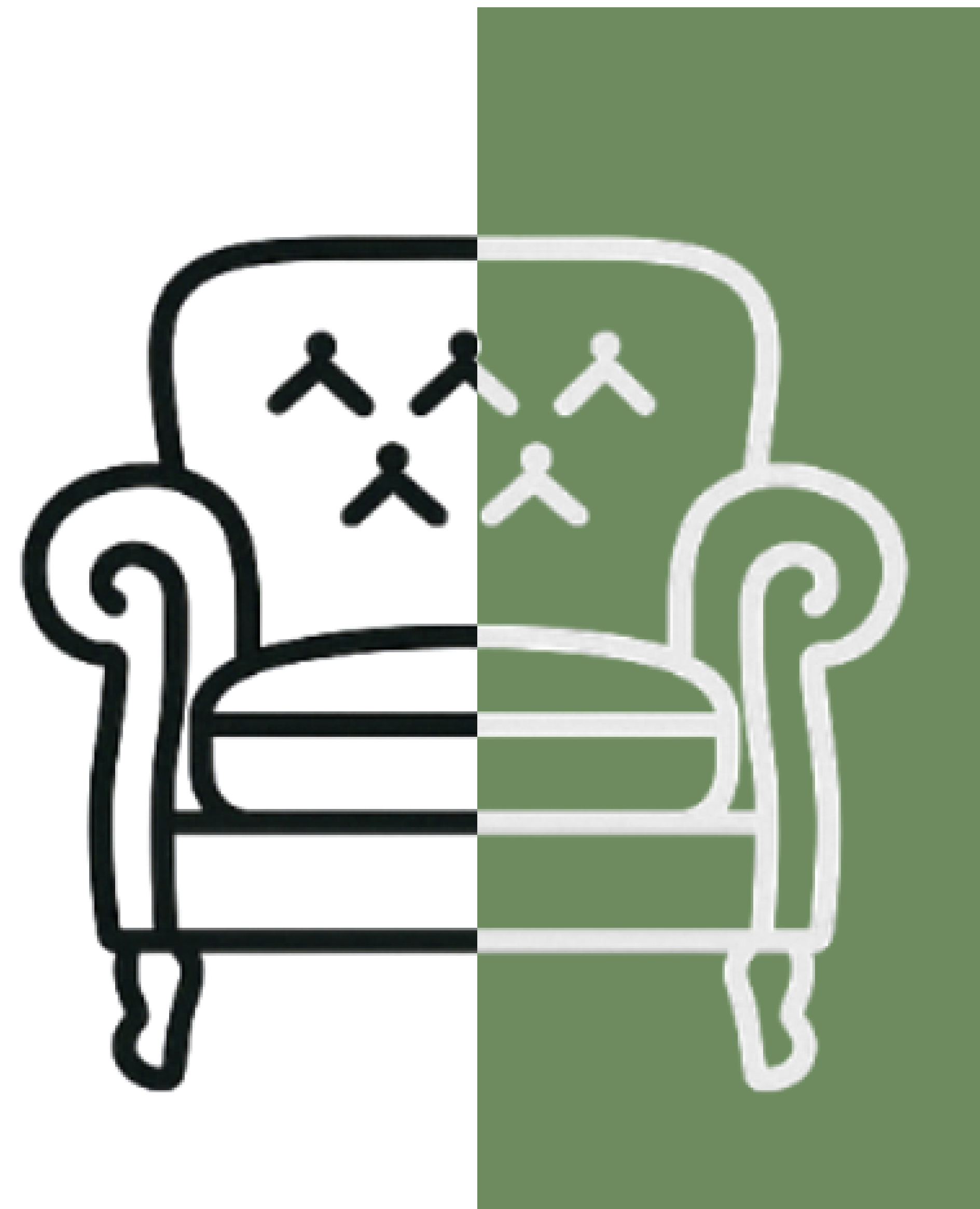




FURBISH

UPHOLSTERY

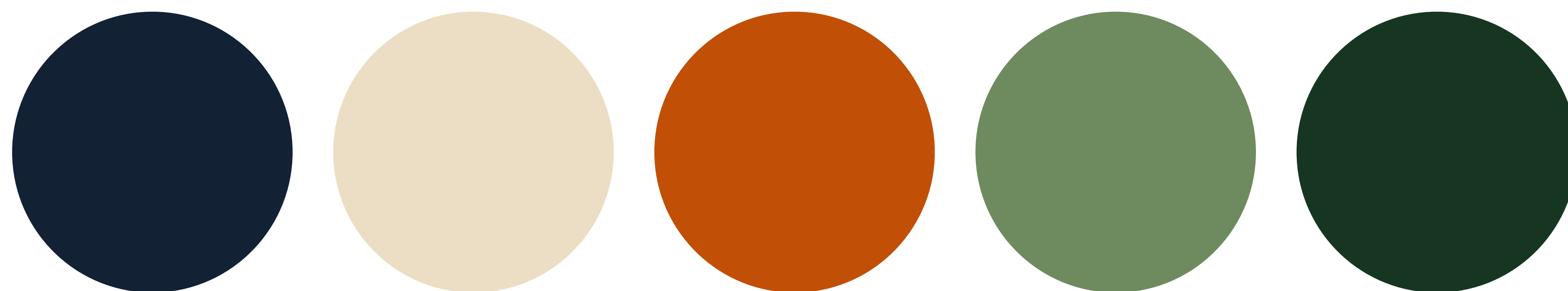
RN*Designs*[™]

STRATEGY POWER HOUR



FURBISH

UPHOLSTERY



Brand Strategy: Furbish Upholstery

Project Goals:

- 1.Position Furbish Upholstery as a trusted, high-quality provider of custom upholstery services and hands-on education.
- 2.Build a brand that reflects Ann's craftsmanship, humility, and growth mindset as she steps into expansion.

North Star: Master Plan & Legacy

Mission Statement Options:

- To breathe new life into furniture with craftsmanship and care
- To preserve stories, heritage, and comfort through custom upholstery.**
- To equip others with the skills to restore, reimagine, and create lasting value

Vision Statement Options:

- To be known as a local leader in quality upholstery and creative restoration.
- To grow into a one-stop destination for custom furniture updates, hands-on workshops, and community connection.**
- To make artistry and craftsmanship more accessible through service and education.

Values

Craftsmanship with Care

You believe in doing it right the first time. Every project is personal, not just a product.

Resourcefulness & Integrity

You find smart solutions and believe in being upfront with clients about scope, timelines, and expectations.

Education & Empowerment

You want others to experience the joy of making and repairing with their own hands.

Growth Over Perfection

You're expanding your business from a place of intention, not ego. You're learning as you grow and holding space for the process.

Expertise

Upholstery Artisan

Restoration-Focused Problem Solver

Educator with Real-World Experience

Detail-Oriented and Transparent

Audience:

Homeowners who want to extend the life of their furniture

Clients who prioritize timeless quality over fast trends

Clients who appreciate handcraft and are willing to pay for personalized service

Creative learners looking to gain practical skills through workshops

Commercial clients

Value That You Give Others

Personalized restoration with intention

Sustainable, high-quality craftsmanship

Hands-on learning from someone who's done the work

Transparent process and honest pricing

Positioning:

Furbish Upholstery blends down-to-earth resourcefulness with a refined approach to design and service. The brand stands confidently in its lane: approachable, elevated, and hands-on. Clients don't come here for flash—they come here for quality and trust.

Core:

Furbish Upholstery restores more than furniture—it restores stories, comfort, and confidence in every space it touches

Workshops/Classes:

Whether you're building skills or bringing back a family heirloom, Furbish helps you craft something that lasts.

Expansion:

From one chair to a whole room, Furbish is where craftsmanship meets clarity, helping clients create homes that honor comfort, story, and intention.

Service Offerings

Tier	Package	Details	Pricing
Done For You	Request an Estimate	Not sure what you need? Use our online form to upload photos and receive a quote for your project. Includes: Photo review + project evaluation. Optional Pickup & delivery.	Free
Done For You	Custom Upholstery	Refresh or reimagine your existing furniture with personalized upholstery services. Includes: Fabric consultationSeat/back/arm reupholstery. Basic repair or reinforcement. Final delivery or pickup coordination	Varies
Done For You	Curated Fabric Sourcing	Let us help you find the perfect material to match your vision, and space.	Varies
Done With You	Guided DIY Upholstery Workshop	Learn the craft of upholstery in a small group setting led by Ann. Perfect for hobbyists or home project lovers. Includes: Beginner-friendly sessionTools and materials provided (or BYO project)Up to 6 people 3 hours each - \$75 per session. (regular schedules - ~3x a week) Specialty Classes - (pricing will vary)	

Web Strategy

Pages:

- Home / Landing Page
- Estimate Request (or Section within Home)
- Workshop Info + Booking
- Gallery
- Contact / Testimonials (optional split or footer CTA)

Calls to Action (Buttons)

- Request an Estimate
- Book a Workshop
- Learn More About Services
- Learn More About Furbish / Ann
- View Project Gallery
- Submit a Testimonial

Systems

- Estimate Form → Custom Wix Form (with file upload)
- Scheduling → Wix Bookings
- Payments → Wix Payments

Available Wix premium plans

Wix's paid plans range from \$17 per month to \$159 per month, as listed below:*

- **Light:** \$17 per month
- **Core:** \$29 per month
- **Business:** \$36 per month
- **Business Elite:** \$159 per month

Wix Systems Setup

Estimate Request Form:

- What fields do you want to include?
- (e.g., name, contact info, furniture type, description, photos, desired timeline)
- Do you want an auto-confirmation message after submission?

Email & Notifications

- Which email should receive form submissions, confirmations, and bookings?
- Will you want to add customers to an email list later?

Workshop Booking Setup

- What are the events: (Workshop title, description, # of attendees max, duration)
- Specific date/time for next workshop
- Do you want to offer multiple per month or just on-demand?

Additional Items

- Business hours or blackout dates
- Service policies (refunds, reschedules, turnaround time)
- Any required terms & conditions for estimate/booking submissions

Payments

- Do you want to accept full payment or a deposit?
- Do you need to collect sales tax?