

MORE INFO



## Interior Design Consultation

WEST | SOUTH



I'm so glad  
you're  
interested in  
West | South.

I know there are many options out there, which makes me so pleased to have you consider me for your project.

I also know your life is busy, so I want to make sure you get the answers to your questions quickly and easily as you're making decisions

On the following pages, we're going to walk through the process, talk a bit about what you can expect, and how we can best work together to get you the results you're looking for.

So let's get started!



# Designing can be overwhelming! But, it doesn't have to be...

## WHAT IF YOU COULD:

- ✓ Avoid picking the wrong material - or the wrong piece - the first time?
- ✓ See what it could look like before it's all installed and you realize you hate it?
- ✓ Get answers to all the questions that you find yourself asking?
- ✓ Feel confident with the decisions you're making instead of second-guessing it all?



"Working with Mel is like waving a magical wand and instantly having a place that feels like home."

CARRIE  
FLORIDA



# YOU COULD HAVE:



## ✓ **HELP GETTING STARTED...**

If you just can't seem to get started, get the early direction you need with inspiration and ideas and gain some clarity.

## ✓ **SOMEONE TO HELP MAKE DECISIONS...**

With so many options for so many decisions, it all gets overwhelming fast. So get fresh (professional) eyes to help you make the right choice.

## ✓ **CONFIRMATION ON HOW IT WILL LOOK...**

Understand how the materials and colors you're choosing will look in your room and with each other before they get installed.

# HELP *get the* YOU NEED

Get professional, experienced help with your design. In just one consultation, you'll go from feeling overwhelmed with all the decisions you're making, to having confidence in your final choices.

## Summit Residence PRIMARY BEDROOM



DESIGNED BY: MEL @ WEST+SOUTH.COM | INITIAL DATE: 29 JUL 2021



# HOW DOES THIS SOUND?

*what's included*

ANSWERS TO AS MANY QUESTIONS AS YOU NEED, ABOUT  
ANY PART OF YOUR DESIGN, ALL IN WRITING TO REVIEW  
AS NEEDED

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MULTIPLE PROPOSALS WITH UNLIMITED REVISIONS FOR  
ANY ELEMENT DURING YOUR CONSULTATION

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DESIGNS THAT INCORPORATE ANY PARTS OF YOUR SPACE  
YOU'D LIKE TO KEEP AS IS, OR ANY DECISIONS THAT  
YOU'VE ALREADY MADE

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A RECORDED VIDEO PRESENTATION FOR A NO-PRESSURE  
REVIEW THAT YOU CAN RE-WATCH AS NECESSARY, AND  
CAN ACCESS FOREVER

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A PRIVATE PINTEREST BOARD WITH SOURCES (AND MORE  
IDEAS) TO KEEP YOU ORGANIZED

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COMPLIMENTARY SAMPLES AND SWATCHES DELIVERED TO  
YOU TO MAKE YOUR FINAL DECISIONS



# HOW IT WORKS

## TELL YOUR STORY

Your questionnaire answers, the photos of your house, and the links to your inspiration are just the start. I also want to hear what you're dreaming of, how you've gotten to this point, and what you've been overwhelmed by.

I'll email you after I receive your questionnaire answers to start a deeper conversation about your project. I'll ask more specific in-depth questions to better learn how I can help and what you need.

And you can email me whenever you have the time - no meetings, no calls, no stress!

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## SEE THE POTENTIAL

Using your photographs, I create photo renderings showing multiple options based on your inspirations, home, and skillset.

I organize a private Pinterest board for you, with more inspirations and sources for colors, materials, and fixtures.

Within a few days, you'll receive a link to a brief video presentation with all my thoughts to review with the proposals. I'll clearly explain the opportunities and possibilities. You'll also receive a PDF with the proposals to reference as you need, along with a link to your Pinterest board.

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## FEEL CONFIDENT

After the mid-week video, we can go back and forth with as many questions and other ideas as you'd like for the rest of the week. Revisions are unlimited, and any piece of the design can be revised.

Once you're in love with the design, you'll get a final PDF with notes about the next steps. The video will be available to you for as long as you need. And I will get your samples ordered and shipped to you right away.

You'll end the week knowing what you want, excited for your project to be completed, and feeling confident instead of overwhelmed





"Working with Mel  
was the best money  
I've ever spent. I'm  
feeling so much  
more confident."

SARAH  
CALIFORNIA



## SELECT THE PACKAGE THAT WORKS FOR YOU:

### Getting Started

Perfect if you're decorating a new-to-you space, converting a room to a new use without changing the structure, or are decorating from scratch in a freshly renovated room.

- + CONSULTATION BY EMAIL FOR TWO WEEKS
- + TWO FULL DESIGN SCHEMES WITH 2D PLANS + 3D RENDERINGS
- + DIGITAL MOODBOARD FOR FURNISHINGS & ACCESSORIES
- + SPREADSHEET WITH FINAL SELECTION INFO
- + COMPLIMENTARY COLOR SAMPLES & SWATCHES

**\$749 PER ROOM**

### Finishing Touches

Perfect if you're struggling to select accessories and art, accent furniture (like armchairs, ottomans & tables), pillows, throws and bedding, or paint and wallpaper in a single room of your home.

- + CONSULTATION BY EMAIL FOR TWO WEEKS
- + TWO FULL DESIGN SCHEMES FOR YOUR SPACE
- + DIGITAL MOOD BOARD FOR FURNISHINGS & ACCESSORIES
- + SPREADSHEET WITH FINAL SELECTION INFO
- + COMPLIMENTARY COLOR SAMPLES & SWATCHES

**\$549 PER ROOM**

### Whole-Home Selections

Perfect for selecting hardware, lighting, wall & trim paint, or window treatments for your entire home

- + CONSULTATION BY EMAIL FOR ONE WEEK
- + MULTIPLE OPTIONS FOR YOUR SELECTION
- + DIGITAL MOOD BOARD FOR FINISHES
- + SPREADSHEET WITH FINAL SELECTION INFO
- + COMPLIMENTARY COLOR SAMPLES & SWATCHES

**\$349 PER ITEM**

### Kitchen + Bath Finishes

Perfect for selecting new finishes, fixtures and appliances using the existing layout of your kitchen or bath, keeping the existing plumbing and electrical locations

- + CONSULTATION BY EMAIL FOR TWO WEEKS
- + TWO FULL DESIGN SCHEMES WITH 3D RENDERINGS
- + DIGITAL MOOD BOARD FOR FINISHES & FITTINGS
- + SPREADSHEET WITH FINAL SELECTION INFO
- + COMPLIMENTARY COLOR SWATCHES & SAMPLES

**\$849 PER ROOM**





"Mel was so insightful,  
so thoughtful, and so  
informative."

I knew our house needed updating but I didn't know how to achieve it or where to begin. Mel was able to quickly identify opportunities for making big improvements within our budget. She understood our special issues and helped us understand them too. Before the consultation, I felt so overwhelmed and hopeless. After the consultation, I now feel excited and hopeful that we can achieve a style that fits our desires and our budget.

It was such a relief, and exciting, too!

**SARAH  
MISSOURI**

# This *is* for you if:



YOU NEED TO UPDATE FURNITURE, CABINETS, FINISHES AND FIXTURES

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YOU'RE RE-THINKING THE USE OF A SPACE KEEPING THE EXISTING WALLS, DOORS & WINDOWS

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WANT TO CREATE A SPACE USING STOCK FURNITURE OR CABINETS

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YOU'RE MAKING KITCHEN OR BATH UPDATES USING THE EXISTING WALL & PLUMBING LOCATIONS

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YOU'RE UPDATING A RECENTLY BUILT OR FLIPPED HOUSE

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# It's *not* for you if:



YOU NEED TO MAKE CHANGES TO THE STRUCTURE, WALLS OR FOUNDATION

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YOU'RE DESIGNING AN ADDITION FROM SCRATCH OR REMOVING WALLS TO COMBINE ROOMS

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WANT TO ADD EXTENSIVE BUILT-INS OR CUSTOM CABINETS AND FURNITURE PIECES

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YOU'RE ADDING OR MOVING A KITCHEN OR BATH TO A NEW LOCATION IN YOUR HOME

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YOU'RE DOING A FIRST RENOVATION IN A HOUSE BUILT BEFORE 1970

# You want to fall in love with your house again, right?

Then make sure the decisions you're making now are not ones you'll regret in a year - make sure your investment stands the test of time by getting the help you need now.

And who knows, you might end up with a home you love - forever.

Wouldn't that be a thing?



**NO MEETINGS, NO  
CALLS, NO STRESS**



**UNLIMITED REVISIONS  
DURING THE CONSULT**



**VIDEO PRESENTATION FOR  
NO-PRESSURE REVIEW**



**COMPLIMENTARY  
COLOR SAMPLES**





"Mel's professional  
direction was a  
game-changer for  
our renovation."

STEPHANIE  
UTAH

# FREQUENTLY ASKED QUESTIONS

## Will you work with any style?

Yes, because I understand that you are an individual with individual tastes! Also, when you work with me, you can have pieces from any and everywhere - not just a specific group of stores or a tiny group of pre-approved vendors. And since I don't receive a commission on materials or furnishings, you can trust that what I propose is what I think you'll love, and not what I make the most profit on.

## Is there a minimum budget?

Absolutely not! Aside from your investment in design services, the rest of the budget is entirely up to you. So no matter if you want to DIY and save for another project, or if this is your forever home and you're going to go all out, you can expect the same level of service.

## Do you only offer online design services?

Yes. E-Design is a great way to get your project started or to select the final materials and colors to finish your project. I work on projects from coast to coast in the US - and Canada, too! So even if your project is local, the E-Design process is a great way to get the thoughtful design help you need in a quick and affordable way.

## What's your policy on Diversity, Equity & Inclusion?

I acknowledge my privilege as a white cisgender woman and pledge to be an ally, as I am able, to those in my community and the world. I understand that I have a great deal to both learn and un-learn, and that I will continue to make mistakes as I do so.

I believe that everyone has an equal right to get help finding the perfect paint color, designing their dream home, or making their personal spaces work for them. This right is regardless of age, gender, biological sex, skin color, heritage, nation of birth, or religious affiliation.

I do not support design themes that glorify indigenous cultures or appropriate their cultural items (such as teepees and trade blankets, juju hats and decorative beads, or globally woven textiles) without working with, crediting, and honoring their original creators & provenance.

I am more than happy to provide interior & home design services to non-traditional families, including but not limited to same-sex and gender non-conforming people, couples & families, regardless of skin color, heritage, nation of birth, or religious affiliation.

I am also more than happy to work with people with disabilities on designs for their homes.

# GETTING STARTED

*what you provide*

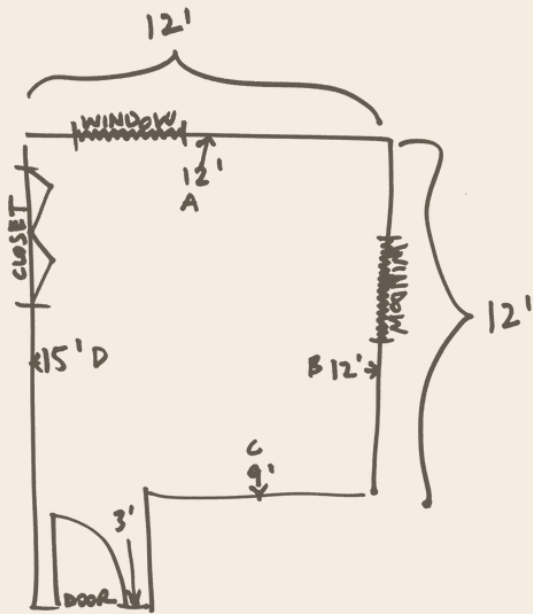
## MEASUREMENTS

First, I will need a basic sketch of the floor plan of the room.

Next, I will need a basic sketch of each vertical wall elevation.

Last, I'll need a height, width and length measurement for any furniture pieces you'd like to keep in the newly refreshed room.

If you happen to have an architect's drawings, or professional measurements from someone who came to your home to measure a specific area, I'm happy to use those as well.



## FLOOR PLAN:

First, as if you were floating above the room looking down, draw the approximate shape of the room, and estimate the location of doors and windows. Add any cabinets, appliances, or fixtures, along with their dimensions.

Next, measure the overall length and width of the room at waist height (above the counters), and mark it on the outside of the drawing. Measure the ceiling height and mark it on the outside of your drawing.

Then, measure each wall at the floor level, from base molding to base molding, and mark it inside the drawing.

Finally, give each wall a letter - A, B, C, D and so on.

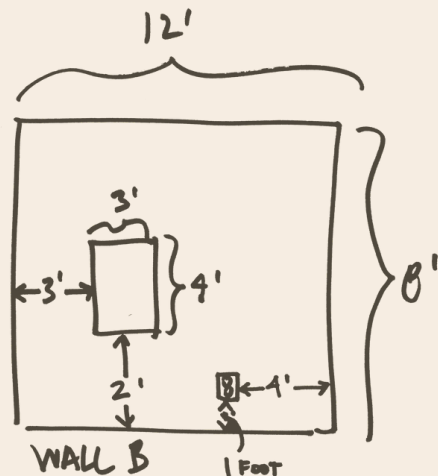
## WALL ELEVATIONS:

First, for each wall letter from the floor plan, face the wall and draw the overall shape of each wall and estimate the approximate location of doors and windows, light fixtures, switches, and plugs.

Then, measure the overall height and width of each wall, making sure to measure at the floor level for the width, from base molding to base molding.

*Do not measure at waist height.*

Finally, measure windows, light fixtures, switches, and plugs first from the floor, then from the nearest wall, measuring to the outside of each piece.





## PHOTOS

Stand back as far as possible from each wall, capturing as much of the room in each shot as possible. Open the curtains to let in as much natural light as possible and turn on all the lights you have in the room.

Take a photo from each corner of the room (face into the center), as well as overall shots of the space from the entry to the room.



## PIECES TO RE-USE

Take a close-up shot of any furniture or fixtures that you'd like to keep, but that we could adapt or change.



## FINISHES THAT CANNOT BE CHANGED

Take a close-up shot of any surface or finish that cannot be changed in any way.

## BASIC INFO ABOUT YOUR PROJECT

Things like how much you want to spend overall, when you need to have the project done, and if you've already booked painters or other contractors.

I will also need a list of your future plans for your home, what you've already decided on, and the specific things you don't want to change right now.

If you don't know these answers yet, no worries, we can work on them during the design process, too.



## NOT SURE ABOUT THE BUDGET?

That's okay and totally common!

But it's helpful if you can even give me a ballpark number, or a maximum of what you'd like to spend in total for your project.

If you are not able to give me a firm budget number, I'll recommend the best quality products and services for your project and inspirations.



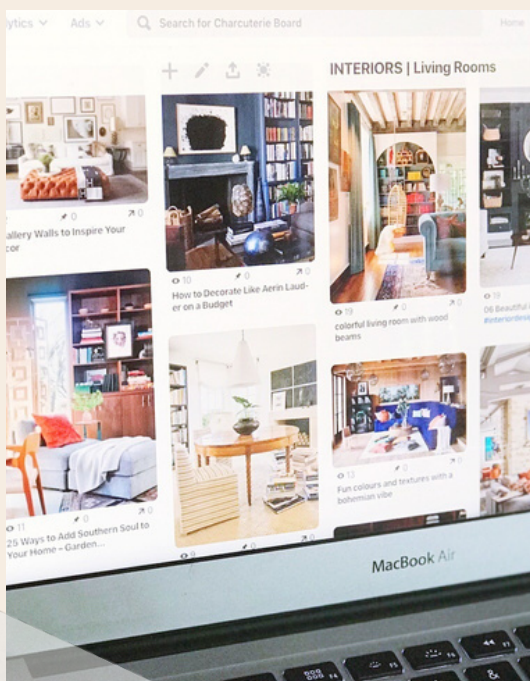
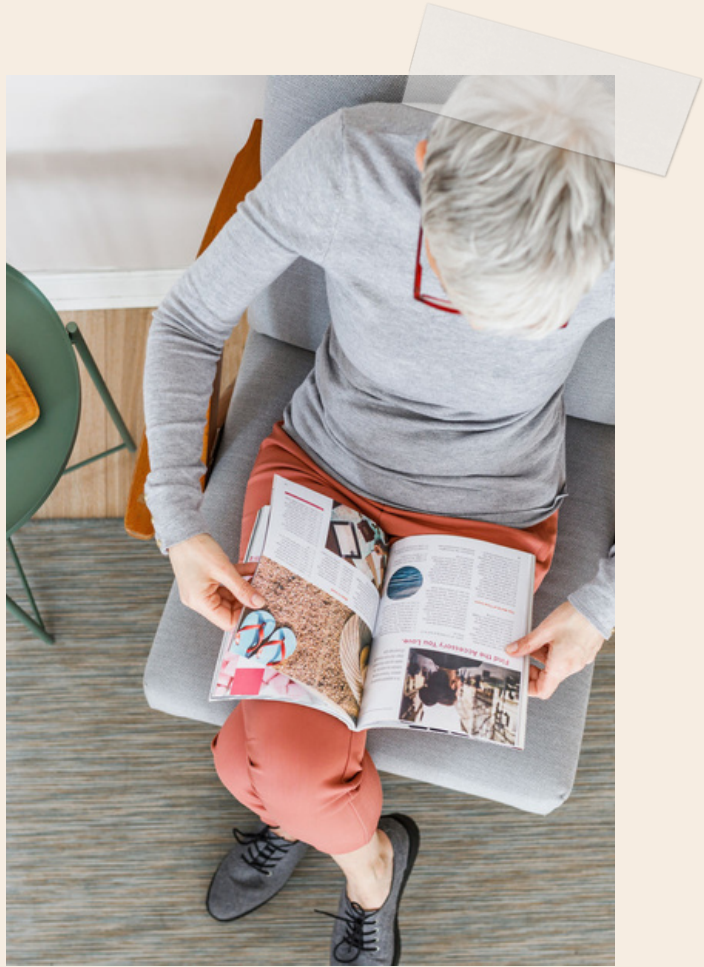
## WHAT IS INSPIRING YOU?

Inspiration can be anything really but is typically a Pinterest or Houzz board with the inspiration, ideas, colors, and products you've already been researching for your home.

Not sure where to begin? I've got lots of ideas on my Pinterest page to help get you started.



@westsouthstudio



## DON'T OVER THINK IT

When picking things to share with me, just go with your gut. "I love this" - and then move on. Please don't edit.

And you can love an image for any reason: color, lighting, texture, overall vibe - whatever. It only matters that the image resonates with you.

Does it make you feel good? Then it is perfect for you.



## HOW TO CONTACT ME:

**Email** is what I do! Usually in the morning with a big 'ole coffee.

Feel free to email me whenever you have the time and the mind space.

And social media is fun, but DM's Pinterest or Instagram are *not the best way* to get in touch, okay?

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## HOURS & RESPONSE TIMES:

As a client, you'll hear from me regularly during your consultation.

And even though I'm living that WFH life, I keep 'formal' office hours 6 days a week. You'll get a prompt response during those times.

After hours? I disconnect from my devices to re-charge my brain and body. I'll be back with your response as soon as I am 'in office'!

MONDAY - FRIDAY

10AM - 5PM EASTERN


SATURDAY

NOON - 3PM EASTERN

SUNDAY

BOOKED CLIENTS ONLY

GET IN TOUCH



MY MISSION  
IS TO MAKE THESE  
OVERWHELMING  
PROJECTS IN  
YOUR LIFE AS  
REWARDING AND  
EASY AS THEY  
CAN BE

WEST | SOUTH