

— THE —
**McCLAIN
METHOD**

Course Workbook

**FIVE THINGS I'D DO IF I WERE STARTING MY
INTERIOR DESIGN BUSINESS OVER AGAIN**

A Proven Method by John McClain

**YOUR 5-DAY AUDIO COURSE COMPANION
DESIGNED TO HELP YOU LAUNCH OR REBOOT YOUR
INTERIOR DESIGN BUSINESS WITH CONFIDENCE**

www.mcclainmethod.com

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Welcome to the course

Welcome, friend!

I'm thrilled you're here for this special 5-day private podcast course series: '5 Things I'd Do If I Were Starting My Interior Design Business Over Again.'

This workbook is your guide to reflect, act, and take bold steps as you listen to each episode.

Whether you're brand new or ready to reset, this will help you gain clarity and momentum.

Let's do this—together!

John



Who am I?



*I'm John McClain—
interior designer, author,
podcast host, and coach
for fellow designers who
are ready to step into
their power. With over 15
years of experience, I've
built a multi-7-figure
design business and
helped hundreds of
designers grow their
brands and confidence.*

The McClain Method™ is
my signature system that
combines branding,
pricing, marketing, and
client experience into one
straightforward roadmap
for design business
success. No fluff—just
strategy, clarity, and
results.

Roadmap of the Workbook

This workbook follows the structure of the private podcast series.

Each day includes:

A SUMMARY OF THE
EPISODE

FAST ACTION CHECKLIST

PROMPTS TO SPARK IDEAS AND
DECISIONS

Use this workbook however it serves you best—day by day, or all at once. You'll also find the next steps to join Design Business Fast Track if you're ready to go deeper.

Episodes

01

PRICING & POSITIONING

Why charging too little damages your brand—and how pricing shapes your success.

02

YOUR FIRST CLIENT

Land clients fast with one clear offer and simple outreach—no begging or discounts.

03

THE MINDSET SHIFT

The mindset shift that turns hustle into legacy: charge for transformation, not time.

04

CLIENT EXPERIENCE SYSTEMS

A step-by-step client experience is your secret weapon against burnout.

05

NOW OR NEVER

The best time to get support is before you're drowning—here's your next step.

01

Episode 1

PRICING & POSITIONING

EPISODE SUMMARY

In Episode 1, I share the biggest mistake I made when starting my design business—charging too little and undervaluing my services. How charging \$50/hour and doing everything myself (even laying tile!) didn't position me as a luxury designer and actually attracted the wrong clients. You'll learn why pricing is about more than just money—it's about your brand, your positioning, and how you see yourself as a business owner.

01

Fast Action Steps

PRICING & POSITIONING


Write down your current hourly rate (or what you're thinking of charging) and reflect on whether it supports your business goals.

List 3 feelings that come up when you think about raising your prices.

Write a new, confident rate you'd charge if you were starting today and your feelings.

Pricing & Positioning

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

A woman with long dark hair, wearing a white shirt and a beige vest, is seated at a wooden table. She is looking down at a piece of paper she is holding. On the table, there are various design materials: a color palette with many small squares of color, several small cards with illustrations of furniture, a stack of papers, a roll of brown paper, and a notebook with a grid pattern. The background is a simple, light-colored wall.

**THE PRICE YOU SET TELLS
THE WORLD HOW
SERIOUS YOU ARE.**

02

Episode 2

YOUR FIRST CLIENT

EPISODE SUMMARY

In Episode 2, I walk you through how to land your first (or next) paying client without begging or working for free. I'll explain why creating one clear, profitable signature offer—with systems to support it—is key to consistency. You'll also learn why being able to talk about your offer effortlessly makes you more memorable and referable.



Fast Action Steps


YOUR FIRST CLIENT

Write out what your signature service could be: name, price, inclusions, and the problem it solves.

Write a sample message to send to 3 people you know, letting them know about your new service.

Practice saying your offer out loud like you're introducing yourself at a networking event. and make any tweaks afterwards.

[illegible]



**CLIENTS DON'T NEED
COMPLICATED
PACKAGES. THEY NEED
CLARITY.**

03

Episode 3

THE MINDSET SHIFT

EPISODE SUMMARY

In Episode 3, I share the mindset shift that transformed my design hustle into a thriving business: thinking like a business owner, not just a creative. I have a powerful story about discounting myself out of fear—and how it cost me profit and confidence. You'll learn why charging for transformation, not time, is the path to profitability and professionalism.



Fast Action Steps

THE MINDSET SHIFT


Write down a moment where you discounted yourself. What were you feeling?

List the transformation you provided in that moment—not just the hours worked.

Write and say aloud: 'I charge based on the transformation I provide, not the time I spend.'



This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

A woman with long dark hair, wearing a white shirt and a beige vest, is seated at a wooden table. She is looking down at a piece of paper she is holding. On the table, there are various design materials: a color palette with many small squares of color, several sheets of paper with architectural drawings of chairs, a stack of papers, a roll of brown paper, and some other papers with patterns and textures. The background is a simple, light-colored wall.

**I CHARGE BASED ON THE
TRANSFORMATION I
PROVIDE, NOT THE TIME I
SPEND.**

04

Episode 4

CLIENT EXPERIENCE SYSTEMS

EPISODE SUMMARY

In Episode 4, I dive into what happens after you land the client—and why the project journey can make or break your reputation. I'll explain how a lack of structure leads to burnout, and why every designer needs a clear process that manages client expectations, keeps projects on track, and prevents overwhelm. This is the difference between being seen as a decorator and being respected as a professional.



Fast Action Steps

CLIENT EXPERIENCE SYSTEMS


List 3 stages of your client journey—from first contact to project wrap.

Write out what clients need to feel confident at each stage (e.g., clear communication, timeline, investment amount, etc.).

Circle the weakest point in your process and brainstorm how you could improve it.



This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

A person with long dark hair, wearing a white shirt and a beige vest, is seated at a wooden table. They are working on a design project, with their hands visible near a stack of papers and a color palette. The table is cluttered with various design materials, including a color palette, a ruler, a pencil, and several sheets of paper with sketches and patterns. The background is a simple, light-colored wall.

**OUR BACKEND SYSTEMS
ARE THE INVISIBLE
MAGIC BEHIND A
STANDOUT BRAND.**

05

Episode 5

NOW OR NEVER

EPISODE SUMMARY

In Episode 5, I wrap up the series by addressing a critical question: What do you actually need to build a successful interior design business? I'll debunk the myth that success is only about luck, followers, or even a stacked portfolio. Instead, I have the truth: success comes from systems, strategy, and support. You'll also hear Sarah's inspiring transformation story—from uncertain and overwhelmed to confident, profitable, and thriving. This episode drives home the power of doing things right from the start.

05

Fast Action Steps

NOW OR NEVER

Write down your current biggest business challenge—be honest with yourself.

Reflect on what kind of support or structure would help you overcome it (e.g., templates, community, mentorship).

List 3 things you're going to take action on this week to move your business forward.



OTHER NOTES:

- 25 -

A woman with long dark hair, wearing a white shirt and a beige vest, is seated at a wooden table. She is looking down at a piece of paper she is holding. On the table, there are various items: a stack of papers, a color palette, a ruler, a pen, and several small cards with illustrations. The background is a simple, light-colored wall.

**YOUR BUSINESS CAN RUN
LIKE A WELL-OILED
MACHINE—ONCE YOU
STOP WINGING IT.**

How to Join Design Business Fast Track

DESIGN BUSINESS *Fast Track*

THE COMPLETE START-UP SYSTEM TO LAUNCH YOUR
PROFITABLE LUXURY INTERIOR DESIGN BUSINESS

READY TO TURN YOUR MOMENTUM INTO MASTERY?

DBFT IS MY FULL DESIGN BUSINESS PROGRAM FOR NEW AND EMERGING INTERIOR DESIGNERS.

INSIDE, YOU'LL GET:

– MY FULL 8-MODULE SIGNATURE SYSTEM

WHERE YOU WILL LEARN HOW TO:

- SET UP YOUR BUSINESS
- CHOOSE YOUR SERVICES
- SET YOUR HOURLY RATE
- PLUG IN MY READY-TO-USE PROCESSES
- FIND YOUR CUSTOMERS
- PRESENT & CLOSE PROPOSALS
- OVERCOME INSECURITIES

– DOZENS OF DOWNLOADABLE TEMPLATES, DOCS, & PRICING TOOLS

– FAST ACTION CHECKLISTS FOR EVERY LESSON TO ENSURE YOU LEARN

– PRIVATE COMMUNITY ACCESS FOR 12 MONTHS

+ LIMITED TIME BONUSES (NEXT PAGE!)



How to Join Design Business Fast Track

DESIGN BUSINESS *Fast Track*

THE COMPLETE START-UP SYSTEM TO LAUNCH YOUR
PROFITABLE LUXURY INTERIOR DESIGN BUSINESS

**FOR A LIMITED TIME DURING THIS SPECIAL OFFER, YOU ALSO
RECEIVE THE FOLLOWING BONUSES:**

- + MY OWN HOURLY RATE INTERIOR DESIGN AGREEMENT
- + MY HOURLY RATE CALCULATOR
- + MY EXCLUSIVE DESIGNER CALCULATOR FOR FULL-SERVICE DESIGN
- + BONUS COURSE: THE SIMPLE TECH YOU NEED IN YOUR BUSINESS
- + PRIVATE ACCESS TO THE MCCLAIN METHOD ON IG
- + **LIVE** MONTHLY COACHING AND SUPPORT FROM ME!



How to Join Design Business Fast Track



I'VE SPENT 15+ YEARS (AND THOUSANDS OF DOLLARS) BUILDING THE SYSTEMS, TEMPLATES, AND STRATEGIES INSIDE THIS COURSE—FROM HIRING BUSINESS COACHES, TRYING EVERY PRICING MODEL, TO LEARNING THE HARD WAY THROUGH TRIAL AND ERROR.

HERE'S WHAT YOU'RE ACTUALLY GETTING:

- ✓ FULL BUSINESS-BUILDING COURSE WITH 10 ACTIONABLE MODULES (VALUE: \$1297)
- ✓ MY EXACT PRICING CALCULATOR + HOURLY RATE AGREEMENT (VALUE: \$800)
- ✓ TEMPLATES, SCRIPTS, AND CLIENT PROCESS TOOLS (VALUE: \$997)
- ✓ 12 MONTHS OF LOUNGE COMMUNITY ACCESS (VALUE: \$564)
- ✓ 12 MONTHS OF THE MCCLAIN METHOD CLOSE FRIENDS ACCESS (VALUE: \$564)
- ✓ 12 MONTHS OF LIVE COACHING CALLS WITH JOHN (VALUE: \$6000)

TOTAL VALUE: ~~\$10,200~~

YOUR INVESTMENT IN YOUR BUSINESS TODAY:

- **1 PAYMENT OF \$998**
OR
- **3 PAYMENTS OF \$365**
OR
- **12 PAYMENTS OF \$83***



***YOU CAN PAY FOR THE ENTIRE COURSE WITH JUST ONE OF THE SERVICE OPTIONS
I'LL TEACH YOU!***

* 12 MONTH PLAN SUBJECT TO TERMS & CONDITIONS OF AFFIRM ON CHECKOUT PAGE

Thank you & Next Steps

I see you.

I see your drive, your passion, and your potential. You've just spent 5 days learning the essentials of running a successful design business. **That's huge.**

But this is just the beginning. Take what you've learned and run with it—or take the next step and let me guide you further.

*Join now and finally
build the business
you've been
dreaming of →*



**THIS ISN'T JUST
ABOUT DESIGN. IT'S
ABOUT BUILDING A
LIFE THAT LIGHTS
YOU UP.**