

HOW TO DECORATE & STAGE DNA (Darn Near Always) WORKSHEET

Your Decorating DNA is the group of default elements that impact your perception of a beautiful room. From saturation to line, shape, form, and more, your DNA will impact your choices but can also lock you into delivering the same look to many of your clients. Although you will have an ideal client, to grow your business, you must be able to deliver more than your signature style to maximize your profit potential. Understanding your preferences is the first step in maximizing your profit potential.

To complete this worksheet:

1. **Select** 6 photos of rooms you love and place on a document for comparison. Select rooms without analyzing but simply spaces that appeal to you.
2. Analyze each room on the chart parameters.
 - a. Saturation-Select from the featured palettes.
 - i. B Palette-Bright, vibrant, clean colors
 - ii. C Palette-Warm, muted, softer colors
 - iii. D Palette-Neutralized colors that tend to move towards grays and beiges
 - b. Hue Family-Red-Orange-Yellow-Green-Blue-Violet (select key hue family in space)
 - c. Style-Identify the major style of space, i.e. Mid-century Modern, Traditional, Transitional, etc
 - d. Motif/Texture-Identify key textiles by either motif, sheen, or texture style.
 - e. Line/Shape/Form-are primary elements of furniture and décor vertical, horizontal, curved, diagonal, round, etc.
 - f. Balance Preference-Divide the room in thirds to see which area has the most visual weight.
 - g. Placement-Asymmetrical, Symmetrical, Radial, etc.
3. Now look at each room and summarize the pre-dominant consistencies and commonalities of the rooms.

DECORATING DNA WORKSHEET BY JOANNE LENART-WEARY

PHOTO	SATURATION B-C-D	HUE FAMILY	STYLE	MOTIF/ TEXTURE	LINE/SHAPE/ FORM	BALANCE PREFERENCE	PLACEMENT
1.							
2.							
3.							
4.							
5.							
6.							
SUMMARY							



SELECT COLOR SATURATION PREFERENCE FROM A-B-C-D GROUPS BELOW

