

REFRESH
DESIGN

Guide to
Pinterest

HOW TO SHOW YOUR
PINTEREST BOARDS
WHO'S BOSS

You're building a new home or renovating your current home, woo hoo! But you are also realizing that you now need to make about 947 decisions before your dream space makes its lovely appearance.

ENTER: THE PINTEREST BOARD.



At the start of a project, we encourage our clients to use Pinterest as a tool to show us a glimpse of their style when we first start to work together (and they can do this even if they have no clue what their style is- keep reading to see how!).

As designers, we use Pinterest in the studio to organize our own design ideas and communicate visually about inspirations and products for the space. We don't use it exclusively (it goes along side of our drawings, material sheets and our online studio), but it's one of our favorite places to begin the design conversation.

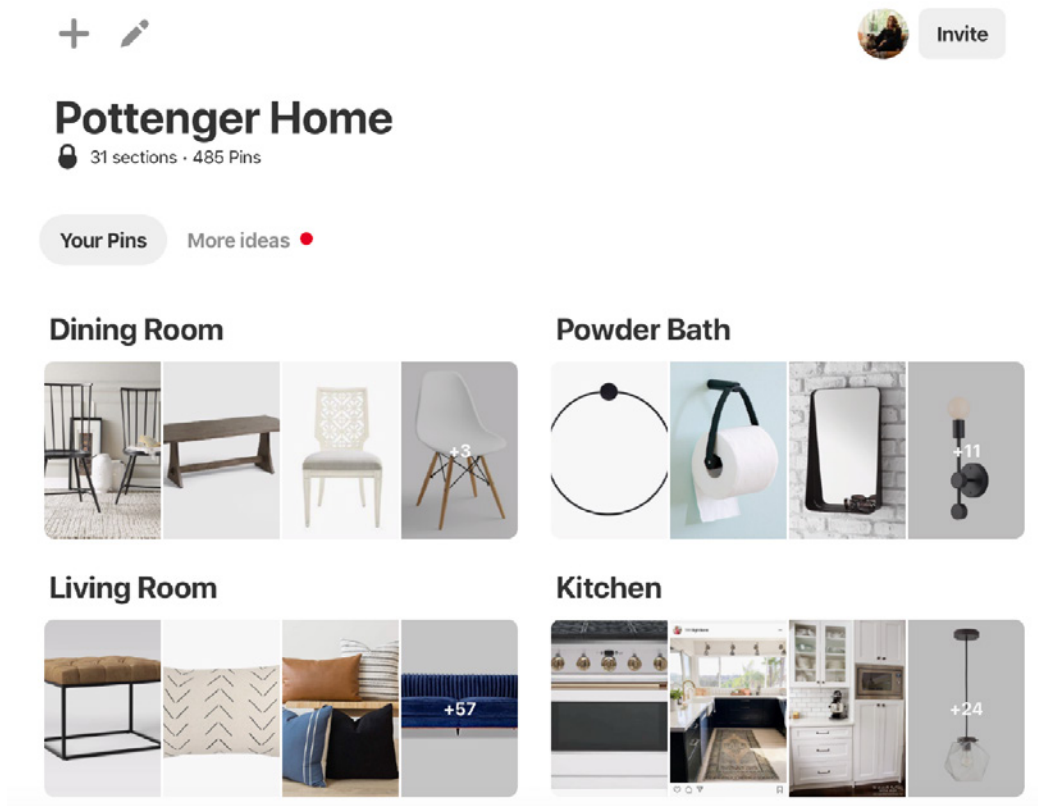
While you're probably already familiar with using Pinterest, you might not be super awesome with keeping it all organized. (That's okay friend, keep reading!) It's so easy for your boards to get out of control and cluttered (just like an email inbox!). Check out these tips below to get on your game and ready to Pin like a pro.

First up, create your board and name it accordingly. Mine is "Pottenger Home", but you do you and name your board however you like!

#1:

CREATE YOUR BOARD AND NAME IT ACCORDINGLY

MINE IS "POTTENGER HOME", BUT YOU DO YOU
AND NAME YOUR BOARD HOWEVER YOU LIKE!



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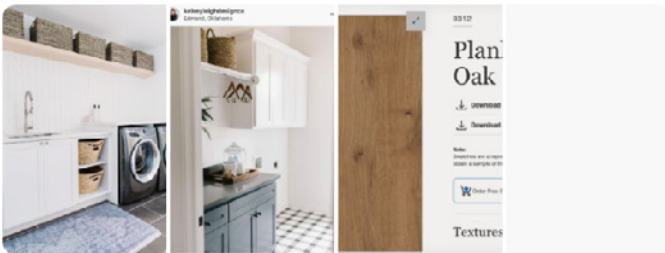
#2:

MAKE AN “INSPIRATION” SECTION FOR YOUR WHOLE HOUSE

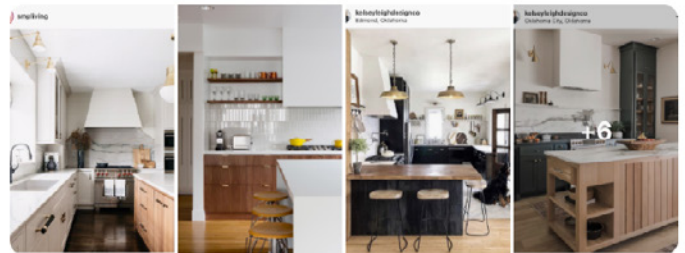
PLUNK ANY AND ALL INITIAL PINS IN HERE AS IMAGES THAT INSPIRE YOU.

Don't worry, you'll go back through them later to refine, but for now, pin all the inspiring rooms + products you love, whether they're bathrooms or kitchens or furniture pieces.

Laundry



Kitchen



Inspiration





BONUS TIP: Punch Pinterest fatigue in the face: Keep your pin sessions to an hour or less, set a timer if it helps! Set a time limit to Pin, then take a break. Then either after that break or the next day, (how fast you go with this is up to you) go back and edit + search pins again. Take a break, edit + search - I think you get where I'm going with this. You'll get burned out and want to chuck your laptop across the living room if you try to do this all in one day, so give yourself some time and grace.

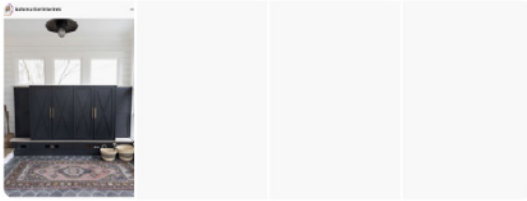
#3:

CREATE SEPARATE SECTIONS FOR EACH AND EVERY ROOM IN YOUR HOME

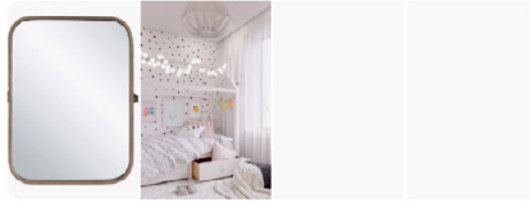
“KITCHEN”, “FRONT ENTRY”, “GUEST BEDROOM” ETC., ARE GREAT SECTIONS TO INCLUDE (DON'T FORGET HOME EXTERIOR, HOME LANDSCAPING AND CLOSETS TOO).

Leave these sections with blank contents until you're ready to edit your inspirations section. The object here, to stay organized, is to put only the winners on these separate room sections, or at least the finalists.

Mudroom



Kids//Bedrooms



Trim+Doors



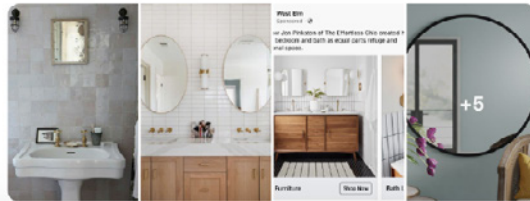
Kids//Bath



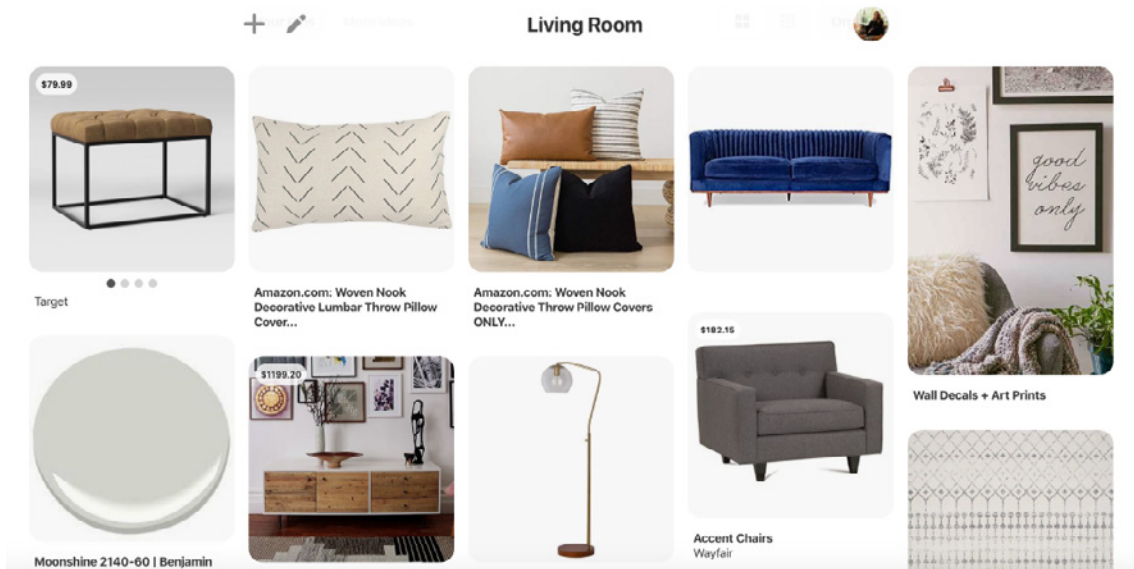
Powder



Master//Bath



For each room section you'll have inspiration pictures and products, and you'll eventually edit those and pin all of your actual room selections so then when the project is complete, you also have a record of your paint colors, furniture pieces, lighting and everything else for your reference already done for you. Yay!



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#4:

EDIT AND OBSERVE

AFTER YOU'VE PINNED AN IMAGE, TAKE A LOOK AT IT FOR A SECOND, AND ASK YOURSELF THE FOLLOWING:

- ✓ Why do you like it? Is it the overall feel? That one pillow on the sofa and that's it? Every single thing?
- ✓ What's the approximate ceiling height shown in the room? Is your ceiling similar or is this one 20 feet high and yours is 8 feet high? (Note any other important architectural details too, like windows, fireplaces, special details)
- ✓ What's the size of the room in the pinterest photo compared to your room (approximately)? If you're looking at a piece of furniture, would the scale translate, or is it too large or too small?
- ✓ How does the light (both natural light and artificial light) in that room compare to the light in the room you want to re-do?
- ✓ What do your pins have in common with each other? This can be things like design style (lots of mid-mod or Scandinavian style in your pins for example), color (lots of emerald green + navy walls), feel (everything is light and airy, or moody and dramatic, etc). Note these commonalities from your pins and you've just nailed your personal style for your home without stressing about it! (this is why we can use Pinterest to help clients find their style when they don't know what their style is!)
- ✓ WRITE NOTES on the pin's comments section as to why you like something so you can remember when you come back to them later.

ONCE YOU'VE EDITED A FEW TIMES, YOU'RE READY TO PUT ALL THIS AWESOME INSPO INTO ACTION, BECAUSE YOU NOW HAVE AN ALREADY-MADE-FOR YOU LIST OF PAINT COLORS, FLOORING, LIGHTING, AND EVERYTHING ELSE, ALL WITHIN AN OVERALL DESIGN VIBE SO YOU KNOW IT WILL ALL BE PULLED TOGETHER.



STILL HAVE QUESTIONS OR NEED HELP PULLING YOUR SPACE TOGETHER?

CHECK OUT OUR DESIGN POWER SESSIONS!



Your **The Design Power Session** is a one-on-one virtual design consultation, in which I help you plan and execute your design vision. Design Power Sessions are for you if you:

- See home decor and design ideas you like but aren't sure how to emulate them.
- Have home projects you'd like to start but don't know how or what you need.
- Are planning to DIY a remodeling or decorating project but would like some expert advice first.
- Aren't sure how to shop or purchase materials and decor elements you need to complete a project.
- Need help making decisions on paint, flooring, countertops, tiles and other materials for your remodel.
- Want expert advice on a design vision and direction for a new build or home remodel.

**LEARN MORE ABOUT DESIGN
POWER SESSIONS**