AI Prompt Library for Interior Designers

Introduction

This library contains ready-to-use prompts designed specifically for interior designers to leverage AI tools like ChatGPT, Claude, or Midjourney. Each prompt is crafted to help you create professional content for your portfolio, client communications, and digital presence while maintaining your unique design voice.

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Portfolio Content

Project Overview Generator

I need to create an overview for a [residential/commercial/hospitality] design project for my portfolio. The project was a [renovation/new build/redesign] of a [space type] in [location]. The client wanted [brief description of client goals].

Key design elements included:
- [element 1]
- [element 2]
- [element 3]

The project's aesthetic is best described as [design style]. Help me craft a compelling 150-200 word overview that highlights the unique aspects of this project, the challenges overcome, and the successful outcomes. Please maintain a sophisticated, professional tone while avoiding clichés.

Portfolio Category Descriptions

I'm creating a description for the [category name] section of my interior design portfolio. This category includes projects that feature [key characteristics]. My design approach for these spaces typically incorporates [design elements, materials, or techniques].

Please write a concise yet compelling 100-word introduction for this portfolio category that will engage potential clients interested in [category name] design. The tone should be professional yet warm, and should convey my expertise in this area without being overly technical.

Before & After Story

I need to create a compelling before and after description for a [room type] transformation.

Before: The space was [describe original state - size, condition, problems, limitations].

After: We transformed it by [key changes made - structural changes, color palette, materials, lighting, furniture].

Please write a 150-word narrative that captures this transformation journey, highlighting the challenges overcome and the specific design decisions that made the most impact. Focus on both aesthetic improvements and functional enhancements. The tone should be professional but conversational, suitable for my portfolio website.

Room-Specific Description Framework

I need to write a detailed description of a [kitchen/bathroom/living room/etc.] design for my portfolio. This [room type] features:

Materials: [list key materials]
Color palette: [describe colors]
Special features: [list unique elements]
Challenges: [mention any design challenges overcome]

Please create a 150-word description that highlights these elements, explains my design approach, and conveys the atmosphere of the space. The description should include relevant design terminology but remain accessible to non-designers. The tone should be sophisticated and confident.

Project Descriptions

Technical Project Specification Converter

I have these technical specifications for a project that I need to transform into client-friendly language for my portfolio:

[Paste technical specifications]

Please rewrite this information in an engaging, accessible way that maintains accuracy but highlights the design benefits of these specifications. The tone should be professional but conversational, and the length should be approximately 200 words. Include 2-3 SEO-friendly phrases related to [design style/room type/project type].

Material & Finish Description

I need to create detailed descriptions of the materials and finishes used in a [project type]. The key materials include:

- [material 1] for [application]
- [material 2] for [application]
- [material 3] for [application]

The overall palette aims to create a [desired atmosphere/effect]. Please write sophisticated descriptions (30-40 words each) for these materials that highlight their aesthetic qualities, functionality, sustainability aspects (if applicable), and how they contribute to the overall design narrative. Use terminology that demonstrates expertise but remains understandable to luxury clients.

Design Solution Narrative

I need to explain how my design solved specific challenges in a recent project. The client's challenges included:

1. [challenge 1]
2. [challenge 2]
3. [challenge 3]

My solutions involved:
1. [solution 1]
2. [solution 2]
3. [solution 3]

Please create a 200-250 word narrative that frames these challenges and solutions as a compelling story, highlighting my problem-solving approach and the successful outcomes. The tone should convey expertise and thoughtfulness. Include terminology that would resonate with [target client type].

Client-Centered Project Story

I need to create a project description that centers on the client experience for my portfolio.

Client profile: [brief description of client - professional couple, family with children, etc.]
Client needs/wishes: [list key requirements or desires]
Lifestyle factors: [relevant aspects of how they live/work/entertain]
Special requests: [any unique elements they wanted]

Please write a 200-word narrative that tells the story of how my design addressed these specific client needs while creating a beautiful space. The tone should be warm yet professional, and should emphasize the collaborative nature of the design process.

Design Philosophy & Expertise

Design Philosophy Statement

I need help articulating my design philosophy for my portfolio's "About" page. My approach to design is characterized by:

- [core value or approach 1]
- [core value or approach 2]
- [core value or approach 3]

I primarily work with [client type] on [project types]. My work has been influenced by [designers, movements, or experiences].

Please help me craft a 150-200 word design philosophy statement that communicates these values and approaches in a sophisticated, thoughtful manner. The statement should convey my unique perspective while remaining accessible and appealing to potential clients. Avoid clichés and generic design language.

Expertise Area Deep Dive

I want to articulate my specific expertise in [design specialty - e.g., kitchen design, historical renovations, sustainable interiors]. My experience in this area includes:

- [relevant experience/background]
- [special training/education]
- [notable projects or achievements]
- [specific approaches or techniques I use]

Please help me write a 200-250 word explanation of my expertise in this area that demonstrates deep knowledge while remaining engaging to potential clients. The content should include some specific terminology related to this specialty that showcases my expertise without becoming overly technical.

Design Process Explanation

I need to explain my design process for potential clients on my website. My process typically follows these stages:

1. [Initial stage - e.g., consultation, discovery]
2. [Second stage - e.g., concept development]
3. [Third stage - e.g., design refinement]
4. [Fourth stage - e.g., implementation]
5. [Final stage - e.g., installation, styling]

For each stage, I typically [describe your approach, deliverables, and client involvement]. Please help me create a clear, engaging 300-word explanation of this process that reassures potential clients about what to expect. The tone should be professional but warm, emphasizing both the collaborative nature of the process and my expertise in guiding it.

Signature Style Definition

I want to articulate my signature style for my portfolio website. While each project is unique, my work often features:

Aesthetic elements: [list recurring aesthetic choices]
Materials I often use: [list preferred materials]
Design principles I value: [list guiding principles]
Atmosphere I typically create: [describe feeling of spaces]

Please help me craft a 150-200 word description of my signature style that communicates these elements in a sophisticated way. The content should avoid being too limiting (as I work in multiple styles) while still giving potential clients a clear sense of my design sensibility. The tone should be confident and articulate.

Client Communications

Initial Consultation Follow-up

I need to write a follow-up email after an initial consultation with a potential client for a [project type]. During our meeting, we discussed:

- Their needs: [brief summary]
- Their style preferences: [brief summary]
- Project scope: [brief summary]
- Initial timeline: [brief summary]
- Budget considerations: [brief summary]

Please draft a professional yet warm email (250-300 words) that summarizes these points, expresses appreciation for the meeting, outlines next steps, and builds confidence in my services. The email should include a clear call to action regarding moving forward.

Project Update Template

I need a template for project update emails to clients. These updates typically need to cover:

- Current project status
- Recent completions/milestones
- Decisions needed from client
- Upcoming schedule
- Any challenges or adjustments

Please create a flexible 300-word template that I can customize for different projects. The tone should be professional, transparent, and reassuring, demonstrating organization and attention to detail. Include placeholder sections that I can easily update with project-specific information.

Design Concept Presentation

I need to write a script for presenting design concepts to a client for a [room/space type] project. The presentation will include:

- Concept boards/mood boards
- Space planning/layout options
- Material and finish selections
- Furniture and lighting recommendations
- Color palette explanation

Please create a 400-word presentation script that guides me through explaining these elements clearly and persuasively. The tone should be confident and expert while remaining conversational. Include transition phrases between sections and suggestions for engaging the client in the presentation.

Testimonial Request

I need to request a testimonial from a client whose [project type] we recently completed. The project involved [brief description of scope and special features]. The client was particularly pleased with [aspects they commented on positively].

Please draft a courteous email (150-200 words) requesting a testimonial that is professional but not overly formal. The email should make the process easy for the client by suggesting specific aspects they might mention (without being prescriptive), offering format options (written, video, or audio), and explaining how the testimonial will be used. Include a gentle reminder of the impact testimonials have on my business.

SEO & Digital Presence

SEO-Optimized Project Description

I need to create an SEO-optimized description for a [project type] in [location] for my portfolio website. The primary keywords I want to target are: [list 3-5 keywords]. The project featured [list key design elements, materials, or solutions].

Please write a 300-word description that naturally incorporates these keywords while creating engaging, valuable content about the project. The description should include appropriate headings, maintain a sophisticated tone appropriate for luxury clients, and highlight both the aesthetic and functional aspects of the design.

Local SEO About Page Content

I need content for my "About" page that helps with local SEO. My design studio, [studio name], is located in [city/neighborhood] and serves clients in [list service areas]. We specialize in [list design specialties] and have been established since [year].

Key team members include:
- [name, title, brief background]
- [name, title, brief background]

Please create 300 words of content that naturally incorporates local geographical terms and service descriptions while telling my studio's story in an engaging way. The tone should be professional yet personable, and should convey our connection to the local area without feeling artificially stuffed with keywords.

Service Description Template

I need to create a detailed service description for my website for [service type - e.g., full-service interior design, kitchen renovation, color consultation]. This service typically includes:

- [component 1]
- [component 2]
- [component 3]

The ideal clients for this service are [client type] who [client needs/situation]. Projects in this category typically range from [budget range/time range].

Please write a 250-300 word description that clearly explains what the service entails, what makes my approach unique, and the benefits clients receive. Include a subheading structure and naturally incorporate keywords related to [service type]. The tone should be confidence-inspiring and clear without being overly sales-focused.

Blog Post Framework

I need to create a blog post about [interior design topic] for my website. The target audience is [client type] who are interested in [related interests]. Key points I want to cover include:

- [point 1]
- [point 2]
- [point 3]

Please create a detailed outline with subheadings and bullet points for a 1000-1200 word blog post, including an introduction and conclusion. For each section, provide 2-3 sentences to guide the content development. The style should be informative yet conversational, positioning me as an expert without being overly academic. Include suggestions for internal linking opportunities to my portfolio or services pages where relevant.

Visual Content Support

Image Alt Text Generator

I need to create effective alt text for images in my design portfolio. Please generate appropriate alt text for the following images based on my descriptions:

Image 1: [brief description of what the image shows]
Context: This is from a [project type] and showcases [design elements]

Image 2: [brief description of what the image shows]
Context: This highlights [specific feature] in a [room type]

Image 3: [brief description of what the image shows]
Context: This demonstrates [design solution] for [client need/challenge]

For each image, create alt text (10-15 words) that is descriptive, incorporates relevant design terminology, and includes an appropriate keyword when natural. The alt text should be informative for accessibility purposes while also supporting SEO.

Photo Shoot Planning

I'm planning a photoshoot for a recently completed [project type]. The space includes:

- [room/area 1]
- [room/area 2]
- [room/area 3]

Key design features that should be highlighted include [list special elements, materials, or solutions]. The overall aesthetic is [design style/feeling].

Please help me create a shot list with 10-15 specific shots (angles, vignettes, details) that will showcase this project effectively for my portfolio. For each shot, include a brief description of the setup, what design elements it should highlight, and any styling suggestions. The approach should emphasize both the overall design narrative and the technical expertise demonstrated in the space.

Portfolio Image Sequence Planner

I need to plan the optimal sequence of images for presenting a [project type]
in my portfolio. The project includes:

- [list of rooms/spaces included]
- [list of significant design features]
- [narrative elements worth highlighting — e.g., before/after, particular
challenges]

Please suggest an effective sequence of 8–10 images (types of shots, not
specific images) that tells a compelling story about this project. Explain the
rationale behind the sequence, how it builds narrative tension, and how it
showcases my design skills. Include recommendations for any text that should
accompany specific images to enhance understanding.

Social Media Caption Framework

I need to create captions for social media posts featuring a [project
type/design element]. The images will show [brief description of visuals]. Key
aspects I want to highlight include:

- [design aspect 1]
- [design aspect 2]
- [design aspect 3]

My brand voice is [brief description of tone — e.g., sophisticated,
approachable expert, minimalist]. Please create 3 different caption options
(each 100–150 words) that I can adapt for Instagram, each with a different
angle or emphasis. Include suggested hashtags (8–10 per caption) that blend
popular design hashtags with more specialized ones. The captions should
encourage engagement through a subtle call to action or question.

Business Development

Design Proposal Template

I need to create a template for design proposals for [project type] clients. My typical process includes:

- [phase 1 description and deliverables]
- [phase 2 description and deliverables]
- [phase 3 description and deliverables]

Fee structures usually involve [brief description of how you charge – e.g., flat fee, hourly, percentage].

Please create a 500–600 word template that I can customize for individual clients. The template should include sections for project understanding, proposed approach, scope of work, timeline, fee structure, and terms. The tone should be professional but not overly formal, conveying expertise and clarity. Include placeholder text that guides me on what to customize for each client.

Networking Introduction

I need to draft an introduction email to a [type of industry contact – e.g., architect, contractor, real estate agent] for potential collaboration. My design studio specializes in [design specialties] for [client type]. Our mutual connection is [context of connection, if any].

Please write a concise (200–250 word) introduction email that explains my background, suggests potential collaboration opportunities, and requests a conversation. The tone should be professional yet personable, demonstrating confidence without being presumptuous. The email should demonstrate awareness of how our services would complement each other.

Client Ideal Profile Development

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I want to develop a clear profile of my ideal client to focus my marketing
efforts. My most successful projects and client relationships typically have
included these elements:

Client demographics: [age range, professional background, lifestyle, etc.]
Project types: [preferred project types]
Budget range: [typical budget range]
Communication style: [preferred client communication style]
Design involvement: [level of client involvement in decisions]
Values alignment: [shared values that matter in the relationship]

Please help me create a 250-300 word ideal client profile that synthesizes
these elements into a clear portrait. The profile should help me recognize
ideal clients early in conversations and attract them through my marketing.
Include 3-4 specific marketing implications of this profile.
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Consultation Script

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I need to develop a script for initial consultations with potential clients for
[service type]. These consultations typically last [time frame] and need to
cover:

- Understanding the client's needs and project scope
- Explaining my design process and approach
- Discussing budget expectations
- Outlining next steps

Please create a 400-500 word framework with key questions to ask, important
points to cover about my services, and effective language for discussing budget
and timeline expectations. Include suggestions for how to qualify prospects
tactfully and how to conclude the consultation with clear next steps. The tone
should be professional, confident, and client-centered.
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Prompt Refinement Tips

Customizing for Your Voice

To make these prompts reflect your unique voice and approach, consider these adjustments:

- Add specific adjectives that describe your design aesthetic to the prompt

- Include reference to signature techniques or approaches you use

- Specify the tone you prefer (e.g., "sophisticated but warm," "minimalist and technical")
- Include examples of writing you like for the AI to emulate

Improving Results

If you're not satisfied with the AI's response:

1. Ask it to revise with specific feedback
2. Request different variations with adjusted tones
3. Break complex requests into smaller, more focused prompts
4. Provide examples of what you're looking for

Prompt Formula

Most effective prompts follow this structure:

1. Context (who you are, what the content is for)
2. Specific details about the project/content
3. Key elements to include
4. Tone and style guidance
5. Length or format requirements

Ethical Considerations

- Always review and edit AI-generated content to ensure accuracy
- Verify any technical specifications or claims before publishing
- Add your personal insights and expertise to make the content authentic
- Use AI as a starting point, not a final product

Using This Library

This prompt library is designed to be a starting point for your AI interactions. For best results:

1. Copy the prompt that most closely matches your need
2. Customize it with your specific project details and preferences
3. Adjust the tone and terminology requests to match your brand
4. Review and refine the AI's output to ensure it truly represents your voice and expertise

Remember, AI tools are collaborators in your content creation process. The most effective results come when you bring your unique expertise and perspective to refine what the AI produces.