CLIENT SUCCESS STORY

FWS WORK CLOSES 3 PROJECTS AND GENERATES $88K IN REVENUE

A Brooklyn interior design studio builds on its reputation with clearer positioning, a new website and a more confident approach to winning larger projects.

3

PROJECTS CLOSED

$88K

REVENUE GENERATED

3 months

TIMEFRAME

THE GOAL

YuHsiang Fu had already built an award-winning interior design studio. FWS Work's residential and hospitality interiors gave the practice a distinctive portfolio, and word of mouth brought new enquiries. Fu wanted to build on that reputation and pursue larger opportunities.

The next step was to make the studio's value easier to communicate: who its work was for, what a client could expect, and how an initial conversation would become a well-defined project.

THE WORK

MYA helped Fu clarify his ideal client and shape the studio's offer. The sales support covered the first conversation, how to present a proposal, and how to follow up. Scripts, pitch feedback and call reviews gave him a structure to use with real enquiries.

We also worked with Fu on the website copy and a new website. The design put his project photography at the centre, with space for the stories behind the interiors, the founder, and the studio's awards and press. Project-page layouts and image proportions were refined around the way he wanted to present his work.

The content work included keyword research and an article plan around topics such as Wabi-Sabi interiors and historic-home renovation. Together, the website and sales work gave prospective clients a clearer view of the studio and Fu a more consistent way to guide the conversation.

THE RESULTS

FWS Work closed three projects and generated $88,000 in revenue over three months.

One restaurant enquiry developed into a brief for three locations in Arizona. After three meetings, Fu shared the news with MYA and thanked Ladina for her advice. In the same thread, he confirmed that the proposal had been approved and asked for feedback to improve his next pitch.

Fu also described feeling more organised and confident: when he was unsure of the next step, he had a process he could return to.

“Every time I feel confused or a bit worried about my process, I can look at the structure you've provided and feel more stable, organized, and confident. It's been a real game changer for me.”

YuHsiang Fu

