

## PRINCIPALS

1

*Location - dominant wall for biggest impact*

- *Make it the first thing you see when you walk in the room.*

2

*Bigger is better*

- *All the way out and all the way up.*
- *Go over and around windows and doors- don't get boxed in.*

3

*Light it up*

- *Every shelf needs light.*
- *Make sure it is dimmable.*
- *Lights need to be towards the front of the shelf not too deep.*

## SEGMENTS:

**CUSTOM** = *Starting from scratch and using the principals to achieve the best possible design for your space.*

**EMBELLISHING** = *Fixing what you already have to line up with the principals but save a bit of effort and money .*

**HACK** = *Grouping pre-made store-bought items to achieve the built-in look.*

### *Quick Tips -*

- PREPARE TO DESIGN BY LOOKING AT WHAT YOU WANT TO STORE IN THE BUILT IN AND DESIGN TO ACCOMMODATE THOSE THINGS.

*And to change your life ...* ADD A MIRROR IF YOU CANNOT ADD LIGHTS-  
SEE OUR VIDEO BREAKOUT FOR DETAILS!