



6 COMMON COLOR MISTAKES

& HOW TO FIX THEM

So Nice to Meet You...



I'm Audra, and for the past 20 years I have been helping people who have a passion for design and color create amazingly successful businesses doing what they love.

I absolutely love what I do and the pure joy I receive when I see people follow their true gift of design to create a business that gives them freedom, allows them to help people and well... make great money along the way.

If you are one of those people who have a passion for all things color and design, then at the end of this guide I have a free video training gift for you. ❤️❤️

As a staging and design trainer, I get to see A LOT of room photos! Most commonly I see these 6 color rules broken, so I hope this guide is helpful to you in your color and design projects.

Audra Slinkey - Creator of the Home Staging Resource

6 Common Color Mistakes & How to Fix Them



1 | Painting On-Trend

Unless you want to repaint your rooms every 5-7 years it's best to stick to a more timeless and blended neutral that coordinates and enhances the furnishings and fixtures in the space.



2 | Too Many Neutrals

Not all undertones go well with one another, so it can be dangerous to mix your beige neutrals. Instead, stick to 1-2 similar undertone neutrals in the space and add color for interest.



3 | Ignoring Fixed Elements

You don't make color choices in a vacuum and must first consider the fixed elements in the space and how to connect the color to create cohesion otherwise it stands out and looks out of place.

6 Common Color Mistakes & How to Fix Them



4 | Not Repeating Color

Make sure to repeat your accent colors throughout the space to draw the eye and connect your scheme. The navy blue is repeated beautifully in this award-winning Houzz living room.



5 | Too Many “WOW” Finishes

It’s tempting to go bold on your kitchen/bath finishes but it’s best to stick with one, bold fixture star. Otherwise the patterns and colors become overwhelming as in this kitchen to the left.



6 | Choosing Paint First

When it comes to a well-designed room, the paint should be chosen last as the backdrop that brings the elements in the room together and enhances the space.

Free Bonus Training Video

6 Steps to
Creating
Ideal
Color
Schemes
for
Clients

A quick how-to
video on the
choosing paint
colors

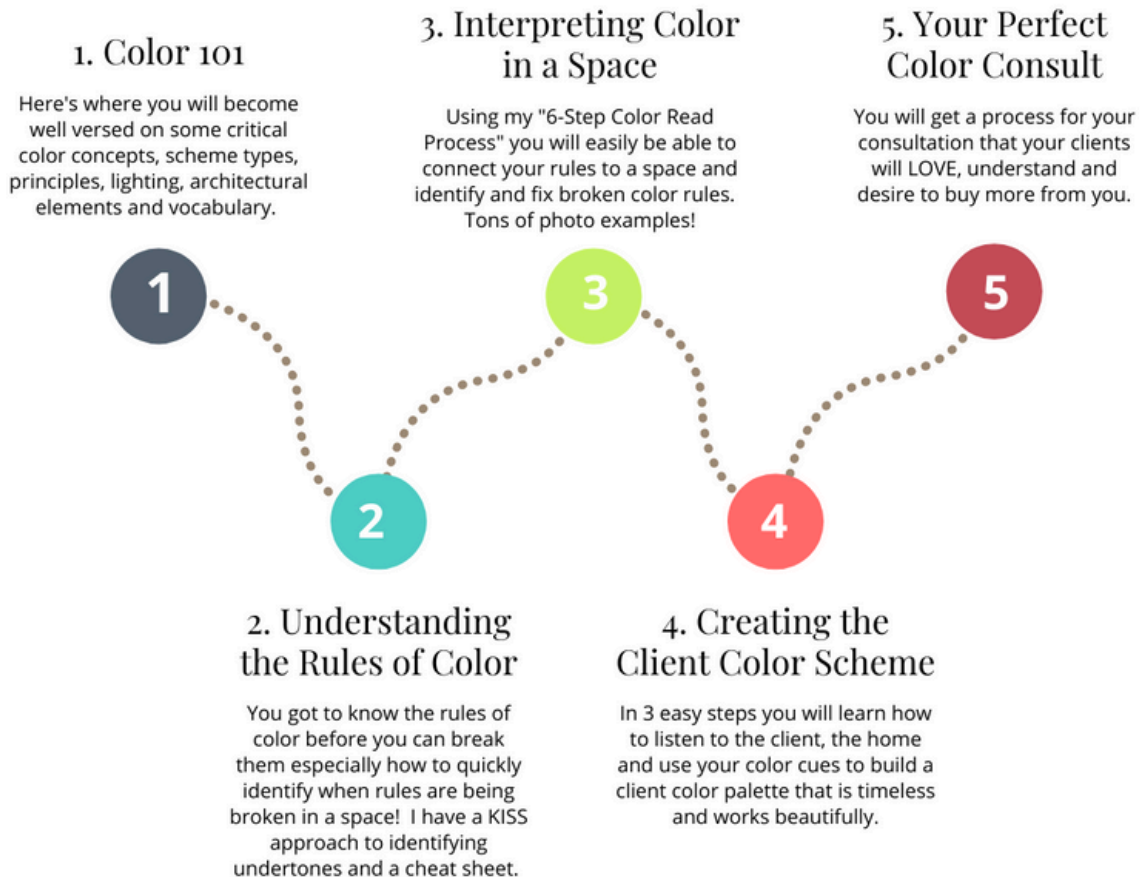




IF YOU LOVE COLOR THEN YOU WILL LOVE BECOMING A CERTIFIED COLOR EXPERT (CCE).

- Detailed Guides for Your Color Consultations & Pricing
 - How to Use Your Paint Deck and Large Samples to WOW
 - Clients
 - Training Your Eye and Using Your Tools
 - Getting a Complete Color Read in Every Home
 - Connecting Your Vendor Partners in Color & Design
 - Easily Upselling Your Design Work
- Marketing Your Color & Design – Step-by-step with included forms, FB ads, sales funnel, email follow-up and example power point presentations

Certified Color Expert (CCE) Success Path



case study

Alicia's Color Consulting Business Takes Off Right After Becoming a Certified Color Expert

I recently finished your Certified Color Expert course and have been having great success booking clients! The opportunities and multiple marketing channels are really endless, even without my website up and running yet, and I'm so excited to build on these methods and keep growing! I have more than recouped my investment in the course and my startup costs so far, and I can't wait to see where this goes!

Thank you so much for helping me launch this business – You gave me all of the tools I needed to succeed, and the best compliment was when my last client said she learned so much from me!

- Alicia Cohen - Colorwise Pro

Do you love this kind of color advice?

Color is complicated and it's very easy to make expensive color mistakes especially when picking out fixed finishes to go in the home like flooring, countertops and backsplashes.

That's why my Certified Color Expert course is so essential to stagers and designers! The course takes the mystery out of choosing the right colors for clients while providing all the tools and resources for you to make your color consulting service a success!

Got Questions?

COLOR COURSE
DETAILS AND PRICING

Whether you're a design professional or simply a color enthusiast, I hope you appreciated these quick, color tips! I have a lot more to say about the art of color consulting, so please stay in touch or check out my blog.

Audra



audra@homestagingresource.com
HomeStagingResource.com

