

# THE ROAD MAP TO BECOMING A *Home Stager*

[HOMESTAGINGRESOURCE.COM](http://HOMESTAGINGRESOURCE.COM)

# WELCOME!

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## DOES ONE OF THESE DESCRIPTIONS FIT YOU...

- You've been helping friends and family design their homes for years and now you're wondering how to become a professional stager doing it for a living.
- You've just sold your home (staging it yourself) and your agent wants you to help her stage her other listings (yep, you've got the talent baby!)
- You've been rearranging spaces since you were a kid and can't help but be drawn to design and space...so much so, that your friends ALWAYS compliment your home style.
- You live and breath design and have just gone through a BIG life change (empty-nester, retirement, graduation, divorce, etc..) and finally want to do something for yourself.

**You are absolutely NOT alone and many people (including myself) have been in your shoes and have taken "the leap" into becoming a professional stager.**

It's scary. It's exciting. It's surreal to think that someone would pay you to do what you absolutely LOVE and help them in their home...secretly that's why you've been getting your "fix" doing it free for friends all these years:-)!

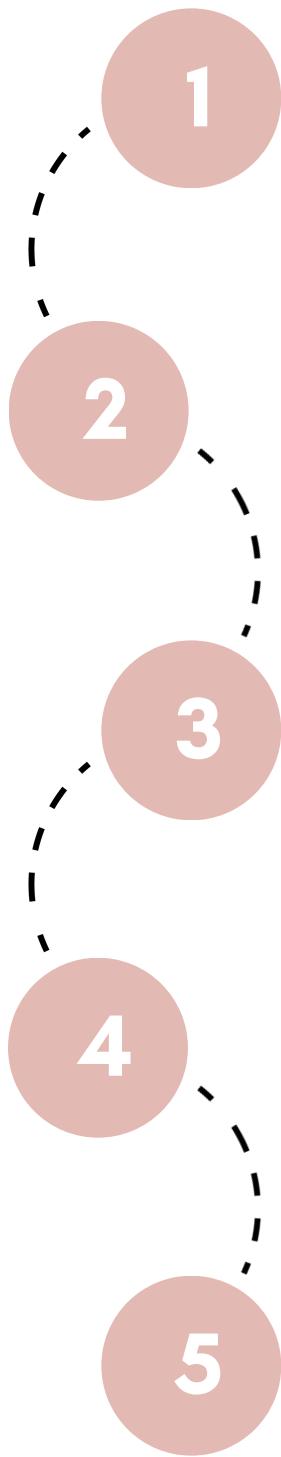
Here is a complimentary, quick road map to get you started in the right direction. I can't wait to see where it takes you...

XOXO

- Andra



# THE ROADMAP



## STEP ONE - GET PERSONAL

Take inventory of your skills, motivation and mission. Where do you see yourself? What is your mission or story? Create your goals and map out the action steps to achieve them ie what training, actions or knowledge do you need to reach that specific goal?

## STEP TWO - GET PLANNING

Research stagers in your local area and take note of their name, brand, services and what you like/don't like about their website. Next, research homes in your area using [Realtor.com](#) or Zillow and ask yourself how you would have improved on the staging. Pick a name for your business that is unique and fits your personal mission.

## STEP THREE - GET PRACTICAL

Reserve the domain of your chosen business name at Godaddy, reserve the Facebook & Instagram pages of your name. Decide on a business structure, talk to your accountant (you won't believe the crazy write-offs you will get) and invest in your success by getting certified as a home stager AND redesigner.

## STEP FOUR - GET PREPARED

Based on your research decide on your services and pricing, consultation process and deliverables, create your sales sheets, business cards and brochures using [Canva](#) (it's free and awesome), create your gorgeous website using TrulyBranded for stagers, Wix or Weebly. Image matters in this industry, so you have to look great!

## STEP FIVE - GET PROMOTION

List your new website on Houzz.com, Google Business, Yelp and on your training companies directory for maximum exposure. Next run a Google pay per click ad to capture sellers looking for a stager in your area, as well as connect with your local Realtor Association to create valuable and lasting partnerships with agents.

# HOME STAGING BUSINESS START-UP CHECKLIST

- Your "Why" and Mission - This motivates you
- SWOT Assessment - Play on your strengths
- Weekly and Monthly Goals - Get organized
- Portfolio Creation - Worth 1000 words
- My Story and About Us page - Get personal
- Competitive Research - Know the market
- Local Real Estate Market Research
- Pick a Business Name - Go broad
- Reserve Your Domain at Godaddy
- Reserve FB & Instagram Pages
- Open Business Checking/Credit card
- Consult with Accountant for Structure
- Create Business Cards/Collateral
- Create Services & Pricing Sheet
- Create Space in Home for Inventory
- Set Up Wholesale Shopping Accounts
- Created Website with Call to Action
- Create "Order Sheet" for Phone Calls
- Have a Stager's Toolkit for Consults
- Connect my Website with Directories
- Set Up Google PPC and FB Retargeting
- Connect with Agents at Open Houses
- Have an Easy Design Upsell Process
- Feeling Overwhelmed and Want Training:)

## NOTES

# FREE TRAINING!

WATCH THE FREE MASTERCLASS TO LEARN  
MY STRATEGIES ON BECOMING A  
SUCCESSFUL HOME STAGER & REDESIGNER



See you there!

## WHAT YOU WILL LEARN

- ❖ The Importance of *PASSIONS* to Entrepreneurs
- ❖ Practical Planning Steps for Starting a Staging Business
- ❖ Self-Assessments and Location Assessments
- ❖ Structure for Phone Orders and Marketing Launch
- ❖ How to Innovate Your Business, find Your Niche and Price Simply
- ❖ Marketing and Branding for Success

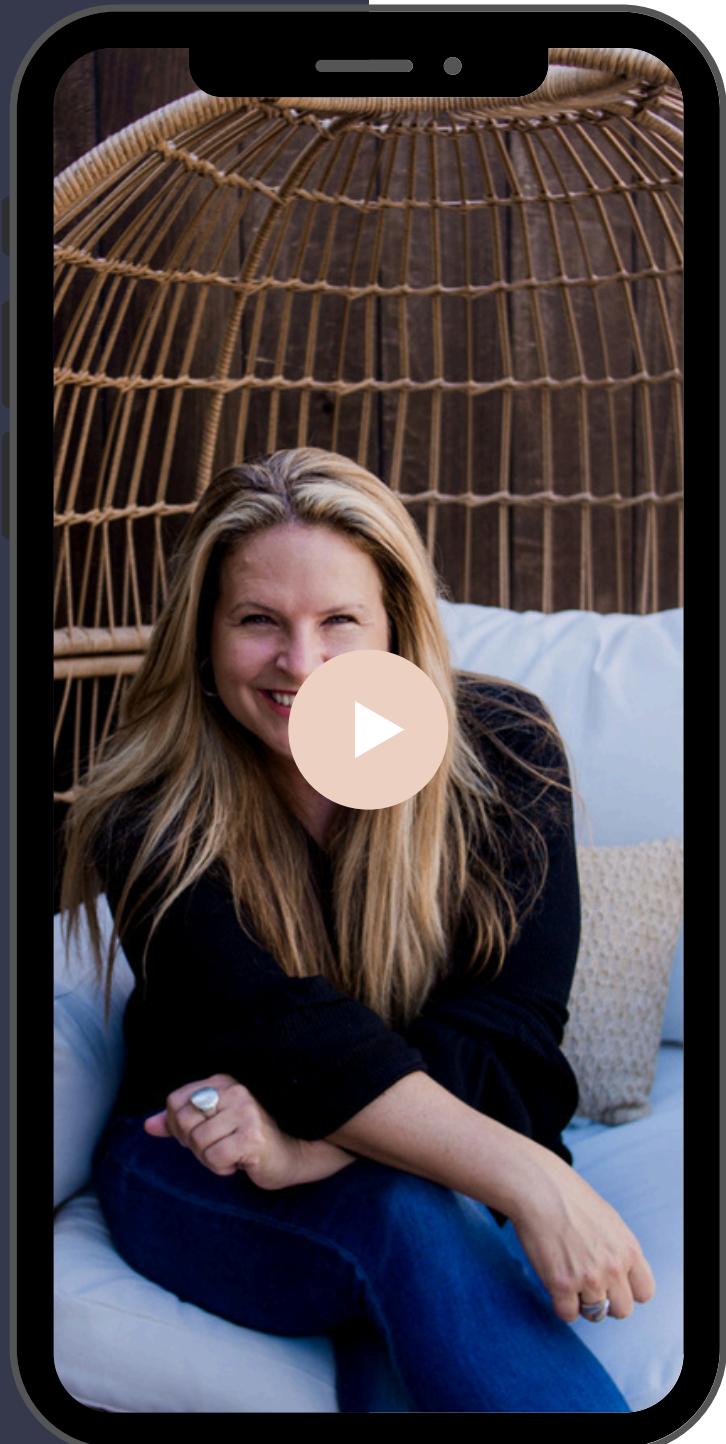
[CLICK HERE TO WATCH](#)



# watch our video

## 25 BIG Reasons We Are Your Best Choice

The home staging certification training you choose as a partner to your business will be critical to your success!



# QUICK TRAINING COMPARISON CHECKLIST

Can Your Home Staging & Styling Training Company Do This?	HSR
Accredited by the Real Estate Staging Association (RESA) - We were the first back in 2009!	Yes
A+ Better Business Bureau Rating with Thousands of Testimonials and NO Unhappy Members!	Yes
Certification in BOTH Professional Home Staging & Redesign (Interior Styling)	Yes
Best Reputation in the Industry, Over 15 Years in Industry and Most Recognizable Certification	Yes
Self-Paced, At Your Fingertips, Hit the "Rewind" Button, Total Access from the Comfort of Home!	Yes
Toll Free Phone Number for Support - Audra is even available to chat! (Ask if other Owners are!)	Yes
Most Trafficked Staging Directory! <i>If your staging trainer does not help to market you...walk away!</i>	Yes
Private Facebook Group to Connect with other Stagers-Searchable Forum and Answers from Pros	Yes
Over 40 Hours of Videos of 30+ Homes Critiqued with Proposal Solutions- <i>You will LOVE these!</i>	Yes
A-Z Business Start-Up and Marketing Blueprint for Success - We have highest success rate!	Yes
Hard Copy 300+Page Business Training Manual (Priority Mailed) - Filled with All of Our A-Z Guides	Yes
300+Page, Photo-Filled, Guide to Design Modules (How-To on Color, Principles and Room by Room)	Yes
100+ Forms including Stats, Contracts, Staging Reports, Price Lists, Sales Sheets, Presentations, etc...	Yes
Free Membership to the American Society of Home Stagers and Redesigners	Yes
Easy Follow-Along Checklist and Site Map to Keep Your Organized	Yes
Price Guides and Videos for Staging and Redesign - All Forms Provided in Word	Yes
Guides and Videos for Conducting a Successful Consultation - Step-by-Step	Yes
Guides and Videos for Handling Vacant Homes- Including all forms	Yes
Videos on How to Do a Walk and Talk Consultation - Including 4 Different Style Action Plans to Use	Yes
How to Identify Your Client's Design Style, Lifestyle Questionnaires, Charging for Design, etc...	Yes
Over 100 Designer Discount Vendors to Connect with for Trade Discounts	Yes
How to Shop Wholesale, Go to the Market and Which are the BEST Vendors to Connect With Training	Yes
One-Click Marketing Materials to Order at a Discount with Text and Photos to Save You Time!	Yes
How to Brand Yourself Using Free Image Editing Tools - How to Create Your Own Logo	Yes
How to Build the Perfect Portfolio Including Sales Sheets, Statistics, How to Edit Photos, Take Great Pix	Yes
How to Use Facebook Ads for Instant Attention and Client Retargeting	Yes
How to Grow Your Client Database Easily and Affordably	Yes
How to Link Your Website to Over 25+ Online Directories for FREE	Yes
How to Select, Vet and Work with Vendors	Yes
Myriads of Professionally Curated Canva Marketing Templates for You to Add/Edit/Use	Yes
How to Identify Your Target Markets and Where to Connect with Them - A Full Linked List	Yes
Realtor Partnership Plan Including Example Forms, Video and Emails to Use	Yes
How to Offer and Market an Airbnb Design Service that ROCKS	Yes
How to Give Realtor Presentations (We even provide 4 PowerPoint Examples for you to use!)	Yes
How to Easily Market Your Redesign Business - All Forms	Yes
How to Stage Model Homes from Marketing to Builders, Pricing, PPoint Presentation, What to Buy, etc.	Yes
How to Holiday Design from Marketing, to Identifying Style, Pricing, etc..	Yes
How to Expand Into Window Coverings, Organization, Color Consultations, etc...	Yes
Regular Training Updates, Additions and Evolving so You're Always On Top of the Industry!	Yes
How to Create Vision Boards/Mood Boards for Clients-Best Program to Use, How to Price the Service	Yes
All Training Provided by the Most RESA Award Winning Innovator of the Year, Audra Slinkey	Yes
Gorgeous Electronic Certificate for Print, Email and PDF AND Certification Logos for Marketing Use	Yes
<b><i>Trust Us, There is Nothing About this Industry We DON'T Cover in the Training!</i></b>	<b>YES!!</b>

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Audra, I want to thank you for giving me the confidence to chase my dreams this year...professionally it's been one of my best and I've never felt a stronger sense of purpose...I didn't want to feel like an imposter and your training allowed me to walk into a new profession with confidence.

Megan Bristol - Tahoe-Modern



# THANK YOU

If you have that passion for design then  
you will LOVE this industry!

# thank you