



# Home Staging Resource

Solutions for Professional Home Stagers and Redesigners

Goals:	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday/Sunday
<ul style="list-style-type: none"> <li>&gt;Finish Week 1 of HSR</li> <li>&gt;Have biz name picked</li> <li>&gt;Start working on brand</li> <li>&gt;Have 5 photos for portfolio done</li> <li>&gt;Start creating team of vendors</li> <li>&gt;Have business setup mapped out</li> </ul>	<ul style="list-style-type: none"> <li>&gt;Do Day 1 Training Overview, Week 1 Overview and Getting Started Guide Sections</li> <li>&gt;Create and Photograph a vignette</li> <li>&gt;Schedule HSR Planning Checklist activities over the next two weekends</li> <li>&gt;Go to Godaddy and try names writing down my favorite 3</li> <li>&gt;Talk with friends about names</li> </ul>	<ul style="list-style-type: none"> <li>&gt;Read and Watch Day 2 Industry Overview and Consultation Sections</li> <li>&gt;Go to the Forms Section and download handouts I liked the best and organize in folders on my computer</li> <li>&gt;Read and enjoy Day 1 &amp; 2 of Design Modules</li> <li>&gt;Practice on my home and photograph</li> </ul>	<ul style="list-style-type: none"> <li>&gt;Read and Watch Day 3 HSR Guide to Success</li> <li>&gt;Go to the Forms Section and download handouts I liked the best and organize in folders on my computer</li> <li>&gt;Pick favorite price sheets and edit</li> <li>&gt;Pick Staging Report and edit/review</li> <li>&gt;Practice going through my home with Staging report</li> </ul>	<ul style="list-style-type: none"> <li>&gt;Read and Watch Day 4 "Art of the Walk and Talk", Quick Start &amp; Anatomy of Staging Day sections</li> <li>&gt;Have a clear idea for my occupied consultation process and pricing</li> <li>&gt;Read Day 3 &amp; 4 Design Modules</li> <li>&gt;Reserve my domain at Godaddy</li> <li>&gt;Order your premium website</li> <li>CELEBRATE!</li> </ul>	<ul style="list-style-type: none"> <li>&gt;Read and Watch Day 5 Vendor Info</li> <li>&gt;Research Yelp for vendors</li> <li>&gt;Take Week 1 Quiz</li> <li>&gt;Watch Day 10 Bling Your Brand Section</li> <li>&gt;Pick brand colors</li> <li>&gt;Order logo for biz</li> </ul>	<ul style="list-style-type: none"> <li>Do Day 1 Activities: Checking account, talk to insurance, lawyer/accountant, register business/llc</li> <li>&gt;Read Day 5 Design module</li> <li>&gt;Transform rooms in friend/my home</li> </ul>
<ul style="list-style-type: none"> <li>&gt;Finish Week 2 of HSR</li> <li>&gt;Have resell license</li> <li>&gt;Able to handle vacant homes, rental company relationship created</li> <li>&gt;Order Website</li> <li>&gt;Have social profiles and email address</li> </ul>	<ul style="list-style-type: none"> <li>&gt;Do Day 8 Week 2 Overview and A-Z Vacant sections</li> <li>&gt;Go to the Forms Section and download/organize handouts I liked</li> <li>&gt;Inventory my accessories in excel</li> <li>&gt;Apply for resell license in Black Book</li> </ul>	<ul style="list-style-type: none"> <li>&gt;Read through Day 9 HSR Activities</li> <li>&gt;Set up Mailchimp for emails</li> <li>&gt;Reserve gmail email for business</li> <li>&gt;Read Day 8,9,10 of Design Modules</li> <li>&gt;Take photos of myself outside for website and branding</li> <li>&gt;Look up and visit furniture rental co</li> </ul>	<ul style="list-style-type: none"> <li>&gt;Read and Watch Day 10 activities</li> <li>&gt;Reserve your business facebook, instagram, Houzz and Pinterest</li> <li>&gt;Use Canva to create headers for those profiles</li> <li>&gt;Put your logo on all your forms</li> <li>&gt;Create business cards</li> </ul>	<ul style="list-style-type: none"> <li>&gt;While waiting for website to be complete, jump to Week 3...</li> <li>&gt;Read and Watch Day 15 Redesign activities</li> <li>&gt;Create a word doc of all your services/pricing for future website</li> <li>&gt;Read Day 11, 12 Design Modules</li> <li><b>&gt;Take the Day 19 HSR Test (it's based on Training Manual)</b></li> </ul>	<ul style="list-style-type: none"> <li>&gt;Read and Watch Day 16 HSR Activities</li> <li>&gt;Be clear on agent partnerships and handouts (add logo)</li> <li>&gt;Get your HSR Certificate...woot!</li> </ul>	<ul style="list-style-type: none"> <li>&gt;Open House Assessments day</li> <li>&gt;Start shopping for accessories, see the Products I love area</li> <li>&gt;Friend them on FB</li> <li>&gt;Do a room in friends house for portfolio</li> </ul>
<ul style="list-style-type: none"> <li>&gt;Get my HSR Certificate!</li> <li>&gt;Dial in my website</li> <li>&gt;Launch my new biz to friends and family</li> <li>&gt;Start a Google PPC campaign</li> <li>&gt;Further dial in my entire processes for all services</li> </ul>	<ul style="list-style-type: none"> <li>&gt;Skim through Day 17 &amp; 18 of training knowing those are options for later if I should need to add to my biz</li> <li>&gt;Brag about HSR Certificate on FB to friends and family</li> <li>&gt;Have all the wording for my website done so I can easily set it up when ready</li> <li>&gt;Download my HSR logos for forms, etc..</li> <li>&gt;Read the Day 15-16 Design Modules</li> </ul>	<ul style="list-style-type: none"> <li>&gt;Reach and Watch Day 11 of Marketing</li> <li>&gt;Have a clear understanding of a funnel</li> <li>&gt;Consider my sexy giveaway (Top Dollar Guide? Paint Cheat Sheet?)</li> <li>&gt;Go to Social Media Library download videos/imagery for future marketing</li> <li>&gt;Create a 5 email sequence in Mailchimp geared towards agents</li> <li>&gt;Connect with local RESA chapter</li> <li>&gt;Read the Day 17-18 Design Modules</li> </ul>	<ul style="list-style-type: none"> <li>&gt;Read and Watch Day 12 Training</li> <li>&gt;Start researching agents and homes in my area</li> <li>&gt;Start building list of agents and offices to connect with</li> <li>&gt;Consider joining Realtor Association if that fits my personality and I will use it</li> <li>&gt;Consider writing articles or a blog if that fits my personality</li> <li>&gt;Research more stagers websites to see how I want mine to look</li> <li>&gt;Watch the Day 19 Trends Module</li> </ul>	<ul style="list-style-type: none"> <li>&gt;Website Creation Day!</li> <li>&gt;Edit my HSR website (if I purchased it) otherwise create one on Wix, Squarespace, etc...</li> <li>&gt;Spend all day dialing in my website with HSR imagery, gifs, social media, videos for my site, etc.. all in the HSR library area</li> <li>&gt;Keep my portfolio photos, personal photo, brand colors and social profile links in one area on my computer for easy access</li> <li>&gt;Send my site link to trusted friends for advice/input</li> </ul>	<ul style="list-style-type: none"> <li>&gt;Go back to Day 11 of training and connect my new site with all those directories</li> <li>&gt;Create Houzz, Yelp, Google, etc listings</li> <li>&gt;Set up PPC campaign on Google</li> <li>&gt;Critically review my site, profiles, photos etc...</li> <li>&gt;Edit HSR and ASHSR profiles</li> </ul>	<ul style="list-style-type: none"> <li>&gt;Review HSR Site map for anything I may have missed</li> <li>&gt;Feel amazingly proud of myself for accomplishing so much in so little time!</li> <li>&gt;Practice on friend's house</li> <li>&gt;Start connecting with agents at Open Houses again</li> </ul>
<ul style="list-style-type: none"> <li>&gt;Get my first paid job</li> <li>&gt;Connect with 20 agents</li> <li>&gt;Launch my marketing campaign</li> </ul>	<ul style="list-style-type: none"> <li>&gt;Begin my wave marketing campaigns</li> <li>&gt;Consider a FB Ad campaign</li> <li>&gt;Put my marketing knowledge to work and watch the clients roll in!</li> </ul>					
<b>Accomplished the Week of:</b>			<b>Accomplished the Week of:</b>			
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