

Intrepid Entrepreneur

Debra Gould

THE STAGING DIVA[®]



Media Kit

A PERSONAL MISSION

No matter what product or service she offers, Debra Gould believes her mission is to design new possibilities for others. “I learned how to do this first by creating dramatically new possibilities for my own life. “What inspires me now, is being able to do this for others,” says Gould.

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EXPERT TOPICS

- home staging
- decorating a home to sell
- home staging business
- becoming a home stager
- information marketing
- marketing
- internet marketing
- social media
- making money in a slow real estate market
- low cost decorating tips
- room makeovers
- real estate
- women buying homes
- moms in business
- entrepreneurs
- women entrepreneurs
- mid-life career change

WHAT IS HOME STAGING?

Also called “real estate staging” and “house fluffing,” home staging is the process of decorating a property to appeal to target buyers so that it sells more quickly and for a higher price. This may involve anything from decluttering, repairs, painting and rearranging furniture in a resale home, to furnishing and accessorizing a vacant property.

Introducing Debra Gould



Thank you for downloading this media kit—I hope you enjoy this magazine style format!

Shortly after I started my home staging business, Six Elements Inc., I started attracting the attention of the media.

I know that when you’re looking for story ideas, you’re often up against tight deadlines and are left scrambling to find topics and experts to interview.

The goal of the Online Media Room at DebraGould.com, and this document, is to make it easy for you to learn more about me at a quick glance for your next story about real estate, home staging or any of the expert topics you see listed here.

In this media kit you’ll find my long and short bios, an overview of my businesses including links to their websites, key facts about Staging Diva® and Six Elements Inc. as well as product and service reviews, photos of me and my products, story ideas and clips from my past media appearances.

To contact me for an interview, please call 416-691-6615, day or evening or email media@debragould.com



Sincerely,
Debra Gould, The Staging Diva®
President, Six Elements Inc.

Staging Diva and the Staging Diva logo are registered trademarks of Six Elements Inc.

SHORT
FORMAT
(52 WORDS)

Internationally recognized home staging expert Debra Gould is President of Six Elements Inc. and creator of the Staging Diva Home Staging Business Training Program. An entrepreneur for 20 years and author of several guides, Debra has staged millions of dollars worth of real estate and uses her expertise to train others worldwide.



Debra Gould Bio

Long Format (348 words)

Debra Gould, aka The Staging Diva®, is President of Six Elements Inc., an internationally recognized home staging company. Inspired by many requests from aspiring home stagers wanting to start similar businesses, Gould created the Staging Diva Home Staging Business Training Program.

Gould has trained over 4000 Staging Diva students worldwide to start their own businesses. All share a natural talent for decorating and interest in real estate, but struggle with how to make money in their own house staging business before learning her secrets.

Debra Gould's mission is to inspire and empower others to use their natural talents to earn a living. She followed her dreams and wants to teach others to be able to do the same.

Gould pursued an MBA in Marketing and began a corporate career before moving to advertising. In the 1980s, she launched one of the first integrated marketing firms, which she ran for 10 years. Wanting a more creative life, Debra gave it up to design home accessories. She created the Debra Gould Home Collection, landing a magazine cover story and book feature, followed by her first of several HGTV appearances.

Buying decorating and selling six of her own homes in four years lead to an interest in real estate staging which she turned into a new staging career with the launch of SixElements.com in 2002. Since that time she has staged homes for hundreds of clients in addition to providing home staging training.

Gould is the author of "Staging Diva Ultimate Design Guide: Home staging tips, tricks and floor plans," "Staging Diva Ultimate Color Guide: The easy way to pick colors for home staging projects," and "Staging Diva Ultimate Portfolio Guide: Winning clients with the perfect home staging portfolio."

In addition to HGTV, Debra Gould's media coverage includes: CityTV, GlobalTV, CBC, CBS Radio, CNNMoney, Wall Street Journal, Woman's Day, Reader's Digest, MoneySense, Entrepreneur, House and Home, Home & Decor, Style at Home, Centre of the City, USAA Magazine, FabJob Guide to Become a Home Stager, Home Style, National Post Homes, This Old House, Home Business Magazine, Globe & Mail and others.

Overview of Debra Gould's Businesses and Web Sites

As an information marketer, designer and home stager, Debra Gould operates a number of websites. Each one relates back to her overall mission of designing new possibilities for others.



Debra Gould Online Media Room

Features articles by Debra Gould on home staging, interior redesign, real estate, entrepreneurship and small business. Company press releases and excerpts from past media appearances, links to free product downloads, latest press kit, bio and photos for the press.

www.DebraGould.com

(mission) Make it easier for members of the media to get the information they need.



Home Staging expert Debra Gould of Six Elements will "supercharge the appeal" of a property, says CNNMoney.
"Debra Gould, president of Six Elements Inc., specializes in making for-sale properties more attractive," says The Wall Street Journal.
"If you're looking to score on the real estate market, your best investment may be an hour with Debra Gould," says MoneySense Magazine.



Home Staging
Sell your house fast and for top dollar.

Interior Redesign
The home you've always wanted using what you have.

Color Consulting
Transform your home with color.

Real Estate Advice
Deal with agents more effectively.

Staging Diva Training
Start a home staging house fluffing business.

Click links above to go directly to the area you are interested in OR [enter the main page of the site.](#)

www.SixElements.com

(mission) Home staging clients sell their properties faster and for more money, providing new possibilities in their lives. Interior redesign and color consulting clients' homes are transformed into satisfying and inspiring environments to live in.

Staging Diva® Home Staging Business Training Course
 Learn how to make money as a home stager
 Help your clients – Sell High, Sell Fast, Sell Smart.
 Listen to The Staging Diva and Download Course Brochure Here!

What is Home Staging?
 Home Staging (House Staging, House Fluffing, House Priming, Real Estate Staging) is the art of decorating a home to sell quickly and for top dollar!

FREE Home Stager Quiz!
 Is becoming a Home Stager right for you? Find out with the Free Staging Diva® Quiz! No obligation.

What is Staging Diva?
 Established in 2004, Staging Diva® is one of the most recognized and respected names in home staging today.

Home Staging an essential strategy in a SLOW real

Staging Diva® Home Staging Business Training

Home staging expert Debra Gould trains others how to start a home staging, house fluffing, real estate staging business. Free quiz and before and after photos and tips for growing a staging business. Courses, guides, checklists and more available in the Staging Diva Store.

www.StagingDiva.com

(mission) Creative individuals learn how to take their passion for decorating and turn it into their own profitable business.

Staging Diva® HOME STAGING BUSINESS REPORT
 Information, Tools and Inspiration to Grow Your Real Estate Staging Business

Children pose home staging challenges
 by DEBRA GOULD, THE STAGING DIVA on JUNE 10, 2009 - 9 COMMENTS

If you've never had to move with kids, it's important to understand how stressful it is for a young family to sell their home. A child's schedule is thrown off when showings coincide with bedtime or meals. Clearing and packing are extremely difficult to do around children and there are tons of other details that are all harder to take care of with kids involved than without.

As a home stager, it's up to you to make a space as beautiful and easy-to-sell as possible. Anything you can do as a home stager to help make this happen will be especially appreciated by parents with children because of the ongoing difficulties of living in a show home while their house is on the real estate market.

It's almost a full time job to keep a home in 'showing-ready' condition for anyone, but babies, toddlers and pre-schoolers can't grasp the concept of keeping their toys out away at all times. This is why it's important for you to give the homeowners your best advice about staging a family home and to set up some good storage solutions for the children's things.

FREE HOME STAGING QUIZ
 Home Staging the right business for you? Find out with the Free Staging Diva® Quiz! No obligation.

You'll also get:
 - FREE! subscription to Staging Diva Dispatch
 - Staging Diva's list of THE most inspiring books
 - Invitation to speak to The Staging Diva for FREE, and more!

Home Staging Business Report

Debra's home staging business blog includes posts on the home staging projects from all over the world posted for Graduates of the Staging Diva Program.

www.StagingDiva.com/HomeStagingBusiness

(mission) Both aspiring and struggling home stagers are given project opportunities and articles to build their success.

Staging Diva® DIRECTORY OF HOME STAGERS
 SELL HIGH - SELL FAST - SELL SMART

Find a Home Stager in the United States, Canada, Australia, Europe, South Africa and New Zealand

Staging Diva Directory of Home Stagers: the place to find home stagers to decorate your home to sell quickly and for top dollar

All members of this Directory are Graduates of the Staging Diva Home Staging Business Training Program.

To quickly locate a home stager in your area, enter your city name in the green search box at the left and hit 'go'.

Cloud 9 Home Staging

Contact
 Claire Farnit
 Cloud 9 Home Staging
 Phone: 604-910-7879
 Email: claire@cloud9homestaging.com

Staging Diva Directory of Home Stagers

Debra Gould explains home staging to home sellers and agents. Access to over 1000 home stagers through their listings in the directory, plus a free project referral service.

www.StagingDivaDirectoryOfHomeStagers.com

(mission) Home owners and real estate agents can easily locate professional stagers to help decorate homes to sell more quickly and at a higher price. Staging Diva Graduates have an easy way to build a professional web presence.



Back Stage with Staging Diva In June
 by DEBRA GOULD, THE STAGING DIVA in JUNE '11, 2010

I'm blessed to have a teenager who still likes me enough to be a study buddy for exams. We made up an acronym to help remember the order of the planets (My very earthy mother just sat under Norbert's porch.), and giggled over ways to remember the finer points of french grammar rules and the intricacies of algebra.

This has kept me away from my working routine, but as an entrepreneur my work is never far from my thoughts. In fact, my most creative business ideas usually come when I'm not busy with all the day-to-day tasks of running my company and attending to clients' needs.

Home sellers who were reluctant to hire a home stager for the spring are just heading into the scary months of June and July when they realize if they don't do something soon, they'll totally miss the market. This presents a great opportunity for anyone in the home staging field who knows **how to market themselves properly**.

A home seller called to ask me to recommend a stager in her area. I told her about the **Directory of Home Stagers** and she said, "I've been there and I don't like the portfolio of the person in my neighborhood, who else can you recommend?" This motivated me to write the feature you'll find in this month's newsletter (Just fill in the box with your name and email on the left of this page to become a subscriber if you're not one already). **"Top 5 Portfolio Mistakes that Scare Customers Away."**

SUBSCRIBE TO STAGING DIVA DISPATCH
 Email:
 First Name:
 Last Name:
 City:

Subscribe Now!
 We hate spam and won't share your information. [Privacy Policy](#)

SEARCH POSTS
 To search, type and hit enter

SATISFACTION GUARANTEED

Staging Diva® Dispatch

Articles and tips for new and established home stagers. This blog is based on Debra Gould's monthly e-newsletter, with over 15,000 subscribers.

www.StagingDivaDispatch.com

(mission) Both aspiring and struggling home stagers get free business tips and inspiring profiles of successful stagers.

Staging Diva Home Staging Art Shop

Home Staging Art Gallery | Why Use Art for Staging? | Home Staging Training | Find a Home Stager | About Staging Diva

The Staging Diva's TOP 10 Tips for Using Art in Home Staging!

Home stagers help potential real estate buyers fall in love with home and imagine themselves living there. Art plays a key role in romancing prospective home buyers.

First Name:
 Email:

Get your FREE copy

Staging Diva Art Shop for Home Stagers

Free tips on using art to decorate a home to sell. Online gallery of art suitable for home staging, organized by room and subject. Can be ordered in various sizes and framing options; art is printed to order on canvas or paper.

www.StagingDivaArtShop.com

(mission) Home stagers have an approved source of appropriate art and a way to boost their business income.

Ask Staging Diva Live

Visitors can join the guest list for Ask Staging Diva Live. A monthly call-in show hosted by Debra Gould who answers audience questions about the life of a home stager, how to grow a home staging business and more.

www.AskStagingDivaLive.com

(mission) Ask Staging Diva Live events inspire others with the possibility of becoming self employed home stagers.

Make money and have fun in your home staging business

Staging Diva HOME STAGING BUSINESS TRAINING PROGRAM

Home Meet Our Graduates In The News About Us Shop Get Work FAQs

"If a Woman with NO Background in Interior Design Can Become an Internationally Recognized Home Stager, Imagine What She Can Teach YOU!"

Thursday, June 11, 2009

From the desk of Debra Gould, The Staging Diva®:

It's true, and I have no qualms about telling people that when I started my home staging business, I hadn't studied interior design. However, what I did have was an innate sense of how to arrange a room to make it look appealing...and of course, a good head for business.

My staging business, Six Elements Inc., was launched in 2002. Two years later, after quickly capturing the media's attention, I began making appearances on HGTV and in The Wall Street Journal, as well as numerous other media outlets in the US and Canada. Today, you will find my name listed among the top five expert home stagers in the world.

FREE SPECIAL REPORT
7 Massive Mistakes That Can Kill Your Home Staging Business and How to Avoid Them

email:
first name:

[Get Free Report!](#)

This report sells for \$20 and you can have it free!
Includes free monthly subscription to Staging Diva Dispatch (value: \$35/year)

Don't worry, we hate spam as much as you do! [Opt Out Here](#)

Expert Home Staging Training

Learn how to start a home staging, real estate staging business with no formal interior design training.

www.ExpertHomeStagingTraining.com

(mission) Share Debra Gould's story of becoming a home stager and demonstrate that staging is a low-cost business to start with the information available in the Staging Diva® Home Staging Training Program Home Study Kit.

Debra Gould Home Collection

HOME ARTIST PROFILE CONTACT PRESS WHAT'S NEXT

Home

Welcome to the Debra Gould Home Collection, featuring: floorcloths, paintings, table runners, place mats, clocks, mirrors, side tables, jewelry boxes and more.

No two pieces are exactly alike and all are signed by artist Debra Gould.

Bringing together six elements — energy, form, style, design, color and passion— her unique work is collected around the world, and been featured on TV and in print.

Being surrounded by objects that you really relate to is what helps make your house a home.

It brings energy to your environment and allows you to showcase some of your own passions. Handcrafted items are also often

ART
Abstract Paintings

- Floorcloths
 - Poetically Inspired
 - Primitives
 - Whimsical
 - Wild Things
 - Contemps
 - Making of a Floorcloth
- Table Art
- Clocks
- Boxes
- Mirrors
- Side Tables
- Garden Tools
- Custom Orders
- Inspiring Books — SHOP
- What Clients Say

Floorcloth from the "Wild Things" collection.

Debra Gould Home Collection

Featuring floorcloths (hand painted floor coverings or rugs), abstract paintings, table runners, clocks, side tables, mirrors and more. All works signed by artist Debra Gould. Bringing together six elements—energy, form, style, design, color and passion—and collected worldwide.

www.DebraGouldHomeCollection.com

(mission) Offer unique home furnishings that bring energy to an environment and are distinct from typical mass-produced items.

QUICK FACTS

- Staging Diva courses taught since 2005.
- Over 4000 people world-wide have ordered Staging Diva products and services.
- Staging Diva is the only home staging training developed by an entrepreneur with the personal experience of building a successful staging business (not as a side-line to selling real estate) and an MBA in Marketing.
- Graduates complete a training program taught by Debra Gould, which includes audio recordings, course notes and checklists available in both downloadable and mail-order formats.
- Other products include: home staging guides, sales scripts, checklists and “how to” information, available at StagingDiva.com/store
- All products have a heavy marketing/business-building orientation and carry a money-back guarantee.
- The business of staging appeals to women and men from a variety of past careers
- Staging Diva® is a registered trademark of Six Elements Inc.

About Staging Diva®



Established in late 2005, Staging Diva is one of the most recognized and respected names in home staging training in the world today, with over 4000 students on 5 continents.

All Staging Diva courses, guides, checklists and other information products are created by Debra Gould and based on her real-life experiences as an entrepreneur, real estate buyer, home stager and marketing expert.

The flagship product, the Staging Diva Home Staging Business Training Program, is the only program in this industry focused on teaching individuals how to use their natural decorating talents to start and grow a profitable staging business. Staging Diva Graduates are fully armed to turn their love for decorating into a viable business after learning Debra Gould’s insider secrets to setting up and running their business, marketing staging services, and dealing with clients.

“Staging Diva showed me how I could give up my soul-sucking, well paying job, and leap into a career to feed my soul and provide financial benefits far beyond what I currently get!”

• *Linda Schleihauf (ON)*

A Fortune 500 company veteran, Debra has an MBA in marketing, over 20 years’ experience as an entrepreneur, and built her own successful staging company, Six Elements Inc., from the ground up. The Staging Diva is the only person who has this skill set and experience offering a home staging training program in the world today.

Debra Gould’s staging expertise has been featured in the US and Canada in CNNMoney, The Wall Street Journal, HGTV, MoneySense Magazine, House & Home, Style at Home, National Post, Globe & Mail, and more.

“The Staging Diva Home Staging Business Program is one of the best programs I’ve ever taken in my life. It’s not just about Staging—it’s about being in BUSINESS and making MONEY and keeping yourself SANE at the same time!”

• *Victoria Willits (MD)*

QUICK FACTS

- Private company incorporated 2002. Debra Gould president and sole director.
- Home staging, color consulting and interior redesign services offered in person to clients in Toronto and by phone across the US and Canada.
- Debra Gould has personally staged hundreds of homes in addition to six of her own in four cities.
- Services generated up to \$10,000 in sales per month within second year of business.
- Six Elements staging and decorating projects featured in Women's Day, Reader's Digest, Toronto Star, CityTV, GlobalTV, HGTV and many other media sources in both Canada and the US.



About Six Elements Inc.



Approaching her 40's, Debra Gould said goodbye to her corporate clients (which included Four Seasons Hotels & Resorts and Kellogg's), closed the successful marketing firm she had established in 1989, and embarked on a remarkable journey of personal reinvention that would take her across the country and back pursuing her dream of living a more meaningful and creative life.

“Home Staging expert Debra Gould of Six Elements will supercharge the appeal of a property.”

• CNNMoney

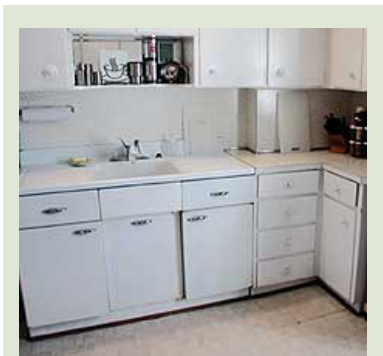
Along the way she bought, decorated and sold a number of properties and developed a process to quickly decorate homes to sell at great profit. Returning to Toronto in 2002, she launched Six Elements Inc. and began offering home staging, interior redesign and color consulting services to clients.

“If you're looking to score on the real estate market, your best investment may be an hour with Debra Gould.”

• MoneySense Magazine

No matter what product or service she offers, Debra Gould believes her mission is to empower others with new possibilities. “I learned how to do this first by creating dramatically new possibilities for my own life, and what inspires me is being able to do this for others,” says Gould.

Home staging clients for example, are able to sell their homes more quickly and often for a \$10,000 to \$70,000 profit on her services. Some are able to live mortgage-free for the first time in their lives and divorcing couples have been able to part ways with enough to purchase separate homes.



Before



After



Before



After

...cont.

Interior redesign and color consulting clients have discovered that living in a home that better represents who they really are can have a ripple effect in other aspects of their lives. From helping one client uncover a much-loved piano so she could start playing again, to helping another make a bold color choice which freed her to let go of her “what will people think” obsession.

“After 6 weeks on the market and no offers we sold the week after you spent the day rearranging our house for 98% of our original asking price, even though our real estate agent had wanted to cut our list price by \$50,000!”

• John Wingrove

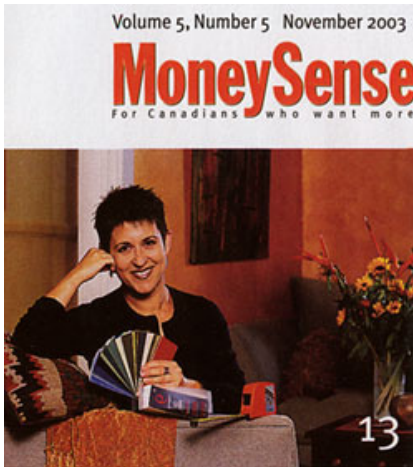
Hearing from frustrated and aspiring home stagers wanting to emulate the success of Six Elements, inspired Debra to create the Staging Diva® Home Staging Business Training Program after two years running her own staging business.

Debra has decorated hundreds of homes to sell and is quoted widely in the media for her expertise as a Professional Home Stager and on other real estate related topics.

“The house sold for \$315,00! Thank you for the home staging and color advice—it really paid off!” Before your suggestions the property was worth \$240,000 at the most!”

• Sue Eckersley, Re/Max

Reviews: What the Media Say About Debra Gould



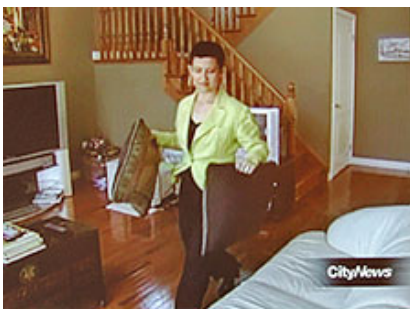
“If you’re looking to score on the real estate market, your best investment may be an hour with Debra Gould.”

- MoneySense Magazine



“As color conscious as Matisse.”

- Boulevard Magazine



“Debra Gould’s staging paid off. When Bryan’s real estate agent first saw the house she wanted to list at \$750,000, after the staging it was listed at \$799,000 and in just one week it sold for \$820,000.”

- CityTV News

“Debra Gould, owner of Six Elements, a home-staging consultant in Toronto, consults with clients whose homes are not selling and supercharges their appeal.”

• CNNMoney



“Debra Gould, president of Six Elements Inc., specializes in making for-sale properties more attractive.”

• The Wall Street Journal



“The pages wouldn’t be so beautiful if it weren’t for your talent.”

• K. Cox, Senior Editor, Woman’s Day Specials (commenting on 6 page spread on Debra Gould’s art, home accessories and interior design. Debra was also the photo stylist.)



“Everyone loves a good makeover story. But these days the hottest trend in homes isn’t a television show. It’s what Debra Gould does in real life.”

• Toronto 1 TV News



“We depend so much on our guest to add that extra touch to each show. Your segment came off very well and I know our viewers will enjoy it. You came with everything so organized and thought out—it made everything easier. Thanks for your creativity and your skills in front of the television camera.”

• G. Cummings, Associate Producer, Fusion Television Inc.

Praise from Staging Diva® Students



“Thanks Debra for such an amazing training program that gave me exactly the right tools and knowledge to enter this business with confidence. My first staging project was worth \$8,000. I staged a vacant home that had been on the market for two years.”

• Elizabeth Englehart (OH)



“The Staging Diva Training Program saved me a ton of trial and error. You really do the staging business justice. There’s a lot out there that’s really nowhere near the calibre of where the home staging and interior redesign industry can go. Thank you Debra Gould for being a leader in the home staging field!”

• Lisa Kauffman Tharp (MA)



“I cannot tell you how much I have enjoyed and benefited from the Staging Diva courses. I took a ‘hands-on’ course before. It cost significantly more and I learned much less than from your Staging Diva Program.”

• Amy Eastlack (NE)



“Debra Gould gave me the knowledge, power and confidence to quit my job of 8 years and start doing something I have only dreamed of. The Staging Diva Training Program has been like an awakening.”

• Heather Ray Ryan (FL)

...cont.



“After the Staging Diva® Courses I made almost \$18,000 on my first project and staged another 17 homes in my first year, making an average of \$10,000 on each! Thank you Debra Gould for all your help and encouragement and giving me a way to quit my previous job and become a full time home stager!”

• Ken Sater (CA)



“I could have spent years trying to figure out through trial and error what I learned in Debra’s courses. I had my first staging job before I even finished the Staging Diva program and my second only 3 days later! Debra offers practical advice that is invaluable in starting a staging business.”

• Diane Beck (PA)



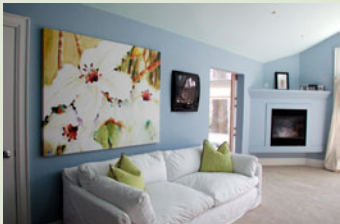
“I’m so happy to be starting a new business at the age of 76. I got two staging projects within weeks of completing the Staging Diva Training. Thank you Debra for everything you have done to make my dreams come true!”

• Jean Smith (FL)



“The Staging Diva offers an inspiring training course. Not only is Debra professional and informative, but she’s also fun to listen to and learn from! She is passionate about staging and helping others succeed.”

• Karen Murdock (WI)



Client Testimonials

“Debra, I feel like we’ve won the lottery! Thanks to your Home Staging advice, we sold in a day for \$100,000 more than we expected. I know we never would have come close to that without your great ideas!”

• Zora Chacinski, home seller

“Debra clearly has an eye for what can be done to quickly improve the presentation of a home. She offers practical house fluffing suggestions at very reasonable prices and gives you the option to do it yourself or have her manage the transition. In the grand scheme of selling your home, or just improving it for your own use, implementing Debra’s advice will give you the biggest return you can get per dollar invested.”

• Laura Hetherington, home seller

“Working with Debra I realized how we never let ourselves really enjoy our home. Now that it looks great we have to move! I should have had her in here two years ago instead of waiting until our house was going on the market!”

• Steve Murphy, home seller

“Thanks to your Home Staging, our house sold after 6 days on the market, and for \$40,000 over asking! It looked fabulous!”

• Laura Kilbourne, interior designer and home seller

“We sold the condo yesterday to the first person that saw it after you rearranged everything. After sitting on the market for 9 months without a single offer, I know your Home Staging made all the difference. Thank you for all your help. You did a great job and I would recommend you highly.”

• Suzanne Hansen, home seller

“I have had a number of compliments regarding the house and how well it shows... a compliment to you for showing it in the best light. Thank you for working so quickly and efficiently. You are definitely a woman of action! I won’t hesitate to refer you to others who need house fluffing or home staging— not only to clients but to other agents as well.”

• Grethe Nielsen, real estate agent

Past Media

Debra Gould has such contagious energy as she shares her wisdom in plain English, that she's been highlighted in dozens of books, TV and radio shows, magazines and newspapers in both the US and Canada from: The Wall Street Journal to CNN Money, Reader's Digest, Woman's Day, This Old House, HGTV, CBS Radio, Globe & Mail, National Post, Style at Home and more.

To view samples of Debra Gould's past TV appearances, visit DebraGould.com and click on the category: Debra Gould on TV

To listen to samples of Debra Gould's past radio appearances, visit DebraGould.com and click on the category: Debra Gould on Radio

To read excerpts from Debra Gould's coverage in newspapers and magazines, visit DebraGould.com and click on the category: Debra Gould in Print

To learn about Debra Gould's coverage in published books, visit DebraGould.com and click on the category: Debra Gould in Books



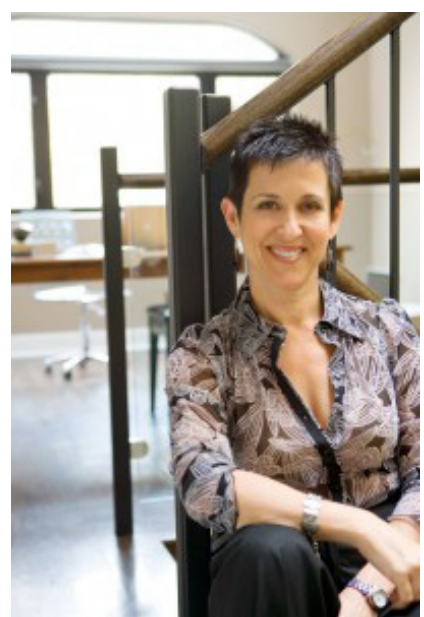
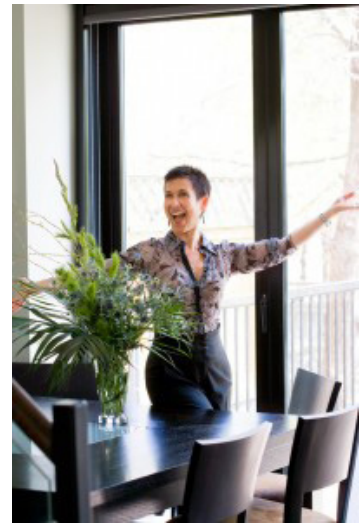
Photos for Media Use

Debra Gould Headshots

All these shots are available in large sizes at high resolution.

Images can be downloaded from:
DebraGould.com/debra-gould-head-shots/

Photo credit: Virginia MacDonald

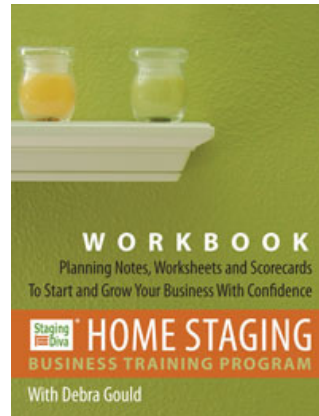
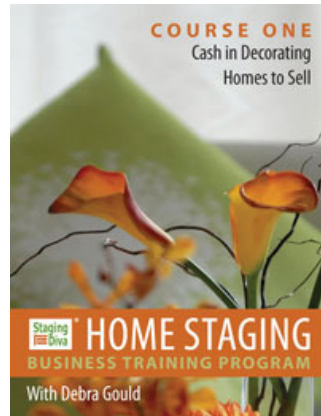


Photos for Media Use

Staging Diva® Product Shots

All Staging Diva products have been created by Debra Gould. This is only a small sample of our products. To see the range of what's available and download images, visit: StagingDiva.com/store

High resolution images of all products can also be obtained by sending an email to media@debragould.com and include "request for photographs" in the subject line.





Before

Photos for Media Use

Room Transformations

All projects were completed by Debra Gould for clients of her company Six Elements Inc.

Photo credit: Debra Gould, The Staging Diva®, www.SixElements.com



After



Before

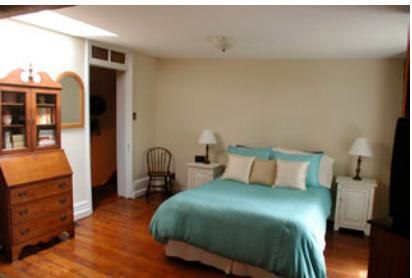


After

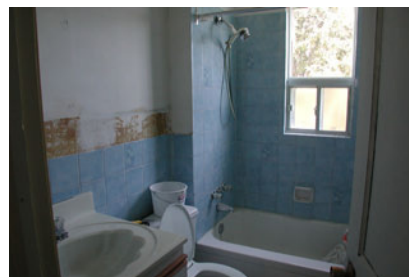


Before

This is only a small sample of photos. If you would like to see more, please email media@debragould.com and include 'Request for Photographs' in the subject line.



After



Before



After

EXPERT TOPICS

- home staging
- decorating a home to sell
- home staging business
- becoming a home stager
- information marketing
- marketing
- internet marketing
- social media
- making money in a slow real estate market
- low cost decorating tips
- room makeovers
- real estate
- women buying homes
- moms in business
- entrepreneurs
- women entrepreneurs
- mid-life career change



Story Ideas and Hot Interview Topics

Debra Gould is available for interviews on a variety of topics. Here are some story ideas that she can provide examples and expert content for:

- Mid-life career change
- Baby boomers following their passion in new careers
- Giving up the supposed 'security' of a full time job
- Survival strategies for being an entrepreneur
- How to live with no social safety net
- Ways to find support for your new life as an entrepreneur
- Giving up a career when everyone thinks you're insane
- Exploring past work experience that will support your new career as an entrepreneur
- Incorporating fitness into your life as a solo entrepreneur
- Growing pains when your small business hits the \$250,000 and \$500,000 marks and beyond
- Women entrepreneurs and parenting
- Mom as entrepreneur
- Low budget marketing ideas
- How to grow a business in a recession
- Creating a home office that works / home office redesign
- Staying focussed when you work from home
- Starting a home based business
- Ways to make your small company look bigger than it is
- Using social media like Facebook, LinkedIn and Twitter
- Blogging to build your business
- Internet marketing ideas
- How to get others to pay for your advertising
- Home staging or decorating a house to sell
- Why staging works in both slow and fast real estate markets
- Psychological triggers that help a person decide to a buy a house
- Tips to attracting home buyers
- Tips for decorating any room in a home



...cont.

- Attracting buyers on MLS and FSBO sites
- Boosting curb appeal of a home
- Choosing colors for a home
- Making a cookie cutter home or condo stand out
- Low cost kitchen and bathroom makeovers
- Strategies for surviving cross country moves
- Moving from the big city to a rural area
- How to keep your house looking great while it's on the market
- How to hire a home stager
- How to house hunt with kids
- How to move with kids
- Starting a staging business
- Marketing a home staging business
- Men in home staging
- What to look for when choosing a training program
- How to set your company apart from your competition
- Niche marketing versus trying to appeal to everyone
- Finding the right target market

HOT TIP: Debra Gould's articles on these and related topics can be found at DebraGould.com

- How to talk to your target market
- Finding the right target market
- How to talk to your target market
- Single women buying real estate
- What to look for when buying a house
- How to make money buying, decorating and selling your home
- Warning signs that your real estate agent isn't really looking after your best interests
- How to spot a bad real estate agent
- How to get rid of the wrong real estate agent

In a special report, “How to not get tricked by staging, and potentially save \$5,645 when you buy your home,” the National Association of Exclusive Buyer Agents (NAEBA) urged house hunters to use a buyer’s agent to help them look past home staging. They encouraged home buyers to “know their enemy” and listed StagingDiva.com at the very top of their list of “America’s top staging professionals.”



Contact Information

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You can also email:
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Visit Debra Gould’s Online Media Room at:
DebraGould.com

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DEBRA GOULD’S WEBSITES:

DebraGould.com • Online Media Room includes downloadable photos, articles, press releases and past media coverage

SixElements.com • Debra Gould’s home staging and interior redesign company

StagingDiva.com • All things Staging Diva®; products, testimonials, information about training

StagingDiva.com/HomeStagingBusiness • Home Staging Business Report, Debra’s primary home staging business blog

StagingDivaDirectoryOfHomeStagers.com • International directory of home stagers

ExpertHomeStagingTraining.com • Website focusing solely on the home study kit version of the Staging Diva Program

StagingDivaDispatch.com • Home staging blog based on Debra’s monthly newsletter with 15,000+ subscribers

AskStagingDivaLive.com • Monthly show for aspiring stagers

StagingDivaArtShop.com • Resource of art for home staging

DebraGouldHomeCollection.com • Storefront for home accessories designed by Debra