

Can a regular
person like me
become a successful
home stager?

Ask
Staging
Diva[®]



by DEBRA GOULD



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Special discount offer

Staging Diva offers a range of products and services to help both new and established home stagers. To thank you for downloading this Ask Staging Diva® Special Report—“Can a regular person like me become a successful home stager?”—we'd like to offer you \$50 off your next Staging Diva purchase! To get your \$50 off, simply enter the coupon code **SUCCESS50js** and hit the "apply coupon" button when placing your order at www.stagingdiva.com/store

*****Please note this coupon expires 3 weeks from when you downloaded this free report, and cannot be used during sales or combined with other promotional offers. Only one coupon may be used per order.*****

Your coupon code can only be used on the following products:

- [The Complete Staging Diva Home Staging Business Training Program](#)
 - Instant Download Package (5-course option only) **OR**
 - Instant Download PLUS Package (5-course option only) **OR**
 - Mailed-To-Your-Door Package
- [Staging Diva Directory Profile Listing](#) (new listings/annual-billing option only)
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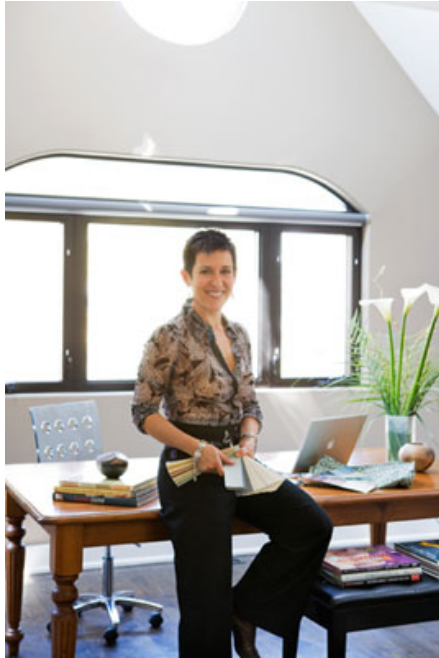


If you're new to home staging or you're an existing stager wanting to grow your business by leaps and bounds, the [Staging Diva Home Staging Business Training Program](#) is an essential key to your success.

If you're already a Graduate of the Staging Diva Training Program, you'll benefit greatly from a listing in the [Staging Diva Directory of Home Stagers](#) or one-on-one [Accelerator Coaching](#) with me.



A word from Debra Gould, The Staging Diva®



Are you living the life you imagined you'd be living in this space in time? Are you satisfied in your chosen career or do you get the feeling you're meant to do something bigger and better with your life?

If you've been thinking of starting a home staging business, there couldn't be a better time. Home sellers desperately need the help of stagers in the current housing market, and you'll have the security and independence of knowing how to make a living without depending on an employer.

I invite you to think about how different your life could be this time next year if you [take action now](#) and begin learning how to use your natural talents to make a living.

This special report contains real-life examples of individuals whose lives have been changed for the better by their home staging careers. You'll meet Laura, a woman who was able to continue home schooling her children while earning more money as a home stager than she'd made in her government job. And there's Susan, who continues to make me proud month after month as she shares new success stories after building a thriving staging business in only a couple of years. You'll read stories of people like you who have found a way to have it all and of individuals who have taken a risk by changing careers and have never looked back.

I urge you to print this document and give it to your spouse to read—or to anyone telling you that a career as a home stager isn't a viable option to pursue. I'm certain anyone who reads this will be inspired and will have the proof they need to understand that home staging is a lucrative, fulfilling field to be in today.

I'd be honored if you'd let me teach you what I've learned over more than 20 years as an entrepreneur; 7 of them as a home stager. You'll find more details at the end of this report, but in the meantime, take your time poring over these true stories I've compiled for you, and you'll have your answer to the question,

“Can a regular person like me become a successful home stager?”



Laura Kakoschke, mother of three, builds successful home staging business while home schooling kids



In her first 10 months as a home stager, Staging Diva Graduate Laura Kakoschke of Hunter Lake Home Staging and Design staged 12 vacant properties. Her largest project was a \$2.5 million vacant estate home that needed to be furnished top to bottom. “This was an intense experience,” says Laura, “but an awesome opportunity to put my [home staging training](#) into practice.”

This mother of three, who also home schools her children, says “I made more money in the first 10 months in my own staging business than I used to make in a whole year working for the government as a contract manager, and I work half the hours that I used to!”

With the real estate market in a slump, home sellers need the services of a home stager even more.

During one memorable project, Laura staged a house that had sat on the market for four months. The real estate agent was skeptical about staging, but completely changed her thinking when the house sold in only four days after Laura brought in new furniture and accessories. “The change in the decor was like night and day,” says Laura, “and we didn’t even have to paint or replace brass fixtures.”

Being your own boss gives you more freedom than you can ever get in a “job.” In fact, while I love how profitable home staging is as a business, I also really appreciate that it gives me total control over my time. Laura Kakoschke has found the same to be true. “I can work my own hours, set my schedule, be at home to teach in the mornings, and work my staging business in the afternoons,” reports Laura. “My three boys get a first-hand look at running a business. I hope that the courage I found to follow my dream will inspire them to follow theirs, and to know that anything is possible.”

Many Staging Diva students are approaching this second chance career with the attitude that they want to finally use their natural talents to earn a living. And they don’t have the time to spend four years in an interior design program.

“I’m 39 and if it weren’t for the opportunities available to stagers, I would have had to return for several years of post-secondary training and then work long hours for low pay for a design firm to fulfill my dream of decorating. This would never have happened,” says this mom with a degree in literature. “[Staging Diva Training](#) gave me the business tools and confidence to follow my lifelong passion for design.”



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"My first staging project was worth over \$8,000. Then, because of a lead from Debra, I staged a luxury condo worth \$1,850,000! The owners are so pleased with my work they want me to help design their next home. What a great investment the [Staging Diva Training](#) has been! Thank you!"

**Bill McIntosh (BC)
McIntosh Home Staging & Design**



"I've listened to the five course recordings, and wanted to tell you how thrilled I am that I chose your training versus any others! You gave me the knowledge and courage to start things rolling! Thanks to you, I landed my first project within weeks of completing the [Staging Diva Program](#). Debra, you have been a true inspiration!"

**Kelley D'Lima (AZ)
Redefining Spaces**

Note: Kelly celebrated Independence Day by quitting her job because she realized she could make more in 5 hours of staging than she used to make in a whole week working full-time.



"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)
Staging For Seller**



"After researching other training programs that mainly focus on furniture placement, I decided that the [Staging Diva Training Program](#) would train me in the areas I most needed. The detailed information on running a staging business and the tips on speaking professionally about my services are just some of the things that will help me get my business off to a great start."

**Bunny Burgoyne (NJ)
Bunny's Home Staging & Design**

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New York home stager, Susan Atwell, helps ailing homeowner make quick sale



Not everyone who puts their home up for sale is happy about moving. In fact, some of the saddest stories you'll hear involve families being forced to sell their homes.

When New York home stager and [Staging Diva Graduate](#) Susan Atwell was contacted by a couple in dire need of a fast sale, she wasted no time springing into action.

A deteriorating illness was forcing this couple to downsize to a one-level home, and **after 14 months on the market, they were growing more desperate with each passing day.** Unfortunately, the market was also deteriorating and this couple simply couldn't afford to lower their price again.

Even if a significant price reduction was made, there would still be no guarantee for a fast sale. They asked their real estate agent if they had any more options, and the agent suggested home staging.

When AtWell Staged Home came on the scene, a detailed and budget-conscious DIY plan was created. The plan was implemented aggressively by almost 30 volunteers from the couple's church, and all work was completed in two weeks. The home sold four days after it went back on the market.

Susan says, “A family's life changed, and all it took was a plan, some paint and a slipcover. Rooms were de-cluttered, furniture was expertly moved around, and some rooms were re-purposed to create an inviting and clean space for buyers to imagine themselves living in.”

Thanks to the work of Susan AtWell's home staging company, this family was able to breathe a sigh of relief and move on with their lives without having the stress of selling their home hanging over their heads.

This family isn't the only one Susan has helped. In fact, thanks to her chutzpah and follow-up skills, AtWell Staged Home has been very busy!

On a spring day in 2008, Susan was out touring model homes being built nearby, a practice she considers “continuing education for home stagers.” During her visit, Susan signed up for the builder's mailing list under her personal email account.

Weeks later, an email came through from that builder announcing a seminar for potential home buyers with home staging being one of the topics.



This is one of those potential potholes in one’s road to success that can swallow you up if you’re not careful to simply go around it! I’ve seen so many entrepreneurs get stopped in their tracks for no good reason.

Here’s what I mean:

Many new home stagers would have been discouraged by this builder’s announcement, assuming he already had a solid relationship with a home stager. Some would even blow their own disappointment into something bigger and use it as an excuse not to keep promoting themselves. They would listen to the negative voice in their heads saying, “See, this will never work. There are already well-established stagers who are better than you. Who are you kidding, trying to make a living as a home stager?”

Fortunately, Susan Atwell knows that growing a business takes work, and she is very single-minded in her commitment to the success of her staging business. She thought that in view of his upcoming event for home buyers, the builder might be interested in speaking with a local home stager, so she picked up the phone and called the manager.

During this call, she learned that the builder would be offering a \$1,000 credit towards home staging for any buyer needing to sell their home before buying.

They had a brief discussion about recommending her company to his clients, and several days later, Susan got a phone call saying that the builder would recommend Atwell Staged Home as a preferred local staging company.

Of course, Susan didn’t hang her hat on that and sit back waiting for new projects to fall in her lap; instead, she continued to work on marketing her business.

She started a home staging newsletter and a blog, two projects for which she’s received coaching advice during her monthly participation in [Staging Diva Dialog](#). She also got a new company brochure (free) because of her listing on the [Staging Diva Directory of Home Stagers](#).

By the time January rolled around, having received no calls from the builder and approaching a new spring selling season, Susan decided to follow up under the guise of sharing these new resources she’d been developing.

Two weeks after that follow-up note, Susan was asked by the builder to present to two potential home buyers, a presentation that ended in two scheduled home staging consultations.

After that successful engagement, Susan was asked to present again and again, and **she ultimately ended up with 25 hours of home staging projects from that one builder in 2009.**



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One of those homes was staged for a couple in the Bronx who was up-sizing to a new home and needed help selling their existing home. They got a signed agreement **from the very first buyer who viewed the home**, making the sellers and the builder very happy with AtWell Staged Home’s staging abilities!

About her great home staging success, Susan writes, “Having a solid business plan is key. Debra Gould’s [home staging program](#) is extremely logical and effective. The beauty is that it is also simple. With a strong IT background, this appeals to me!”



"I was apprehensive taking courses from home versus in a classroom, but I didn't want to pay twice as much to have someone show me how to move furniture around. The course format was organized, and the information pertinent. I felt like I got twice the education for half the price. I know I will refer back to the [Staging Diva course recordings](#) time and time again."

Pamela J. Parker (TX)
StageRight Home Staging and Redesign



"I just finished a staging project on a \$750,000 home. Going into the business, I assumed that high-end homes wouldn't need my services. Your [Staging Diva Courses](#) encouraged me to expand my horizons. As a result, I made \$4,000 on my first project!"

LaJeanna Pilant (TX)
Alamo Home Staging



"I love my new company brochure! It's perfect! Thanks for all your help and guidance. Working full-time has made it difficult to get things done quickly, but I've pushed through and I know that my [Staging Diva Directory](#) listing and this brochure are going to help me successfully market my business."

Monica Bunde (MI/ON)
Create Home Staging

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Nashville home stager, Gary Baugher, attracts full-price offer after 2 days



Home sellers often resist looking at their homes from the perspective of a highly critical buyer. It's like taking a good, hard look in a full-length, 360-degree mirror. To really look, you need to admit flaws and then figure out how to deal with them, and that's not always easy to do. That's why home stagers can make such a big difference. We aren't emotionally involved in the property, and it's our business to cost efficiently and quickly transform homes to appeal to buyers.

When Staging Diva Graduate Gary Baugher of An Eye 4 Change in Nashville met the agent for a particularly undesirable vacant property, it had been sitting on the market for 6 months. Given that local houses in this price range were taking an average of 71 days to sell at the time, this home was long past its “best before” date. There was simply nothing to attract buyers to this old listing.

Within two days, An Eye 4 Change transformed the house by updating the paint colors, using some of the owner's leftover furniture and adding rental items. The home went on the market at \$399,900 and within two days, there was a full-price offer. Not bad for a market where it usually takes 71 days to sell a house!

I once asked Gary how he got into home staging since I have always admired the style he brings to what he does. “Working 15 years in management for a local car rental company and spending 50 hours a week behind a desk, I finally realized I didn't want to do that for the rest of my life. And I wanted do something that would allow me to use my given talents,” Gary explained.



“Inspired by selling five of my own homes for top dollar (in several cases raising the norm for the neighborhood) and the encouragement of friends who always said I was good at decorating and should make it a career, I began my journey and researched home staging. Aside from my own talents and ambition, I attribute my success to the [Staging Diva courses](#) and Debra's continued support. Most of all, she helped me gain the confidence to put myself out there and follow my dream. She truly is an inspiration to all her students.”

Within two years of starting his business in 2006, Gary had already staged over \$8 million of Nashville real estate with excellent results for home sellers and their agents.



Registered nurse and mother of four, Holly Battaglia, finds success in home staging business



Judging by the dramatic transformations shown in her before and after photos, you would never guess that the owner of Holly’s Home Matters, a home staging company located in Bel Air Maryland, **has actually spent the past 20 years working as a registered nurse.**

In fact, Staging Diva Graduate Holly Battaglia is the mother of four children aged 7–14, and she still works part-time as a nurse while operating her creatively fulfilling home staging business on a full-time basis. It’s remarkable that Holly can make positive changes in people’s lives through home staging while working part-time as a nurse to help people in the most literal sense.

Holly recently wrote me to share her most memorable home staging experience where she left quite a lasting impression on her client.

After a home had sat on the market for 10 months, the owners switched real estate agents and the new agent called Holly on Labor Day. That evening, Holly met with the exasperated homeowners and their new agent to discuss what needed to happen to get the home sold. Four days later, the home was completely transformed.

The property sold that weekend after its first showing post-staging. The price had been increased to cover the costs of staging and updates, but the sellers actually **received over and above their asking price.**

Holly writes, “This was a couple that spoke minimal English but they were very trusting of everything I did. Four difficult days of rearranging, bringing in updated furniture and hauling unwanted clutter to the dump all paid off. It was a great feeling. This past New Year’s, the homeowner emailed me from his home in Korea to thank me once again. He wanted to know if I remembered him because he would never forget me. **It was the most rewarding project I’ve ever been a part of.**”



Credit: Danielle Arcilesi Photography



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Since that project, Holly has written me about another home that she staged, which resulted in seven showings in as many days, with one of those showings resulting in a firm offer. Holly reports that her staging fee on that project more than covered the cost of the entire [Staging Diva Program](#) plus her listing in the [Staging Diva Directory of Home Stagers](#).

The fact that Holly is able to manage a large family, continue working as a registered nurse part-time, and operate a successful home staging business should inspire many people wondering if they could manage to stage homes around their “day job.”



“Thanks for sharing your wisdom, marketing expertise and entrepreneurial advice! It was worth every penny! My first project was worth \$5,000 and thanks to you I knew how to handle it!”

**Erin Rhindress (MA)
ELR Designs**



“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's been on the market for two years.”

**Elizabeth Englehart (OH)
Moving Designs**



“I had only listened to the first 3 Staging Diva courses while commuting to my day job as a college professor, when I had my first home staging client meeting. I felt so well prepared and had them eating out of the palm of my hand using your tips. The job went incredibly well and I could not tear the smile off my face after I left. I had to strongly resist the urge to skip back to my car in case the clients might be watching from their doorway. Nothing I have ever done has given me such an elated feeling. Debra, thanks for your fabulous [Staging Diva courses](#) and for your mentoring! You have also inspired me to broaden my business horizons. You're amazing!”

**Katherine James (ON)
Set Sale and Go Home Staging**



Home staging by Fabia MacNair gets house seller an extra \$80,000 on home sale



Before finally hiring [Staging Diva Graduate](#) Fabia MacNair of Styling Spaces, a desperate house seller had accepted an offer of \$250,000 for her home knowing it was worth more. She wasn't interested in doing the work needed to complete the home staging to-do list, however, because she just wanted to sell. Fabia hated that her hands were tied and the seller was losing so much equity for the sake of a little elbow grease. But nothing could be done with a signed offer and a date with the lawyers.

In an odd twist of fate, the deal fell through. As soon as the homeowner left the lawyer's office, the homeowner called Styling Spaces.

The homeowner took notes during her two-hour consultation with Fabia and followed her advice to the letter, doing a thorough clean-up and making repairs. Fabia helped choose the rental furniture and prepare the home for showings. The work was completed two weeks after the original deal fell through.

After the first open house, the home sold for \$330,000 after an investment of less than \$6,000! Remember this house seller originally accepted \$250,000. **So that's an extra \$80,000 after spending \$6,000. I've always said home staging is one of the few legal ways to see such a quick return on an investment!**

The homeowner was obviously thrilled, and now Fabia has this glowing testimonial to use in her marketing:

“We were ready to sell the house as is because we didn't want to spend the time or the money fixing it. When the deal fell through, I invited Fabia over to see what needed to be done so that I could make my proper profit. My sister and I did as Fabia suggested and with two weeks work, in between my full-time job, we went through the home staging to-do list and made all the design and redesign changes. I spent about \$6,000 on construction materials, furniture rental and her fees.”

“I had doubts about putting in the amount of work that Fabia said I should, but when it was done, it sold on the first day. I'd have to work two years to make profits like that!”



"[The Staging Diva Training Program](#) recordings were great. They answered all of my questions, especially my worries about what to charge, how to present staging to new clients, working with tradespeople and more. After the third course, I landed my first client and earned enough to pay for the whole training program and turn a profit too! Thank you, Debra, for being so open and candid about the intimacies of operating your business so that we can have a better chance to succeed!"

Terri Tough (AB)
A La Mode Interior Home Staging



"Debra is so inspiring and her enthusiasm is contagious. She's incredibly knowledgeable on both home staging and running a business. I learned everything I needed to know to get my business up and running. None of my clients ever guessed I was just starting out. I looked like a seasoned professional from the start thanks to the Staging Diva training. Within weeks of completing the program and joining the [Staging Diva Directory](#), I got two projects worth \$3,500!"

Linda wrote a year later...

"I still haven't had time to build my own website, so I'm so glad I've had the [Directory](#) generating staging projects for me all this time. I'm always in the top 5 Google results for home stagers in my area, and my Staging Diva Directory listing comes up third out of 325,000,000 search results for my company name, so potential clients can always find me! I got two new projects less than a week after I renewed my listing for year two."

Linda Schleihauf (ON)
The Detailed Home



25+ year veteran of the financial services field, Donna Dazzo, reinvents herself as a home stager and becomes the toast of New York



While in her early 50s, a layoff ushered Donna Dazzo out of a 25+ year career in the **financial services field**. Rather than taking that time to find another job in her industry, she started her own successful home staging business, Designed to Appeal.

Not long after Donna completed the Staging Diva Home Staging Training Program, she got my attention when she quickly joined the [Staging Diva Directory of Home Stagers](#), submitting a very professional photo of herself and great staging shots. Donna continued to follow up with frequent updates about her company and staging projects so I could write about her.

Soon after completing her Staging Diva training, Donna was featured in *New York Resident Magazine*, which is distributed to Manhattan doorman residential buildings, to various retail outlets such as Barnes & Noble and Starbucks, and to transportation hubs such as Grand Central and Penn Stations.

Donna was also featured in a short TV segment on home staging for [New York 1's Real Estate Report](#). The spot aired multiple times over a January weekend and showcased Donna's knowledge about the benefits of home staging.

More recently, Donna was [featured in Yahoo! Shine](#) with her inexpensive and easy design tricks for selling, and she was also recently featured in *Newsday's* weekly paper and online in the “Long Island Makeover” column.

Donna certainly deserves this recognition because she so obviously knows what she's doing, as demonstrated by her latest success story. Donna was contacted by the owner of a Manhattan apartment who was relocating to a different state. She and her husband had one month to move due to a job relocation, so needless to say they needed to sell fast.

Luckily, these homeowners had family members on the West Coast telling them they just HAD to hire a home stager because “no one puts a home on the market in California without having it staged.”





It wasn't too difficult for Donna to evaluate what wasn't working in the space. The dining room had a sofa, the living room had two dining room chairs and little else, the master bedroom contained a set of bunk beds, and the children's room had a full-sized bed and was also doubling as a home office.

Donna made recommendations for the furniture placement and the homeowners decided to simply move their own items out and bring rental items in to show the apartment in its best possible light.

What happened after the staging was finished?

- The real estate agent booked 35 showings the first week.
- The homeowners received 3 offers at the first open house.
- The house sold in 8 days after the first showing.
- The homeowner was happy she listened to her family members so she could complete her move with much less stress.

About her home staging training Donna says, “The Staging Diva Program's emphasis on continuous marketing—and marketing to more than one group, not only real estate agents—has helped me with increased exposure and more clients.”

Donna is obviously focusing on marketing to the media, just as she was taught in [Course 4 of the Staging Diva Program](#).



“I chose [Staging Diva](#) because it was more consumer friendly—being up front about the industry not being regulated and what that really means. I was a consumer advocate against fraud before becoming a professional home stager. Everything I do has to be completely transparent and I really don't like misleading wordplays and hype.”

“Debra offers a very comprehensive course that shows her dedication and passion for what she has created from scratch. I share her style for doing business: being up front, understanding all aspects of the staging industry, keeping your integrity and the power of following your dreams! Debra offers this course and mentoring all from home, which makes my life as a mom so much easier!”

Cheryl Reynen (BC)
Set The Stage Interiors



“Thanks for teaching such an informative and comprehensive home staging program. You take away the fear and insert a 'can do' policy that gives us that extra boost of confidence. I'm amazed at how promptly you continue to communicate with us. You really care about our well-being. I am so impressed with you and your integrity. I am very happy that I took the [Staging Diva course](#) and will continue to buy your great products!”

Debra Rowley (WA)
Debra Rowley Interior Staging

Editor's Note: Debra wrote later to say she made over \$5,000 on her first staging project! About 6 months after that, she wrote to say she had staged a living room for a local TV show.



“[The Staging Diva Training Program](#) is amazing! I downloaded the five course recordings and was surprised to see that they really do cover every aspect of running a home staging business. I know this new year will be great thanks to this fantastic course and the confidence it's given me to move ahead with this new stage of my life!”

Nicola Thomas (ON)
Stage It Simple



Career in home staging lets Christina Rougerie, working mother of three, live her dream



As a child, Christina Rougerie loved to spend summer days rearranging the décor of her family home, anxious to see the look of surprise on her parents' faces when they walked through the door.

Christina dreamed of getting her degree in interior design, but a series of events prevented her from pursuing that goal. **However, it did not stop her from re-designing.** When the time came to put her home on the market, she saw first-hand how home staging dramatically increases the value of a home. That's when she started researching the subject of home staging and stumbled upon the [Staging Diva](#)

[Home Staging Business Training Program](#).

Having a full-time job and three daughters to care for meant Christina didn't have much extra time to learn home staging. After reading the [reviews for Staging Diva](#) and my advice in the [Staging Diva Dispatch newsletters](#) and [Home Staging Business Report blog](#), Christina knew it was the program for her.

Christina says, “With Debra Gould's ready-made platform, I was able to start my staging business in a shorter amount of time.” She adds, “**Having my own business has changed my life forever.** I've always been one to strive and work hard; now I can direct that energy to helping others in their life transition.”

This energetic Staging Diva Graduate and owner of Divine Designing & Home Staging is also training for Houston's half marathon while working a full-time job, caring for three children and doing as many home staging projects as she can.

There aren't many other industries that provide someone such flexibility in their schedules, allowing them to live the life they've dreamed of!

Christina writes, “[The Staging Diva Home Staging Course](#) removed the guesswork. With all Debra's great resources and information, I was able to hit the ground running. Having a home staging business allows me to live my passion everyday and keep up with the latest staging trends. Not to mention the gratification of being my own boss!”



"I considered being a real estate agent but realized home staging would make better use of my talent and creativity. Plus staging is an easier career to have with young kids. The Staging Diva Training Program taught me what I needed to get started in my staging business and Debra's [Accelerator Coaching](#) keeps me inspired and moving forward. Within three months of joining the [Staging Diva Directory of Home Stagers](#), I was in Google's top 20 search results out of over 500,000 for home staging in my area!"

Tiffany Coffey (ID)
Scarlet Barn Interiors



"Debra, you're a marketing genius. A local newspaper ran a profile on my company and I just finished taping a home staging segment for a local TV show thanks to what I learned in your [Staging Diva Sales & Marketing Secrets Course](#)! I've done more business in the six months since taking the Staging Diva Program than I did the whole previous year! Many thanks for your vision for high-end home staging on an international basis and your incredible ability to share it with others."

Caroline Carter (DC)
Done In A Day, Inc.



"When I started my home business, I started out with redesign and organization. But when I came across the [Staging Diva](#) website, I was hooked. Debra has given me all the tools I needed to start my business and the confidence to keep it going. Now when I wake up in the morning, I say 'Good Morning' and mean it."

Kris O'Neill (GA)
A Cents of Design Inc.

Editor's Note: Within 6 months, Kris had been written up in the local paper and invited to decorate a room for the HGTV show "My First Place." Read more [here](#).



Staging Diva Graduate, Nora Lakey, stages 38 Texas homes



For anyone on the fence about becoming a home stager, Nora Lakey's story should provide enough encouragement to go for it.

Nora wrote to tell me she had finally completed the final course of the [Staging Diva Home Staging Business Training Program](#) and shared her **amazing success story** with me.

In June 2008, Nora started taking the Staging Diva courses one at a time. Within one year (before even graduating from the program) her company, Presentation by Design Staging Services, **had staged an astonishing 38 properties.**

Not only that, Nora was invited to participate in a real estate commercial explaining the advantages of home staging, a free marketing opportunity which led to many jobs for Nora.

“It all began with a DREAM and Debra Gould's [Staging Diva Course 1](#),” states Nora. She adds, “The dream has now moved out in front of me and I'm now trying to slow it down! I know I still have much to learn, but I'm so glad Debra is only a keystroke away.”

“Debra, you are a force of nature and a formidable combination of excellent marketing experience, business savvy, practicality, self-and-sanity preservation and super-focused energy. You do what you do with generosity, high ethical standards, common sense and a can-do spirit that is irresistible. You really showed me how to apply my designer background and use my talents in my home staging business. In fact, I took what I learned in the [Staging Diva Program](#) and made over \$4,000 profit on my first project!”

**Kathleen Fischbein (NY)
Present Perfect**

Barrie home stager, Margaret Harlos, helps a homeowner led astray by her own agent



Over the past three years, Ontario [Staging Diva Graduate](#) Margaret Harlos has been solidifying her position as **the** expert home stager in her area with her business, Living Organized.

Margaret is a former volunteer manager and program coordinator for a non-profit organization and has been featured multiple times in the local media both in print and on local TV.

This savvy Barrie home stager quickly made a big splash in her local real estate market, and wasted no time becoming familiar with her neighborhood real estate agents.

When Margaret and her husband were looking for a larger home, they swung by an open house that was listed by an agent familiar with Living Organized. After viewing the property’s photos and descriptions online, Margaret was expecting to view the perfect home, but even from the driveway she knew that wasn’t going to be the case. She tried to remain optimistic, thinking she would be able to see past the bad curb appeal and would at least be able to negotiate a better price.

Once inside, it was proving difficult to see past the home’s flaws. The agent, knowing Margaret was a home stager, told her the homeowners would be willing to paint and fix the house up a bit. When Margaret asked why she hadn’t told her clients to do those things *before* scheduling any showings, the agent didn’t answer.

Ten days later, Margaret was called by another real estate agent she was tightly aligned with. He had a client willing to do anything Margaret asked to get her home sold.

Through her conversations with the homeowner, Margaret learned the previous agent had just been fired after a failed 15-day trial. This homeowner was devastated to find out that while away on an extended business trip, her home had been shown in terrible condition. The homeowner said she’d asked the agent prior to listing if the house needed to be cleaned or painted, but despite asking the right questions, she was told that it was fine as it was.

At that point, Margaret realized she was speaking to the owner of the same home she had recently visited as a potential buyer. She didn’t have the heart to tell her new client that she was one of those potential buyers who had been turned off by her home.



Margaret was hired and the family went to work on all the tasks she suggested to improve the overall condition of the home.

After staging, the home was listed again and sold for just under asking in less than one week.

About her home staging training, Margaret says, “[The Staging Diva Program](#) has helped me to market my business. The reason that I chose to train with Debra Gould was because she focused on business training. I wanted the skills and information needed to help me build a sustainable business. I learned a lot in the program but combined with her private business [Accelerator Coaching](#), I am well on my way.”



"After the [Staging Diva Courses](#), I made almost \$18,000 on my first project and staged another 17 homes in my first year, with an average fee 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)
Creative Home Visions**



"I found the [Staging Diva Home Staging Business Training Program](#) very helpful and thorough. Debra covers a lot of valuable information that I didn't get when I took TWO other hands-on programs."

**Teri Persico (CA)
Simply Brilliant Design**



"I really regret having to leave the [Staging Diva Dialog](#) call early today. I was enjoying listening to my peers talk about their concerns and victories. It was such a flashback to hear the newer stagers talk about start-up frustrations. I was just waiting for the right moment to offer some words of encouragement. I can see why you have become so fond of your graduates, and totally devoted to doing all you can to nurture their success. You amaze me. If you are half the mother that you are a teacher, then you have one lucky child!"

**Jayne Steuart (CO)
Pearl Home Staging**



Staging Diva Graduate, Karen Totten, makes over \$14,000 on first project while client makes \$73,000!

Karen Totten made good use of skills obtained through her [Staging Diva training](#). She also took advantage of [Accelerator Coaching sessions](#) with me, so whenever she was feeling stuck or needed help working through something, we got on the phone.

Her first project took seven weeks to complete. It was for a home that was on the market for eight months with a best offer of \$659,000. The clients took the house off the market and worked with Karen who not only staged the house but managed all the other details for carpentry, painting, new appliances and more.

Overall, the client invested \$48,000 on their property (over \$14,000 of which went to Karen for her time) and ended up selling after only six showings for \$780,000 on a \$799,000 asking price.

In other words, even after investing \$48,000, the client made a profit of \$73,000 over their best previous offer, and they were able to sell after only six showings, when the house had previously sat on the market for eight months.

And for [Staging Diva Graduate](#) Karen Totten, she made over \$14,000 in only seven weeks in a brand new business. Not bad for her investment of less than \$1,000, which gave her 10 hours of course time, notes, plus 2 hours of one-on-one business coaching with me.

(In case you're curious, I've shared these details with Karen's permission. I consider any business details discussed during coaching sessions privileged information.)



**Ask Staging Diva® Special Report:
“Can a regular person like me become a successful home stager?”**

Page 25



"It was great doing the [Staging Diva Program](#) from home! Debra provided so many ideas and practical strategies for growing my home staging business! I traveled first for another company's 'hands-on' course. It was a joke! More expensive and a complete waste of time and money! The Staging Diva Program is so much more useful and organized, and I'm proud to say I'm a Graduate of it! My staging business is steadily increasing, and I'm getting ready to train someone as an assistant."

**Debra Garber (NV)
Motif Home Staging**



"Taking part in the Staging Diva Training Program and the [Staging Diva Directory of Home Stagers](#) was the best money I ever spent! If you're serious about building your own home staging business, these programs are your absolute best investment. I can't imagine breaking into staging without them! I'm now in year 4 of listing in the Directory. I never got around to building my own web site and I have more staging projects than I can handle, media exposure and speaking engagements too!"

"In a nut shell, Staging Diva is the best program for your money! It's worth every penny, and with hard work, you'll earn that money back before you know it!"

**Leah Fritz (WI)
Perfect Place Home Staging, LLC**



"I just LOVE the [Home Staging Consultation Checklist with Room-by-Room Planning Forms](#)! This Checklist is a MUST for any stager! I can't wait to use it on my next project!!!!!"

"Taking the [Staging Diva Training](#) has been the best ever. Debra answered all questions during the courses, even ones I didn't know I had. And she continues to come up with new tools for us to be even better. It's amazing! I have SO much more confidence to be able to work with the ability that I have, thanks to Debra."

**Barbara Perkins (MO)
Perkins Home Staging, Re Design**

A final word from Debra Gould, The Staging Diva®



After reading the inspirational success stories in this special report, you should feel more secure than ever in your plan to start your own home staging business. One day you may even be featured in a staging success story like the ones highlighted here, but you'll never know unless you take a chance and go for it!

I understand the fears that are often conjured up by the idea of doing something you really love to make a living. In late 2002, I was exactly where you are right now. I wasn't sure I could make a living from my creative talents; after all, I had never taken a decorating or staging course in my life. I also had a mortgage and a young child to support on my own. Many people told me I was crazy to start a home staging business.

In some ways, their skepticism motivated me to prove them wrong! I knew I had natural talent because I'd been hearing this from others all my life. I also knew I didn't want to continue sleepwalking through the years, doing work I didn't enjoy *just* because it paid the bills. Besides, what kind of example was I setting for my child?

During my first year, there were many times I wanted to give up as I struggled with how to run my staging business, how to get paid enough for my services, the best way to market myself and more. But I stuck with it, and I could have never predicted what this would bring to our lives!

I never dreamed that reporters from CNNMoney, Wall Street Journal, House & Home, Reader's Digest or even Woman's Day would come to me for my expertise as a home stager. I never imagined that within three years I would be able to afford a house that I really loved and that it would be featured on HGTV and in magazines.

I've been on an incredible journey that all started with a dream and a decision to make it work. I remained committed to my vision of how our lives could be, and now I want to share with others what I've learned along the way. This will save you from so many of the struggles I faced while I figured out everything the hard way.

If you're not getting the support you need from your spouse or close friends to follow your dream of becoming a home stager, I recommend that you give them a copy of this report. Explain that what you want most in the world is the opportunity to do something for yourself by following your heart and becoming a home stager.



At the beginning of this report, I've included a **\$50 coupon code** (SUCCESS50js) that you can use towards specific products in the [Staging Diva Store](#) (see page 4 for more details). Remember, this coupon code expires 3 weeks from the date you downloaded this report, so don't delay!

Thousands of people like you around the world have taken the leap of faith, joining my inner circle of Staging Diva students in following their hearts and bettering their futures. Won't you be one of them?

To your success,

A handwritten signature in black ink, appearing to read 'Debra'.

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

Who is Debra Gould, also known as The Staging Diva®?



Internationally recognized as one of the top 5 experts in the field of home staging, Debra Gould is president of Six Elements Inc. and creator of the Staging Diva Home Staging Business Training Program. She has supported her family from a home-based business since 1989.

Debra has an MBA in Marketing from one of the top-ranked business schools in North America and a BA in Communications with Distinction. She earned her living for years creating marketing strategies and managing projects for many of the top 500 corporations in America.

Debra started her home staging business in 2002 after buying, decorating and selling 6 of her own properties in 8 years in 4 cities. Since then, she has staged hundreds of homes and taught over 4,000 Staging Diva students all over the US, Canada, Europe, Australia, New Zealand, Barbados, Brazil and South Africa to do the same. She is usually booked solid up to six weeks in advance by homeowners wanting her to stage their homes for sale, and frequently refers her own staging projects to her Graduates.

Debra is a published author and has appeared on HGTV, GlobalTV, CityTV, CBCTV, CBS NewsRadio, Radio Colorado Network, Live 88.5 Start-up Radio, CBC Radio, and in numerous publications, including CNNMoney, The Wall Street Journal, MoneySense Magazine, Entrepreneur Magazine, Reader's Digest, USAA Magazine, Woman's Day Specials, This Old House, The Globe & Mail, National Post, Style at Home, House & Home, Home & Décor, Center of the City Magazine and others.



Using what she's learned during her own journey of reinvention (from corporate slave to self-employed creative soul loving what she does every day), Debra Gould's mission is to inspire and empower others to pursue their own passion and show them how to turn it into a profitable and self-supporting career. Staging Diva offers more free educational information than anyone else in the home staging industry. Imagine what you'll get when you're actually part of Debra's inside circle of students and graduates! Learn more today at www.stagingdiva.com

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✓ Download a FREE guide to all our resources here: <http://tinyurl.com/SDResources>

✓ You can learn more about Staging Diva products here: <http://stagingdiva.com/store>



HOME STAGING

BUSINESS TRAINING PROGRAM

Staging Diva®

Products & Services



Debra Gould, The Staging Diva

My mission is to inspire and empower others to use their natural talents to earn a living. I followed my dreams and want to teach others to do the same.

In the following pages, you'll find a number of Staging Diva products and services to help you make money doing what you love.

Products that will help you turn your creative talent into a profitable business

If you're dreaming of starting your own home staging business or you're already a stager but you aren't making enough money, the Staging Diva Program can help. Designed and written by Debra Gould, the Staging Diva Home Staging Business Training Program is not theory. It provides practical hands-on material you can use today and in the years ahead as your business evolves.

The core program includes a series of 5 courses taught by Debra Gould, along with detailed course study notes and checklists. You'll receive professionally edited audio recordings of Debra's favorite live classes from the hundreds she's taught to small groups of students. Debra brings the course study notes and recordings to life by candidly sharing her firsthand experiences growing her own home staging business and dealing with hundreds of homeowners and real estate agents.

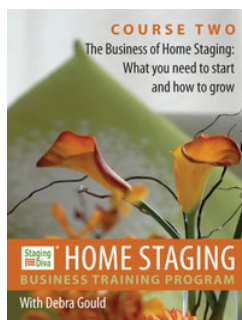
You'll hear what other participants asked during the classes and Debra's answers to their questions. And you'll also have the added benefit of listening to the material as often as you like! There is a ton of information crammed into the 10 hours of course recordings, so being able to listen to the material again later is a real bonus.

You'll learn from the comfort of your own home. No travel is required, which saves time and keeps your costs down. There are business-building homework assignments included in each course, but you do not have to submit them for grading. Homework is not provided to judge you; instead, it pushes you to move forward so your business will become successful more quickly.

The Staging Diva Home Staging Business Training Program includes the following 5 courses, which can be ordered individually or as a package:



Course 1:
Cash in Decorating
Homes to Sell



Course 2:
The Business of
Home Staging: What
You Need to Start and
How to Grow



Course 3:
Taking the Mystery
Out of Home Staging
Consultations



Course 4:
Staging Diva Sales &
Marketing Secrets to
Boost Your Staging
Business









Course 5:
Over 30 More Ways to
Earn Money in Home
Staging

Full course descriptions and free audio samples are located at the following web page:
www.stagingdiva.com/homestagingtraining.html

- Download a FREE guide to all our resources here: <http://tinyurl.com/SDResources>
- You can learn more about Staging Diva products here: <http://stagingdiva.com/store>

When ordering the full training program, you can choose from 3 packages:

Products		Choose The Package That's Right for You		
		Instant Download	Instant Download PLUS	Mailed To-Your-Door
	Courses 1, 2, 3, 4 and 5 of the Staging Diva Home Staging Business Training Program	✓	✓	✓
	Home Staging Business Quick-Start Checklist	✓	✓	✓
	Home Staging Consultation Checklist with Room-by-Room Client Planning Forms	✓	✓	✓
	Staging Diva Network Online Discussion Group - 2 Month Trial	✓	✓	✓
	Action Guide: Planning Notes, Worksheets and Scorecards		✓	✓
	One Hour Question & Answer Recording with Debra Gould		✓	✓

Save Hundreds of Dollars With Any of These Course Packages!



With the Mailed-To-Your-Door package, your course materials are shipped to you in an attractive binder and CD media case. You will receive an actual set of tangible materials; there will be nothing to download.

With the less-expensive Instant Download packages, you can get started right away since you don't have to wait for your package of materials to come in the mail!

You can also choose to sign up for individual courses one at a time, but you'll save money by signing up for all 5 courses at a discounted package price. Full course descriptions and free audio samples are located at the following web page:

www.stagingdiva.com/homestagingtraining.html

- Download a FREE guide to all our resources here: <http://tinyurl.com/SDResources>
- You can learn more about Staging Diva products here: <http://stagingdiva.com/store>



You must complete all 5 courses to be a Staging Diva Graduate, but you can take as long as you like.



Graduates can participate in a number of programs, such as Project Referrals, the Staging Diva Directory of Home Stagers, Staging Diva Dialog and Staging Diva Network. They also receive a badge to use on their websites or in their marketing materials.

You'll receive your personalized Staging Diva Graduation Certificate (along with marketing material you can use to promote your business) by mail once you've ordered all 5 Staging Diva courses.

Here's what a few of our Graduates had to say after their training:



"Debra is a true professional. After checking out other training programs, I kept coming back to hers. I'm so glad that I did and highly recommend the [Staging Diva Training Program](#) to others wishing to learn the business part of staging. Debra's knowledge and experience in the field are awesome. I'm so glad she made the program available for the rest of us."

Debra Johnson (TX)
Keep It Simple Staging



"I had no idea that a training program taken from home would give me anything close to this much information, inspiration, and motivation! The [Staging Diva courses](#) have made it possible for me to confidently visualize myself staging homes for a living. This will change my life!"

Susan O'Connor (WI)
Staged 4 the Sale, Inc.



"The [Staging Diva Program](#) was an excellent investment, not only in my new business venture, but also in my own future. Everything you need PLUS so much more is included in this program. When you listen to the recordings, you will not only be educated on home staging, you will be inspired!"

Lisa Liberatore (NJ)
Brown Butterfly Interiors, LLC



"Debra, your [Staging Diva Program](#) is fabulous! I loved hearing your voice in the course recordings which made me feel like I was part of the live group. You go step by step through the specific how-to's of building a staging business, not a staging hobby. I'd recommend your program to any home stager who is ready to take his or her business seriously."

Sue Rasmussen (MN)

- Download a FREE guide to all our resources here: <http://tinyurl.com/SDResources>
- You can learn more about Staging Diva products here: <http://stagingdiva.com/store>

Free Staging Diva® resources for home stagers



Staging Diva Dispatch:

Articles, Tips and Inspiration for New and Established Home Stagers

[Click here to subscribe to this free newsletter](#)



Home Staging Business Report:

Information, Tools and Inspiration to Grow Your Real Estate Staging Business

[Click here to read free blog articles](#)



Free Course:

12 Tips For a Successful Home Staging Business

[Click here to take this free course](#)



Free Report at the Staging Diva Art Shop:

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

[Click here to download this free report](#)



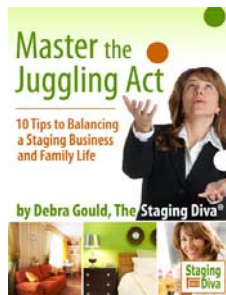
2 Free "Ask Staging Diva" Reports:

"Can a regular person like me become a successful home stager?"

[Click here to download this free report](#)

"Can I grow a home staging business in a depressed economy?"

[Click here to download this free report](#)



Free Fan Bonus Report on Facebook:

Master the Juggling Act: 10 Tips to Balancing a Staging Business and Family Life

[Click here to download this free report](#)

- Download a FREE guide to all our resources here: <http://tinyurl.com/SDResources>
- You can learn more about Staging Diva products here: <http://stagingdiva.com/store>

Additional Staging Diva® resources for home stagers



Staging Diva Sales Script: How to Avoid the Free Estimate Trap and Turn Homeowners into Home Staging Customers in One Phone Conversation



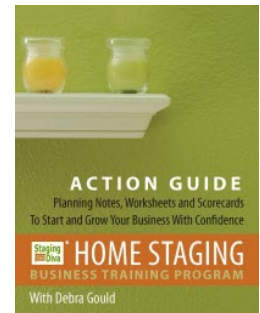
Staging Diva Ultimate Design Guide: Home Staging Tips, Tricks and Floor Plans



Staging Diva Ultimate Color Guide: The Easy Way to Pick Color for Home Staging Projects



Staging Diva Ultimate Portfolio Guide: Winning Clients with the Perfect Home Staging Portfolio



Staging Diva Training Program Action Guide: Planning Notes, Worksheets and Scorecards to Start and Grow Your Business with Confidence



Staging Diva Home Staging Business Quick-Start Checklist: 20 Steps to Start Your Home Staging Business



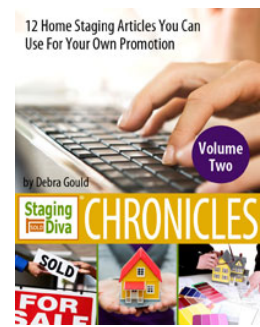
Staging Diva Home Staging Consultation Checklist with Room-by-Room Client Planning Forms



Home Stager's Guide to Twitter: Building Your Home Staging Business One "Tweet" at a Time



Staging Diva Chronicles Volume 1: 12 Home Staging Articles You Can Use for Your Own Promotion



Staging Diva Chronicles Volume 2: 12 Home Staging Articles You Can Use for Your Own Promotion

Resources continued on next page

- Download a FREE guide to all our resources here: <http://tinyurl.com/SDResources>
- You can learn more about Staging Diva products here: <http://stagingdiva.com/store>

Additional Staging Diva® resources for home stagers



Special Report:
7 Massive Mistakes
That Can Kill Your
Home Staging
Business and How to
Avoid Them



Staging Diva Home
Staging Business
Booster 1 eCourse



Simple Marketing
Plan Companion:
A Stress-Free
Approach to
Promoting Your
Staging Business



Home Staging
Website CheckUp:
A Personal Review
with The Staging Diva,
Debra Gould



14 Marketing Ideas to
Rev Up Your Home
Staging Business



Staging Diva Network:
Online Discussion
Group for Graduates
of the Staging Diva
Training Program



Staging Diva Dialog:
Monthly Question and
Answer Calls with The
Staging Diva and
Fellow Graduates



Staging Diva
Accelerator Coaching:
One-on-One Business
Advice from Debra
Gould to Rev Up Your
Business Growth



Staging Diva Rewards:
Earn Rewards When You Recommend Staging
Diva Resources to Others



Staging Diva Directory of Home Stagers:
Promote Your Home Staging Business While
Saving Time and Money



All Staging Diva products and services come with a 100% Satisfaction Guarantee or your money refunded!

- Download a FREE guide to all our resources here: <http://tinyurl.com/SDResources>
- You can learn more about Staging Diva products here: <http://stagingdiva.com/store>

Recommended training curriculum

For new and aspiring home stagers

If you're just beginning the startup phase of your home staging business and you need assistance getting things underway, you'll find the following Staging Diva resources helpful:

- [Staging Diva Home Staging Business Quick-Start Checklist](#)
20 Steps to Start Your Home Staging Business
- [Staging Diva Home Staging Consultation Checklist](#)
with Room-by-Room Client Planning Forms
- [Staging Diva Training Program Action Guide](#)
Planning Notes, Worksheets and Scorecards to Start and Grow Your Business with Confidence
- [Staging Diva Home Staging Business Training Program](#)
Instant Download PLUS or Mailed-To-Your-Door packages include all 5 courses plus the Action Guide and 2 checklists listed above (and a bonus Q&A recording!)

For struggling home stagers

If you've already opened your home staging business but you lack confidence or you're not making enough money, you'll find these Staging Diva resources helpful:

- [Course Two](#)
The Business of Home Staging: What You Need to Start and How to Grow
- [7 Massive Mistakes](#)
That Can Kill Your Home Staging Business and How to Avoid Them
- [14 Marketing Ideas](#)
to Rev Up Your Home Staging Business
- [Staging Diva Home Staging Consultation Checklist](#)
with Room-by-Room Client Planning Forms
- [Staging Diva Accelerator Coaching](#)
One-on-One Business Advice from Debra Gould to Rev Up Your Business Growth
- [Home Staging Website CheckUp](#)
A Personal Review with The Staging Diva, Debra Gould

Training curriculum continued on next page

- Download a FREE guide to all our resources here: <http://tinyurl.com/SDResources>
- You can learn more about Staging Diva products here: <http://stagingdiva.com/store>

Recommended training curriculum

For building and growing your home staging business

Whether you're new to home staging or you've been in business for a while, the following resources will help you build a more successful staging business:

- [Staging Diva Ultimate Portfolio Guide](#)
Winning Clients with the Perfect Home Staging Portfolio
- [Staging Diva Ultimate Design Guide](#)
Home Staging Tips, Tricks and Floor Plans
- [Staging Diva Ultimate Color Guide](#)
The Easy Way to Pick Color for Home Staging Projects
- [Staging Diva Home Staging Consultation Checklist](#)
with Room-by-Room Client Planning Forms
- [Staging Diva Sales Script](#)
How to Avoid the Free Estimate Trap and Turn Homeowners into Home Staging Customers in One Phone Conversation
- [Staging Diva Chronicles: Volumes 1 & 2](#)
12 Home Staging Articles You Can Use for Your Own Promotion
- [Home Staging Website CheckUp](#)
A Personal Review with The Staging Diva, Debra Gould
- [Home Stager's Guide to Twitter](#)
Building Your Home Staging Business One "Tweet" at a Time
- [Staging Diva Accelerator Coaching](#)
One-on-One Business Advice from Debra Gould to Rev Up Your Business Growth

For Staging Diva Graduates

We offer continued support to our Graduates with a number of advanced products and services:

- [Staging Diva Directory of Home Stagers](#)
Promote Your Home Staging Business While Saving Time and Money
- [Staging Diva Dialog](#)
Monthly Question and Answer Calls with The Staging Diva and Fellow Graduates
- [Staging Diva Network](#)
Online Discussion Group for Graduates of the Staging Diva Training Program
- [Staging Diva Rewards](#) (open to non-Graduates)
Earn Rewards When You Recommend Staging Diva Resources to Others

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- Download a FREE guide to all our resources here: <http://tinyurl.com/SDResources>
- You can learn more about Staging Diva products here: <http://stagingdiva.com/store>