

# Staging Diva® Guide to Programs & Resources



**A Summary of Products and Services Created by  
Internationally Recognized Staging Expert Debra Gould**



### 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 the “Staging Diva Guide to Programs & Resources,” we'd like to offer you \$10 off your next Staging Diva purchase when your order totals \$50 or more.

To get your \$10 off, simply enter the coupon code **STAGER10nw** and hit the "apply coupon" button when placing your order at [www.stagingdiva.com/store](http://www.stagingdiva.com/store)

Please note this coupon expires in 30 days and cannot be used during sales or combined with other promotional offers. Only one coupon may be used per order.



This guide describes the many Staging Diva resources that can help you succeed as a home stager. Please take some time to learn about these resources, and consider forwarding this guide to others who might be interested in pursuing a home staging career.

Inspiration, training and support to make money in your own staging business

For more information on Staging Diva programs visit: [www.stagingdiva.com/store](http://www.stagingdiva.com/store)



Do you watch TV shows like “House Doctor,” “Designed to Sell,” “Sell This House” and others? Have you wondered if decorating homes to sell for clients is a business you’d like to start and whether you could actually make money from it? Perhaps your friends have been asking you for years to help them decorate their homes or get them ready to go on the market. Maybe you’re already at a crossroads due to a layoff, divorce, early retirement or your kids starting school.

Or maybe you’re like Staging Diva® Debra Gould, who bought, decorated and sold 6 of her own homes before realizing she had a talent for significantly increasing the value of a house, and that this talent could be used to build a successful home-based business. With an MBA in marketing, over 20 years’ experience as an entrepreneur and over 8 years’ experience growing her own staging business, Debra Gould is uniquely qualified to help others enjoy the same success she has had building an international reputation as a professional home stager.

**Would you like to explore whether Home Staging is the right business for you? We offer a [FREE Staging Diva Quiz](#) to help you find out, plus a number of other information products to help you learn more about the business and get to know Staging Diva. With over 4,000 students and graduates on 5 continents, Staging Diva is one of the most respected names in home staging training today.**

There is no obligation to buy anything. These FREE gifts are part of Debra Gould’s mission to inspire other like-minded women and men with the tremendous opportunity the home staging business provides for creative satisfaction, and both personal and financial freedom.

With the [FREE Staging Diva Quiz](#) you get 2 surprise bonuses, PLUS an invitation to join Debra Gould and be part of a live telephone audience. Listen to Debra’s story about how she reinvented her own life to follow her dreams while supporting her family, and learn more about what the life of a home stager is like.



With the right training and support, you can grow your own home-based business around the other demands on your time. Whether you’re already established, or just starting a home staging business, you’ll find courses that you can take no matter what city you live in, and a growing list of other tools to help you.

**Sign up for the [FREE Staging Diva Quiz](#) today. You’ll be well on your way to discovering whether home staging is the right home-based business for you.**

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## Staging Diva® Dispatch: FREE Monthly Newsletter



As a member of the Staging Diva community, you'll receive a free subscription (value: \$39) to Staging Diva Dispatch, our newsletter of key ideas, articles and announcements of new services that can help you with your business. We also celebrate success

stories from our Graduates, and once you're part of that group, we'll promote your business too! Being included gets you free exposure at [www.stagingdivadispatch.com](http://www.stagingdivadispatch.com)

## Home Staging Business Report: FREE Blog & Staging Project Referral Service



The Home Staging Business Report is a collection of free articles written by Debra Gould for people starting or building home staging businesses. "Blog" is short for "web log" and refers to an online diary. It's

like a website, but different because it's updated frequently with new "posts." It also contains searchable archives of past posts grouped by category.

### Find out about home staging projects in your area

We advertise hundreds of home staging jobs that you can apply for as long as you're a Graduate of the Staging Diva Program and you have a website or a profile page on the Staging Diva Directory of Home Stagers (so clients can see your portfolio).

### You can subscribe FREE to have a summary of articles emailed to you

You can log in any time to see the latest article posting and read previous ones at [www.stagingdiva.com/homestagingbusiness](http://www.stagingdiva.com/homestagingbusiness) And if you "subscribe" using the form in the green sign-up box on the left column once you're there, you'll have a summary of the articles emailed to you. That way you'll find out about home staging projects within 24 hours of when they are posted.

Another important feature of a "blog" is that it allows you to post your own comments on the stories. This is a way for you to boost your own Internet presence by having your name, business name and comments appear on this high-traffic site! So, if you find one of the stories inspiring and you want to add your thoughts, look for the "add your comments" link at the bottom of any post and add your comments!

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



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.

This report will inspire you with 10 real-life examples of people whose lives have been changed by their home staging careers. Get a behind-the-scenes peek at these home stagers!

Get this FREE report at the following web page:

[www.stagingdiva.com/be-a-stagingdiva.html](http://www.stagingdiva.com/be-a-stagingdiva.html)

## FREE Ask Staging Diva® Special Report: “Can I grow a home staging business in a depressed economy?”



The news has been filled with stories about job loss, foreclosures, lower house prices, and enough doom and gloom to make you want to run and hide. If you're losing the courage to follow your dreams because of the dismal economic news, it's time to learn the other side of the story.

Maybe you've been thinking about starting a home staging business or wondering if you should continue to put effort into the one you have, but your fears about the economy are holding you back. Perhaps your spouse objects to the whole idea due to anxieties about what's in the news. If either of these situations applies to you, this is a report you can't afford to miss!

Get this FREE report at the following web page:

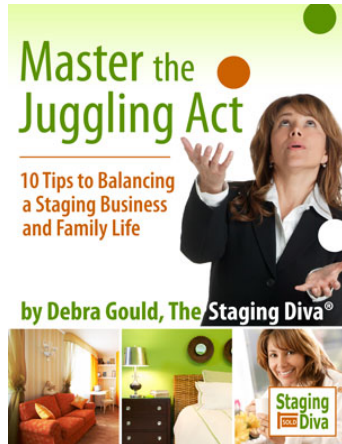
[www.stagingdiva.com/economyreport.html](http://www.stagingdiva.com/economyreport.html)

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



It's difficult to strike the ideal work-life balance when you're self-employed. While a staging career allows more flexibility and freedom than most jobs, the stress of trying to juggle everything can seem overwhelming at times.

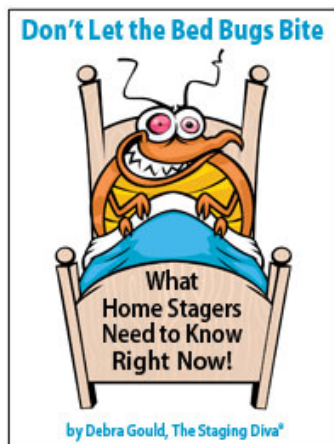
The good news is that there are lots of small changes you can implement in your day-to-day routine that can help tremendously.

In this report, Debra Gould shares her 10 best tricks for balancing your home staging business with your family life. Even if you only implement a few of her ideas, you'll find your days a lot less hectic and a lot more enjoyable.

Get this FREE report at the following web page:

[www.facebook.com/TheStagingDiva](http://www.facebook.com/TheStagingDiva)

## FREE Report: Don't Let the Bed Bugs Bite What Home Stagers Need to Know Right Now!



Every day brings new headlines about how bed bugs are taking over hotels, homes, stores and movie theaters! If you're in the home staging business, what does all this bed bug paranoia mean for you?

As a home stager, you're in and out of your clients' homes plus many vacant properties on the real estate market. This can leave you vulnerable to picking up bed bugs along the way and spreading them to your own home or those of your clients.

This report contains practical tips to help home stagers protect their home staging businesses from bed bugs.

Get this FREE report at the following web page:

[www.stagingdiva.com/bedbugtipsforhomestagers.html](http://www.stagingdiva.com/bedbugtipsforhomestagers.html)

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## FREE Course: 12 Tips for a Successful Home Staging Business



For anyone who has watched one of those decorating programs on HGTV and thought, “Hey, I could do that!”—starting a home staging business is the best way to actually make “that” happen. If you have a natural flair for decorating, you already have the basic skill you need to become a successful home stager.

But if you’re like most creative people, you need some business training to learn how to build a profitable enterprise from your talent.

The Staging Diva®, Debra Gould, has developed an informative FREE Course, 12 Tips for a Successful Home Staging Business, to give aspiring home stagers some practical advice to use as they start their businesses.

*“For those of you who haven't experienced Debra's classes personally, you are MISSING OUT! She is an absolute business whiz—and that is a huge factor in why her training stands out.”*

**Pam Lachance**  
Redesigning Real Estate

### This FREE course will teach you:

- Whether or not home staging is the right career for you
- The truth about home staging accreditations
- How much money you can expect to make as a home stager
- How to ensure you’re presenting a polished image
- Why you should never give away free estimates
- More about marketing your home staging business
- What’s needed for your home staging portfolio
- How to get ready for your first home staging consultation
- How to recommend color in home staging
- And much more!

Sign up for this FREE course at the following web page:

[www.stagingdiva.com/free-12-tips-staging-course.html](http://www.stagingdiva.com/free-12-tips-staging-course.html)

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## The Staging Diva® Home Staging Business Training Program

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.

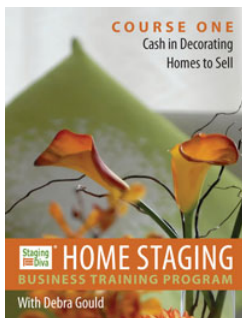


100% Satisfaction Guarantee or your money refunded.

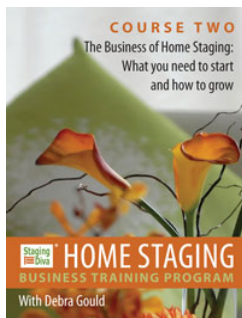
You'll hear what other participants asked during the classes and Debra's answers to their questions. And you'll also have the added benefit of listening to the material as often as you like! There is a ton of information crammed into the 10 hours of course recordings, so being able to listen to the material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

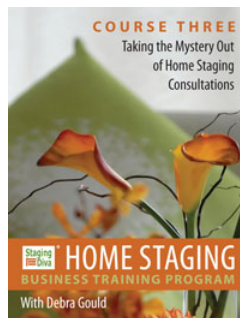
### The Staging Diva Home Staging Business Training Program includes the following 5 courses, which can be ordered individually or as a package:



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](http://www.stagingdiva.com/homestagingtraining.html)







**Inspiration, training and support to make money in your own staging business**

For more information on Staging Diva programs visit: [www.stagingdiva.com/store](http://www.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](http://www.stagingdiva.com/homestagingtraining.html)

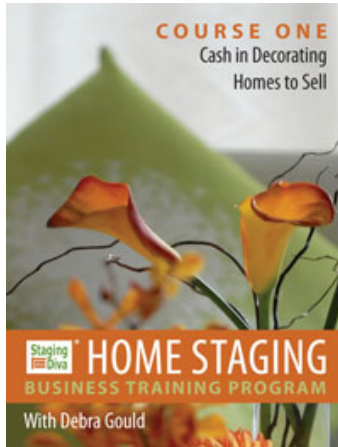
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## Staging Diva® Courses – Include Audio Recording and Study Notes

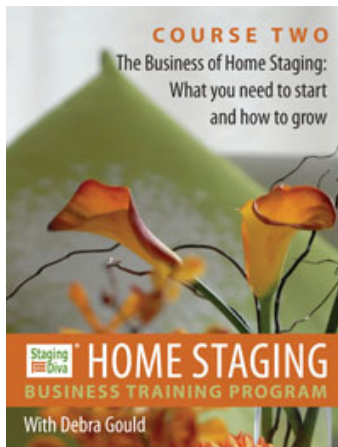
### Course 1 – Cash in Decorating Homes to Sell



- What is home staging?
- Top 5 reasons home staging works
- 7 reasons this is a growth business and what that means for you
- 4 key factors affecting how you work with a staging client
- Services you can offer as part of your staging business
- Key factors to consider when starting a home staging or house fluffing business
- Overcoming the hurdles of starting your own business
- Top 5 Survival Strategies for being your own boss (Debra's been an entrepreneur since 1989!)

Read more at the following web page: [www.stagingdiva.com/homestagingtraining.html](http://www.stagingdiva.com/homestagingtraining.html)

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



- Ideal traits/background for being a home stager
- What you need to get started and to grow
- Why you should register a business
- Why there's no such thing as staging "accreditation"
- 4 top ways to build trust and credibility as a stager
- How to charge for your services (learn what others charge and what's wrong with their pricing strategies)
- Pros and cons of owning a home staging inventory
- How to get designer discounts
- Top 10 low-budget ways to grow your home staging business

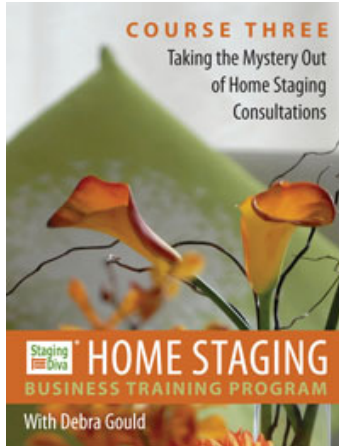
Read more at the following web page: [www.stagingdiva.com/homestagingtraining.html](http://www.stagingdiva.com/homestagingtraining.html)

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### Course 3 – Taking the Mystery Out of Home Staging Consultations (includes bonus Home Staging Checklist with Room-by-Room Planning Forms)



- How to turn a potential buyer into a paying client
- Avoiding the "free estimate trap"
- What to wear and bring to a home staging client consultation
- How to start your client meeting
- What to look for and how to communicate that effectively without offending your clients
- Who moves what and when, and other staging mysteries
- House showing survival tips to build your client relationship
- Don't chase your money: How to get paid on the spot
- Invoice templates
- How to pave the way for future sales
- Final visit: Essential ingredients for your staging "toolkit"

Read more at the following web page: [www.stagingdiva.com/homestagingtraining.html](http://www.stagingdiva.com/homestagingtraining.html)

### Course 4 – Staging Diva Sales & Marketing Secrets to Boost Your Home Staging Business



- Defining what success means to you and how that relates to what marketing strategies you might use
- Overcoming the top 5 reasons someone won't hire a home stager
- Key questions you must answer before someone will buy
- How to reach your 4 key target audiences (yes, there are 4!) and what you should know about each one
- Building your web presence and learning about search engines
- Pricing strategies to work less and earn more

Read more at the following web page: [www.stagingdiva.com/homestagingtraining.html](http://www.stagingdiva.com/homestagingtraining.html)

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## Course 5 – Over 30 More Ways to Make Money in Home Staging



- What is an alliance?
- How alliances make money for you
- Alliances vs. Partnerships
- 6 key reasons to form an alliance
- 4 key ingredients to look for
- How to find alliances
- How to negotiate a win/win situation
- Staging Diva Alliance Assessment Scorecard to evaluate candidates
- Wrap-up questions from the Training Program
- Invitations to Graduate-only ongoing support services

Read more at the following web page: [www.stagingdiva.com/homestagingtraining.html](http://www.stagingdiva.com/homestagingtraining.html)



You must complete all 5 courses of the Staging Diva Home Staging Business Training Program to be considered a Staging Diva Graduate, but you can take as long as you like to do so. If cash flow is an issue, order the courses one at a time to spread out the cost.

Staging Diva Graduates are able to participate in a number of programs, such as Project Referrals, the Staging Diva Directory of Home Stagers, Staging Diva Dialog and Staging Diva Network.



Whether you order Staging Diva courses one at a time—or take advantage of the significant discount available when you purchase a 5-course package—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.



Staging Diva Graduates also receive artwork for a badge that they can put on their websites or use in their other marketing materials.

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## Staging Diva® Home Staging Business Quick-Start Checklist



Starting a new business can be intimidating at times. There are so many things to consider and so many steps to take. Sometimes just trying to figure out what to do first can seem overwhelming. This quick-start guide to the first 20 steps you need to start your home staging, house staging, or real estate staging business will keep you focused and organized. You get this as a FREE bonus when you sign up for all 5 courses of the [Staging Diva Home Staging Training Program](#).

Read more at the following web page:

[www.stagingdiva.com/homestagingbusinessquickstart.html](http://www.stagingdiva.com/homestagingbusinessquickstart.html)

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



This is 2 products in 1! The Home Staging Consultation Checklist includes:

- Considerations before your house staging appointment
- What items to bring to your client appointment
- Important considerations as you start your client meeting
- The process to follow during your meeting
- What items to consider both inside and outside the home
- How to conclude your real estate staging appointment and get paid

The Room-by-Room Client Planning Forms are ready for you to customize with your own logo and contact information on the front page, then you photocopy the rest and you have a professional-looking and thorough room-by-room plan to fill in as you do your consultation and leave with your clients at the end of your meeting.

FREE bonus when you sign up for Course 3 of the Staging Diva Home Staging Business Training Program.

Read more at the following web page:

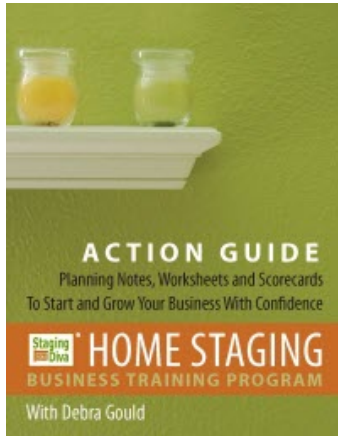
[www.stagingdiva.com/homestagingchecklist.html](http://www.stagingdiva.com/homestagingchecklist.html)

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For more information on Staging Diva programs visit: [www.stagingdiva.com/store](http://www.stagingdiva.com/store)



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



This guide will help you stay organized and assist you in moving forward through the start-up process of your business in a step-by-step fashion. All the worksheets and planning notes that relate to the action steps and homework throughout the Staging Diva Training Program are laid out for you in this easy-to-use Action Guide.

FREE when you purchase the Download PLUS package or Mailed-To-Your-Door package.

Read more at the following web page:  
[www.stagingdiva.com/sdtrainingworkbook.html](http://www.stagingdiva.com/sdtrainingworkbook.html)

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



Home staging expert Debra Gould, The Staging Diva, has personally staged hundreds of homes without ever going to visit a prospective client to do a free estimate. You'll learn how she's able to avoid doing free estimates even though she has always been surrounded by other stagers who do.

In this unique product, she takes you behind the scenes to discover exactly what she says to homeowners when they call and say: "I'm thinking of having my home staged. What does it cost?" or "Can you come over for a free estimate?"

This Sales Script took Debra from zero income to earning \$10,000 a month staging homes in her second year in business.

You're about to learn what she says word for word to get prospects to book a paid meeting with her! Use her words in your own conversations, and you'll be well on your way to at least doubling your business.

Read more at the following web page:  
[www.stagingdiva.com/homestagingsalescript.html](http://www.stagingdiva.com/homestagingsalescript.html)

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## Staging Diva® Chronicles: Volume 1 & 2 Home Staging Articles You Can Use for Your Own Promotion



If you've already tried to build your own website or write a newsletter or brochure, you know that writing can be a challenge and is very time-consuming.

Save yourself countless hours of research and writing by using these articles to promote your services or to teach others about home staging.

All you need to do is copy and paste the content into your own newsletters, blogs or even your website following the instructions provided in this special report.

Each volume of Staging Diva® Chronicles contains 12 unique articles written by Debra Gould. You can buy the volumes one at a time or save money by getting them both at once. Here's a sample of what you'll find in each volume:

### Staging Diva® Chronicles Volume 1:

- Home staging aids homeowners facing foreclosure
- Home staging a must-have tool for real estate agents
- 5 massive mistakes homeowners make when hiring a home stager
- Home staging means buyers shouldn't have to stretch their imaginations

*"Debra Gould is a Master at Marketing! A true professional with wit and humor, and open to share all her success. A coach who has done all the legwork to streamline the process for you. Brilliant!"*

**Carla Savko**  
Homes with Pizzazz

### Staging Diva® Chronicles Volume 2:

- Top 5 staging tips for home sellers
- Staging helps sellers outshine their competition
- Home staging boosts demand for rental properties
- Stagers help real estate agents stop wasting time

Read more at the following web page:

[www.stagingdiva.com/chroniclesstagingarticles.html](http://www.stagingdiva.com/chroniclesstagingarticles.html)

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



When you're confident you can stage any room in any home, you'll be able to take that time and energy you'd normally spend worrying about what to do and focus it on building your business instead.

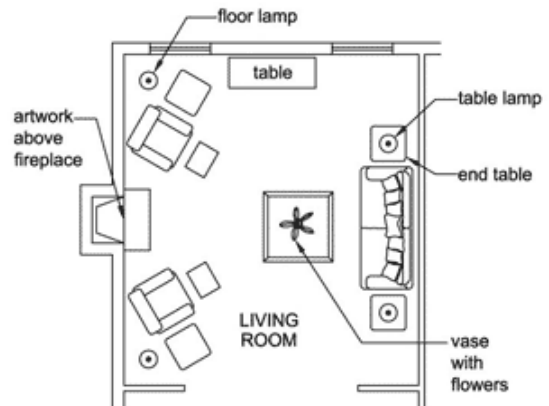
This must-have resource for home staging professionals tells you exactly what to do in every conceivable home staging scenario. The Staging Diva boosts your design confidence as she takes you room by room with tons of tips and tricks delivered in an entertaining, conversational format. Lots of accompanying photos and sample floor plans will help you visualize and learn all the staging design concepts.

More than "just" a design guide, this essential tool will not only tell you exactly how to stage every space in a home (including exteriors, attics, basements and laundry areas) but it goes well beyond that.

With this Design Guide, you'll learn everything Debra Gould picked up through trial and error while staging hundreds of clients' homes. From mid-market town homes and downtown condos to sprawling suburban homes, traditional or modern, Debra has staged them all and can help you avoid the most common home staging pitfalls.

Read more, including the complete table of contents, at the following web page:

[www.stagingdiva.com/homestagingdesignguide.html](http://www.stagingdiva.com/homestagingdesignguide.html)



*"The Ultimate Home Staging Design Guide definitely gave me a fresh outlook. I enjoyed studying the accompanying photos and they gave me inspiration for my future projects. Your room by room guide along with floor plans was so descriptive and clear, it gave me confidence to tackle any project!"*

**Kulli Yee, Ilus Design**

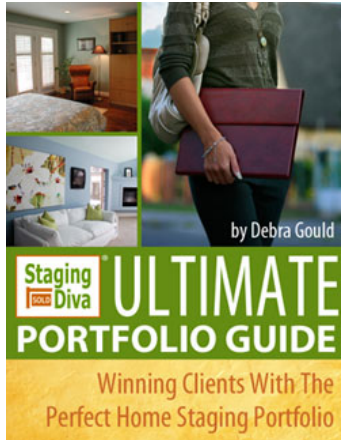
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## Staging Diva® Ultimate Portfolio Guide: Winning Clients with the Perfect Home Staging Portfolio



A "portfolio" is a key tool in presenting your talents to prospective customers. With worksheets, checklists and countless writing and photography tips, this eBook teaches you how to create a portfolio to win business!

Your home staging portfolio can take the form of a website, a profile page in the [Staging Diva Directory of Home Stagers](#), or an album or scrapbook.

This guide contains over 100 pages of very detailed information specific to creating a staging portfolio.

### What a Home Staging portfolio should contain:

Take the guesswork out of trying to decide what to include in your portfolio, how to shoot the right "before" and "after" photos, and how to write about your talents.

There's nothing like facing a blank screen or sheet of paper to let those voices of doubt creep into your consciousness. "I don't have any talents! Why would anyone hire me?" Debra will help you silence those doubts by helping you recognize your unique talents. She prods you with questions and then gives you copywriting tips to perk up your text.

### Are you afraid of shooting your own before and after photos?

The Staging Diva, Debra Gould, shares her secrets for shooting great before and after photos. Don't even think of using stock images to sell your services.

You're selling your design talents, so you need to show them to prospective clients. Debra will show you how to do that. Learn how to present your home staging business and your unique talents with confidence! It will make the difference between having a creative hobby and having a real career as a home stager!

*"The Staging Diva Ultimate Portfolio Guide is fantastic!! Everyone interested in the business of home staging should read it. I especially liked how you went into detail about how to take perfect photos. Your guide is not only helpful to home stagers but to Realtors who take listing photos."*

**Laura Jensen, Lakeshore  
Staging and Redesign LLC**

Read more at the following web page:

[www.stagingdiva.com/homestagingportfolioguidepromo.html](http://www.stagingdiva.com/homestagingportfolioguidepromo.html)

**Inspiration, training and support to make money in your own staging business**

For more information on Staging Diva programs visit: [www.stagingdiva.com/store](http://www.stagingdiva.com/store)



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



If you're overwhelmed by the thousands of paint colors in the Benjamin Moore Designer's Kit or you're unsure of when and how to make color recommendations to your clients, this eBook will save you hundreds of hours.

This guide includes 30 tips for choosing staging colors, 80 specific color names and numbers for walls, ceilings, floors, doors and trim, and 15 Staging Diva home staging color palettes—and more.

This is not about memorizing formulas; it's about learning what to do and boosting your own color confidence.

### Have you been stumped flipping through a paint swatch book?

Are you worried about quickly coming up with paint recommendations at your next home staging client meeting? The "Staging Diva Ultimate Color Guide: The Easy Way to Pick Color for Home Staging Projects" will help prepare you for your next home staging consultation.

Internationally recognized home staging expert Debra Gould, who is called "as color conscious as Matisse" in a magazine cover story, shares specific color names and numbers for you to choose from. These are her favorite paint colors after decorating hundreds of homes to sell, and seeing what colors work best under different lighting conditions.

Take the guesswork out of trying to pick colors during a home staging consultation. Debra will tell you the process she uses to quickly and easily develop a home staging color palette to appeal to homebuyers.

*"I love the Color Guide. This was the topic I was most nervous about as I didn't know that different colors, lighting and sheens make all the difference. Now I'll be more confident when explaining these details to clients. I never would have thought it would be so easy to learn!"*

**Francesca Midolo  
Staged with Elegance**

Read more at the following web page:  
[www.stagingdiva.com/homestagingcolorguidepromo.html](http://www.stagingdiva.com/homestagingcolorguidepromo.html)

**Inspiration, training and support to make money in your own staging business**

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



The Home Stager's Guide to Twitter takes you from "just getting started" on this social media platform to using advanced Twitter strategies to build your home staging business.

You'll learn the 12 reasons you should be on Twitter, how to set up your account properly on this FREE service, the different types of "tweets" and when to use them, how to create the right image for your staging business, how to attract potential customers and how to use Twitter to drive visitors to your website or blog.

### You can grow your home staging business on Twitter, if you know how to use it right

Twitter is a powerful way to build your home staging business when you know how to use it properly. It is also a phenomenal tool to increase traffic to your website or blog when you use the strategies in the Home Stager's Guide to Twitter.

While this guide is written assuming you are a total beginner with little or no experience with Twitter, this eBook is more than "just" a beginner's guide.

Once you've mastered the basics presented, this essential guide will also introduce you to more advanced strategies. You can approach these when you're ready.

Read more at the following web page:  
[www.stagingdiva.com/twitterguideforhomestagers.html](http://www.stagingdiva.com/twitterguideforhomestagers.html)

*"The Home Stagers Guide to Twitter is very comprehensive, easy to read and way too much fun to use! I consider myself to be techno-challenged, but this guide actually made me feel quite smart. I adore you for that! I am also excited about following other home-stagers and re-designers whose business sense, success stories and informative tweets are inspiring to me."*

**Jayne Steuart  
Pearl Home Staging  
and Redesign LLC**

Inspiration, training and support to make money in your own staging business

For more information on Staging Diva programs visit: [www.stagingdiva.com/store](http://www.stagingdiva.com/store)

## 14 Marketing Ideas to Rev Up Your Home Staging Business



If you don't put focused effort into marketing your business, nobody will ever know how talented you are as a home stager.

This special report takes the mystery out of marketing by giving you 14 no-cost and low-cost ways to start promoting your business right now. Any of these ideas will rev up your business by helping you attract new clients.

This report contains 14 pages of inspiring ideas that you can act on immediately, without feeling like you need to write a whole business or marketing plan first.

Read more at the following web page:

[www.stagingdiva.com/store#fourteenmarketing](http://www.stagingdiva.com/store#fourteenmarketing)

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



Too many stagers, once full of passion and excitement, end up fizzling out and closing their doors because they never really started marketing or they stopped marketing as soon as they had "enough" projects. You don't want to make either of these mistakes if you're serious about having a real staging business that meets your financial needs while letting you live the life of your dreams.

This guide will remove the intimidation factor around creating a marketing plan, prompt you to change the ways you promote your business and remind you to take continual action to keep your business (and your life) moving forward in the direction you really want it to go.

Read more at the following web page:

[www.stagingdiva.com/stagingmarketingplan.html](http://www.stagingdiva.com/stagingmarketingplan.html)

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For more information on Staging Diva programs visit: [www.stagingdiva.com/store](http://www.stagingdiva.com/store)



## 7 Massive Mistakes That Can Kill Your Home Staging Business and How to Avoid Them



In this 17-page special report by home staging expert Debra Gould, you'll learn how to avoid the 7 massive mistakes that can:

- Be devastating to your business
- Cost you referrals
- Tarnish your reputation
- Cause financial ruin
- Or all of the above!

This report contains useful tips for new home stagers and those who have been in the business for a year or two.

Read more at the following web page:  
[www.stagingdiva.com/store#massivemistakes](http://www.stagingdiva.com/store#massivemistakes)

## Home Staging Website CheckUp



Could your home staging website use some "staging" of its own?

You're a home stager, not a website designer or a computer programmer, yet the quality of your home staging website is a big factor in how much money you'll make as a stager.

Getting a Home Staging Website CheckUp is a great way to fine-tune your website, learn how to get more visitors, and discover the secrets for getting your visitors to pick up the phone and call you!

Home staging expert Debra Gould, The Staging Diva, has been building her own websites since 1999. During your Website CheckUp she'll personally review the content of your site (including text, photos, layout and links) and look at the "hidden code" to make sure it's right so that Google can find you.

Read more at the following web page:  
[www.stagingdiva.com/homestagingwebsitecheckup.html](http://www.stagingdiva.com/homestagingwebsitecheckup.html)

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For more information on Staging Diva programs visit: [www.stagingdiva.com/store](http://www.stagingdiva.com/store)



## Staging Diva® Home Staging Art Shop



The goal of any home staging project is to create an environment where potential buyers fall in love with a home and imagine living there. Art plays an important role as a backdrop that enhances the beauty of the house itself. But choosing art for your home staging clients can be a time-consuming process. That's why the Staging Diva Home Staging Art Shop was created.

In the Staging Diva Art Shop gallery, you'll find art that is appropriate for home staging and will complement any room without taking over. No more running around looking for artwork and second-guessing yourself!

You can view the whole gallery or zero in on art for a specific room type, subject or genre. Once you hit the "Buy" button, you'll be taken to a page that lets you choose the finished size, whether you want the piece printed on paper or canvas, and the type of framing desired. You can do all of this from the comfort of your own home, and your selections are delivered right to your door. This saves you time and money while giving you another way to earn revenue from your home staging business.

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

**Get your [FREE copy](#) of the *Staging Diva's Top 10 Tips for Using Art in Home Staging!***

If you want to have your own inventory of art to rent to your clients, you can almost double your money within the first year, and that's all passive income. The art makes the money for you—you don't have to lift a finger!

Read more at the following web page:  
[www.stagingdivaartshop.com](http://www.stagingdivaartshop.com)

**Inspiration, training and support to make money in your own staging business**

For more information on Staging Diva programs visit: [www.stagingdiva.com/store](http://www.stagingdiva.com/store)



## Staging Diva® Home Staging Project Referral Program

One of the greatest challenges for new home stagers is finding new clients. However, once you become a Staging Diva Graduate, you're eligible to participate in the Staging Diva Home Staging Project Referral Program, which is a great way to find new clients!

Because Staging Diva has such high visibility on the Internet, we receive numerous inquiries from homeowners and real estate agents from cities all over the world! When we receive an inquiry, we direct them first to the Staging Diva Directory of Home Stagers. If they can't find a home stager there, they're invited to complete a form at the Staging Diva Home Stager Locator Service.

If the client finds a stager through a listing in the Staging Diva Directory of Home Stagers, there's no referral fee charged to the stager. If the client fills out the form using the Locator Service, we post an article at the "Home Staging Business Report" blog to advertise the project.

To apply for a specific home staging project, you simply click the link in the advertisement and then complete a form on our website. We will then review your website and application, and if we feel you're appropriate for the project, we'll recommend you. It's then up to you and the client to follow up with each other.

If you get work from this client, we collect a flat referral fee. If you don't get work, you will have gained experience dealing with a potential client at no cost to you. But remember, referrals are FREE to Staging Diva Directory members!

*"Thank you for the home staging project referral on that \$1.6 million dollar home. The staging went well and I felt confident and comfortable working with the clients thanks to what I learned in the Staging Diva Program."*

**Anne Counard  
Ideal Home Staging**

### Who can participate in the Staging Diva Home Staging Project Referral Program?

You must meet the following criteria to participate in the program:

- Be a Graduate of the Staging Diva Home Staging Business Training Program
- Have either your own website OR a profile page on the Staging Diva Directory of Home Stagers. Otherwise, we can't determine whether you're an appropriate stager for this client, and the client will have no way to evaluate you either.

Read more at the following web page:

[www.stagingdiva.com/projectreferral.html](http://www.stagingdiva.com/projectreferral.html)

**Inspiration, training and support to make money in your own staging business**

For more information on Staging Diva programs visit: [www.stagingdiva.com/store](http://www.stagingdiva.com/store)



## Staging Diva® Directory of Home Stagers



It's very hard to get hired if potential clients can't see your portfolio. Building your own website is a HUGE undertaking, and building it is only the beginning.

Then you need to maintain it and work to drive traffic to it. There are millions of home staging websites for you to compete with.

The Staging Diva Directory of Home Stagers is the fastest and cheapest way for you to get on the Internet and promote your business on a high-traffic site with visitors looking for home stagers.

Because of our many home staging related websites and the international recognition of the Staging Diva brand, we get tons of traffic to the [Staging Diva Directory of Home Stagers](#).

Plus, in a typical week we get 5 to 10 email and phone requests to recommend home stagers in a particular market. If you're a member of the Staging Diva Directory, we send these leads to you at no charge by directing the prospect right to your listing in the Directory.

*"Things happen when your business is part of the Staging Diva Directory of Home Stagers! I'm in year 4 of listing in the Directory. I never got around to building my own website and I have more staging projects than I can handle, media exposure and speaking engagements too!"*

**Leah Fritz**  
**Perfect Place Home Staging**

### Your Profile listing in the Staging Diva Directory of Home Stagers includes:

- 600 words about you and your business
- 6 portfolio photos (3 sets of before and after)
- Additional décor detail photo
- Photo captions to accompany portfolio shots
- Your photo and logo
- Your contact information and areas served (important for search engines)
- Links to your email and website (when you have one)
- Up to 10 keyword links for the areas you serve

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For more information on Staging Diva programs visit: [www.stagingdiva.com/store](http://www.stagingdiva.com/store)





### PLUS – Get a FREE brochure for your company!

When you commit to joining the Staging Diva Directory for a full year, we'll also design a brochure for your company for FREE! You can email this brochure to potential clients or print and photocopy it to hand out at meetings and presentations. This brochure is based on your Profile Listing and includes all your before and after shots and your copy, which we will professionally edit to fit onto your double-sided brochure.

Here are 2 examples of brochures created for Staging Diva Graduates. One chose to include the Staging Diva Graduate Badge; the other did not. It's entirely up to you.



We'll add a download button to your profile page so that potential customers can download your brochure right from your listing!



This button appears on your Profile Page so visitors can grab your brochure!

This **FREE BENEFIT** is worth hundreds of dollars, and it's all done for you when you're a member of the Staging Diva Directory of Home Stagers.

*"What a success going to open houses with my new company brochure! I was able to hand it out to prospective clients and have a productive conversation while they were looking at my work and the services I offer! This free brochure brought more effective and progressive marketing for my company! Thank you for the time you spent on this fabulous tool!"*

**Tiffany Cobb, TKM Design Group**

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For more information on Staging Diva programs visit: [www.stagingdiva.com/store](http://www.stagingdiva.com/store)



### This is how the Staging Diva Directory works:

There is a flat fee to build your page using the text and images you provide. This fee includes editing your images to fix lighting and contrast, resizing your images, writing your page description and creating links and meta tags so that search engines can find you. It also includes a traffic boosting link to your own site when/if you have one.

There is a monthly hosting fee to maintain your Profile Page on the Staging Diva Directory, which covers our ongoing efforts to build and maintain traffic to this website. You can cancel your participation at any time.

One December Graduate got her photos together over Christmas. By the first week of January, she was listed in the Staging Diva Directory. By February, she'd earned \$3,500 in staging fees while still holding down her full-time job! She got thousands of dollars' worth of staging projects throughout the year.

In addition to staging projects, other Graduates have received major media coverage because reporters found them through their Directory listings; some have been invited to speak at events.

A listing in the Staging Diva Directory of Home Stagers gives your business instant credibility and makes it easy for homeowners and agents who are actively looking for home stagers to find you.

*"Two different Realtors called me this afternoon after finding me in the Staging Diva Directory of Home Stagers. One wants me to stage a home that's ready to go on the market and the other has invited me to speak about staging at a realty team meeting! Thank you, Debra, for your ongoing support, sharing your insights and advice, your incredible business savvy and for being invested in our success!"*

**Stacy Goade**  
**Alaska Premier Home Staging**

NOTE: Participants in the Staging Diva Directory of Home Stagers don't pay Staging Diva Referral Fees when clients find them there.

Read more at the following web page:  
[www.stagingdiva.com/stagingdirectorygetlisted.html](http://www.stagingdiva.com/stagingdirectorygetlisted.html)

**Inspiration, training and support to make money in your own staging business**

**For more information on Staging Diva programs visit: [www.stagingdiva.com/store](http://www.stagingdiva.com/store)**



## Still have questions about how the Staging Diva Directory works?

Perhaps you're wondering how to join the Staging Diva Directory of Home Stagers, how project referrals work, and whether you have to be in one to get the other. We want to clear everything up by answering the most common questions Graduates ask us.

### Do I have to be in the Staging Diva Directory of Home Stagers to get project referrals from Staging Diva?

No, as long as you have your own website. We know from referring hundreds of projects to our Graduates that it's almost impossible to get hired by a client if they haven't seen your portfolio and read about you online first.

So, if we have a project in your area and you don't have a website or a profile page on the Staging Diva Directory of Home Stagers, we won't take the time to send that project lead to you. We put our own reputation on the line recommending you, so we need to first see your portfolio and how you present yourself. We do that by looking at your profile page on the Staging Diva Directory or by visiting your website. To be very candid, if you haven't been prepared to invest in either of these methods of marketing your own business, we (like any potential client), will wonder about your own commitment to having a home staging business.

*"I had my first project within 2 weeks of joining the Directory. That one client more than paid for all my training, my listing for a whole year and some profit too. Anyone considering a listing should not hesitate to join because the Directory is a powerful marketing tool."*

**Susan Atwell  
AtWell Staged Home**

### Do I have to pay Staging Diva referral fees for project leads?

We collect a referral fee IF you are hired by someone we recommend you to. But, if a client finds you because of your listing in the Staging Diva Directory of Home Stagers, there is no referral fee. This is one of the many benefits of joining.

### Shouldn't I wait until I've staged an amazing project before joining?

No, joining will be what gets you that amazing project! It would be like waiting until you're in shape to join a gym, or your clients thinking their homes have to be perfect before they can hire you.

We'll send you tips for getting your best materials together, but we all start somewhere. Right now all your photos might be from your own house or a friend's. That's OK. As you get better projects and new client testimonials you can always update your page.

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For more information on Staging Diva programs visit: [www.stagingdiva.com/store](http://www.stagingdiva.com/store)



### Once I sign up and send my materials, how long does it take for my page to show up on the Directory?

It takes one week for your page to be finished once you submit all the required materials. If you send things in bits and pieces and don't follow the step-by-step instructions we send you once you order, it can take longer than a week.

### Do I need my own website to join the Directory of Home Stagers?

No, that's the beauty of it. As long as you can write your copy and provide before and after photos, we do the rest. This saves you the considerable time and cost of building your own site.

Also, if you have your own domain, you can "forward" it to the new page we'll be creating for you. That way you can include your domain in your marketing and instead of visitors seeing "domain parked here," they'll go directly to your page on the Staging Diva Directory of Home Stagers. This gives you time and lets you market yourself with confidence. No more apologies about why you don't already have a website. Don't worry—it's easy to do this "forwarding." We'll give you help on this once your Directory page is built.

### What if I already have my own website—is there still value in joining the Directory?

Your page on the Staging Diva Directory will be linked to your site when you have one. This is one of the quickest ways to boost your own search engine ranking, because you will be linked from our high-traffic site about home staging.

Many Directory members who also have their own websites, find that over half of their traffic to their own site comes from their link in the Staging Diva Directory. They've also been found by the media this way. That's because the Staging Diva Directory is easier to find from the millions of staging websites already on the Internet and because it is linked from thousands of other websites and covered in the media.

*"I was interviewed by the Wall Street Journal because they found me on the Staging Diva Directory of Home Stagers. I highly encourage all Graduates to join. It's a marketing investment worth every penny!"*

**Kelley D'Lima**  
Redefining Spaces

### Can my Staging Diva Directory page be linked under more than one state/province?

You can be listed in up to 4 states or provinces, plus 10 city, county or area names. These become "keyword" links to your Profile in the Directory and ensure that your listing comes up for any visitor who searches for a stager in your area.

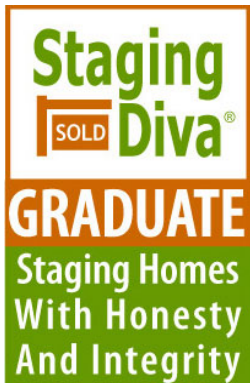
**Inspiration, training and support to make money in your own staging business**

For more information on Staging Diva programs visit: [www.stagingdiva.com/store](http://www.stagingdiva.com/store)



## How can I link my own site to Staging Diva?

When building your own site, note that Google will look at what you link to in helping it determine where to rank your site and to determine what your site is actually about. Linking to high-traffic sites about home staging will help your own search engine ranking. In other words, Google has a point system to determine where to rank the billions of websites on the Internet. One way to score points for your own home staging website is to link your site to a high-traffic site that's already a recognized source for information about home staging.



When you're a Graduate of the Staging Diva Home Staging Business Training Program, we provide a badge for you to put on your website and use in your marketing materials.

At left is a sample of one of the different sizes and layouts you will be able to choose from. You can include this badge on your site and then make the image a link back to Staging Diva. And if you're a Staging Diva Rewards Program member, you can earn cash through that link!

Here's another way you can do the linking from your own site. Possibly from an "About Us" page, insert this copy:

(Your Name) is a Graduate of [The Staging Diva® Home Staging Business Training Program](#), created by internationally known [home staging expert Debra Gould](#) of Six Elements Inc.

Be sure to include the Registered Trademark symbol ® after Staging Diva.

You would include the following links in your copy:

- The phrase "*The Staging Diva Home Staging Business Training Program*" would link to [<http://www.stagingdiva.com>](http://www.stagingdiva.com)
- The phrase "*home staging expert Debra Gould*" would link to [<http://www.sixelements.com>](http://www.sixelements.com)

If they visit these 2 sites, they'll learn more about why they need you, but you're still the person they'll hire locally.

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For more information on Staging Diva programs visit: [www.stagingdiva.com/store](http://www.stagingdiva.com/store)



## Can I join the Directory of Home Stagers if I'm not in Canada or the U.S.?

Of course! The Directory has been designed to include any country that has a Staging Diva Graduate. The whole point of the Internet is that it doesn't matter where you live. Anyone can find you once you're on the Internet. We've had requests for stagers from all over Canada, the U.S. and as far away as Israel, South Africa and New Zealand!

Read more at the following web page:

[www.stagingdiva.com/stagingdirectorygetlisted.html](http://www.stagingdiva.com/stagingdirectorygetlisted.html)

## Mini Directory Listing

If you're a Staging Diva Graduate and you already have your own home staging website, you are eligible to get a Mini Listing in the Staging Diva Directory of Home Stagers (although you can still get a Profile Listing if you prefer). A Mini Listing isn't as strong for selling your services as a complete Profile Listing, but it does give you the considerable benefits of being part of the high-traffic, well-promoted Directory. Since there is less involved on our end to build this Mini Listing, the cost to join is reduced. Choose the hosting package that's right for you.

Your logo, company name and photo will be included in your Mini Listing. Your contact information includes your 10 areas served, phone number, email and website address. And most importantly, your website address is a live link to your site. This is critical to the success of your own website marketing efforts because having a high-traffic site like the Staging Diva Directory of Home Stagers link to your smaller site is a key factor in determining your own site's search engine rankings.

## With a Mini Listing in the Staging Diva Directory, you'll:

- Get FREE project referrals.
- Benefit from all Staging Diva publicity and marketing efforts (for example, the Directory is already linked from major sites like CNNMoney.com).
- Exponentially increase your chances of getting coverage in the media because reporters find Debra Gould and then look to her Graduates for additional sources for their stories.

**Even if you only got a single project out of your listing, it would more than pay for your listing for the entire year, and likely all your training too!**

Read more at the following web page:

[www.stagingdiva.com/stagingminidirectorygetlisted.html](http://www.stagingdiva.com/stagingminidirectorygetlisted.html)

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**For more information on Staging Diva programs visit: [www.stagingdiva.com/store](http://www.stagingdiva.com/store)**



## Staging Diva® Network – Online Discussion Group



Graduates of the Staging Diva Home Staging Business Training Program can join the Staging Diva Network. This online discussion group is a great way to have ongoing support and feel connected with others going through similar experiences!

The Staging Diva Network is there whenever you want to log in and contribute to the discussions or read others' posts. Debra Gould, The Staging Diva, logs in regularly to answer questions and contribute to the various discussions.

### Some of the many topics discussed in the Staging Diva Network include:

- LLC versus S Corporation
- For Sale by Owner (FSBO)
- Where to get rental furniture and commission paid by different suppliers
- Getting feedback from members for websites, marketing materials, etc.
- How to handle different business or marketing challenges
- Staging advice for awkward spaces
- Industry gossip
- What's working to build your staging business
- What's not working to build your staging business
- Helpful stores, websites, books, magazines, etc.

All previous discussions are archived within the Network, so when you join, you'll be able learn from the history. And you can add any topic you like once you're a member!

Once you become a Graduate of the Staging Diva Program, you will be eligible to join the Staging Diva Network. It's very reasonably priced and provides a wealth of information and ongoing support. Plus, if you order a 5-course training package, you'll receive a FREE 2-month trial membership in the Staging Diva Network that you can start while you're still working through your courses.

Read more at the following web page:  
[www.stagingdiva.com/network.html](http://www.stagingdiva.com/network.html)

*"I'm really glad I joined the Staging Diva Network. It's a wonderful way to talk to other Graduates about goals, ideas, sources and a TON of other things!"*

**Lynn Trostheim**  
**Sassy Grass Interiors**

**Inspiration, training and support to make money in your own staging business**

**For more information on Staging Diva programs visit: [www.stagingdiva.com/store](http://www.stagingdiva.com/store)**



## Staging Diva® Dialog – Monthly Question and Answer Calls



Are you feeling stuck because you have questions that need answers? Are you finding it hard to stay inspired working on your own? Do you want to make MORE money doing what you love?

Join other Staging Diva Graduates LIVE on the phone every month and have your business questions answered personally by internationally recognized home staging expert Debra Gould.

**Talking with a group helps combat feelings of isolation and keeps unanswered questions from holding you back.**

Working from home on your own can feel isolating at times. And as your business grows and you gain more experience, new questions pop up. Debra Gould created the Staging Diva Dialog monthly question and answer (Q & A) calls to give you a chance to have her answer your questions LIVE and to keep you connected with other Staging Diva Graduates so you won't feel alone in facing your challenges and celebrating your triumphs. Your membership includes a recording of the call, sent to you by email within 24 hours of each month's call.

Membership in this program is restricted to Staging Diva Graduates so everyone on the call is working from the same base of knowledge. However, Debra takes questions from beginner home stagers as well as Graduates who have been in business for a few years. There is useful information and helpful tips no matter what level you are at in your business!

This is your chance to ask Debra anything you want about starting, running and growing a home staging business. No question is too small or too big. The group tackles the topics together and explores anything from who the best suppliers are, to how to deal with a troublesome client, to how to improve your website. And members are always invited to share their successes with the group. It's important to feel support from others who know exactly what it's like to win that first project, get a new brochure done, or see your name in the newspaper.

*"I just listened to the recording of this month's Staging Diva Dialog and got 2 great ideas, one of which I wish I had a few weeks ago. Thanks for the great tips!"*

**Donna Dazzo  
Designed to Appeal**

Read more at the following web page:  
[www.stagingdiva.com/divadialogpromo.html](http://www.stagingdiva.com/divadialogpromo.html)

**Inspiration, training and support to make money in your own staging business**

For more information on Staging Diva programs visit: [www.stagingdiva.com/store](http://www.stagingdiva.com/store)





## Staging Diva® Home Staging Business Accelerator Coaching



Staging Diva Home Staging Business Accelerator Coaching is one-on-one business advice from Debra Gould that can really rev up your business growth.

Debra Gould has helped Graduates with issues like how to deal with a particularly difficult client, how to combine staging with an existing business, how to improve a staging website (she even looks at the code for search engines to make sure your designer has built it right behind the scenes), how to plan the time and money on a complicated project, etc.

You can get Accelerator Coaching at half price if you're a Graduate of the Staging Diva Training Program.

### Coaching Quick Facts

- Business Accelerator Coaching is one-on-one time with Debra Gould.
- All coaching is done by phone at a mutually convenient time.
- When you order 60 minutes of coaching time, you can split it into shorter appointments or have an hour all at once.
- Once you order, you'll be given private access to Debra Gould's personal schedule so you can book your appointments.
- Debra Gould will phone you at your appointment time so you don't need to worry about long distance fees.
- You don't need to have specific questions laid out; you can just state an issue you are struggling with and Debra will take it from there (answering questions you may not have even thought of!).
- Debra Gould has provided business coaching to hundreds of individuals over the years. She knows how to zero in on the key issues quickly.
- You have 6 months to use your 60 minutes of coaching time.
- Satisfaction guaranteed or your money back!

Read more at the following web page:  
[www.stagingdiva.com/businesscoaching.html](http://www.stagingdiva.com/businesscoaching.html)

*"I'm happy that I registered for the Accelerator Coaching time with you. It really helps knowing you are there if I get stuck on something and need a question answered."*

**Laurie Mahoney**  
Designed, Staged and Sold Inc.

Inspiration, training and support to make money in your own staging business

For more information on Staging Diva programs visit: [www.stagingdiva.com/store](http://www.stagingdiva.com/store)

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



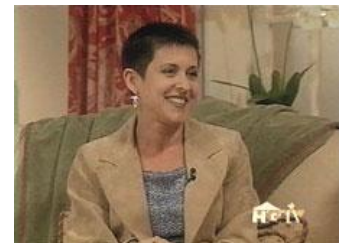
Internationally recognized as one of the top 5 experts in the field of home staging, Debra Gould is president of Six Elements Inc. and creator of the **Staging Diva Home Staging Business Training Program**. She has supported her family from a home-based business since 1989.

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 6 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, LifeNetwork, 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, Better Homes & Gardens, USAA Magazine, Woman's Day Specials, This Old House, Boulevard, 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](http://www.stagingdiva.com)

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**Inspiration, training and support to make money in your own staging business**

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