



GUIDE TO PROGRAMS AND RESOURCES

All the Tools You Need to Make
Money in Home Staging

For More Information

Visit StagingDiva.com or Email info@stagingdiva.com



Staging Diva Sales Script:

How to Avoid the
Free Estimate Trap &
Turn Homeowners
into Home Staging
Customers in One
Phone Conversation

Staging Diva HOME STAGING BUSINESS TRAINING PROGRAM



With Debra Gould



by Debra Gould

Staging Diva ULTIMATE DESIGN GUIDE

Home Staging Tips, Tricks
and Floor Plans



7 MASSIVE MISTAKES

That Can Kill Your Home Staging
Business and How to Avoid Them

by Debra Gould, The Staging Diva®



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 Home Staging and creator of the **Staging Diva Home Staging Business Training Program**. She has supported her family from a home-based business since 1989.

Before starting her home staging business in 2002 and the Staging Diva Program in 2005, Debra completed an MBA in marketing at one of the world's top-ranked business schools, followed by a career in marketing and advertising.



It was during her years running a communications firm that she bought, decorated, and sold 6 homes (partly because she was always hunting for her next decorating project). After flipping a home that she'd owned for 6 weeks, Gould finally realized that she had an innate (and marketable) talent for decorating a house to sell for top dollar.

Determined to show her daughter that it IS possible to make a living from your creativity, Gould launched her home staging business Six Elements.

Over the years, she's helped hundreds of home staging clients make anywhere from \$10,000 to \$100,000 more on the sale of their homes.



From Home Stager to Industry Leader



When Gould became a home stager in 2002, she never dreamed that it would one day lead to inspiring and empowering thousands of others worldwide to do the same.

Debra Gould has personally written more free articles and special reports about home staging than anyone else in the industry.

Debra has also been featured in dozens of books, TV shows, magazines, newspapers and websites in the US, Canada, and Australia from: The Wall Street Journal to CNN Money, House & Home, Reader's Digest, MoneySense, Entrepreneur, Woman's Day, This Old House, HGTV, and more.

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

For more information on Staging Diva programs visit: Stagingdiva.com/store

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What Makes Staging Diva Training Different

As Debra's home staging business grew and she began to get media coverage, emails started pouring in from struggling home stagers, wanting to know her "secrets."

She soon realized that most home stagers shared very similar business challenges - where to find clients, what to charge, and how to grow.

The truth is that most home staging courses focus on the decorating side of staging, like choosing colors or arranging furniture. **They aren't taught by people who have earned a living as home stagers, so they don't know what works in the real world.**

These courses leave too many home stagers without a clue about how to run their business, and with the mistaken belief that they have to buy thousands of dollars worth of furniture and accessories to be successful.

Dismayed by the number of frustrated stagers who were giving up on their dream, or getting themselves deep into debt, Debra created the [Staging Diva Home Staging Business Training Program](#) to meet the needs of the hundreds of people coming to her for help.

"I knew what I needed from a home staging training program. I needed a business plan to follow which is what Staging Diva offers.

The Staging Diva Home Staging Business Training Program gave me the immediate steps to take, and what mistakes to avoid.

Ultimately, Staging Diva provided the details and the big picture of how to run my home staging business."



*Beth Berg
Artemis Interior (CO)*

While the Staging Diva program does include information on how to stage homes, it also includes the business blueprint you need to thrive.

If you have a creative passion but don't have any experience running a business OR you have a staging business and you're struggling to grow, Staging Diva provides all the missing pieces of the puzzle you've been looking for.

[Click here to find out more about the Staging Diva Business Training Program now.](#)

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Welcome to the Staging Diva Community

Now that you're part of our Staging Diva Community, watch for emails with these bonuses:

- Your FREE subscription to Staging Diva Dispatch, a monthly newsletter with tips on starting and growing a home staging business
- An invitation to attend a FREE live Staging Diva training event by conference call
- New articles written by Debra Gould on her blog, [The Home Staging Business Report](#), where she writes about home staging business and marketing strategies, design and staging ideas, home staging job postings, and more.

A Sample Selection of Additional Free Resources Available for Download

FREE Ask Staging Diva® Special Report: "Can a Regular Person Like Me Become a Successful Home Stager?"



Are you satisfied with your life as it is right now, or do you get the feeling you're meant to do something more? If you've been thinking of starting a staging business, there couldn't be a better time. Home sellers need our help to sell quickly and for top dollar without taking the price reductions that agents so often recommend. Plus, you'll have the security 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 link: <https://stagingdiva.com/home-stager-success-stories/>



"I am very excited to be a part of the Staging Diva Community!

Debra Gould, you have always been a great mentor and coach in my journey of being a home stager, an interior re-designer and an event decorator.

Your tips and guides are based on real-life experiences of being an entrepreneur, and are not only a great resource for home stagers but for anyone who is looking forward to starting a small business."

*Avani Chokshi
Lone Star Elements, LLC (TX)*

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FREE Ask Staging Diva® Special Report: “Will a Home Staging Business Work in My Area?”



Are you being held back from starting your staging business because you're worried it won't work in your town or city? If you are, this free report is for you!

Debra Gould, The Staging Diva and a home stager for 15+ years, reveals the best areas to start a staging business, how much money you can expect to make as a stager, how to run your business in both hot and cold real estate markets, and more.

Get this FREE report at the link:

<https://stagingdiva.com/will-home-staging-work-in-my-area/>

Don't Forget to Whitelist Debra Gould in Your Email!

Be sure to add debra@stagingdiva.com to your list of friends or known addresses so that your materials don't end up in your SPAM or JUNK mail folder.

[Click here to find more information on how to 'whitelist' an email address.](#)



“After spending over a decade working in the legal profession, I finally decided to turn my creative hobby into a staging business. After researching various home staging training programs, the Staging Diva Program struck me as a comprehensive course that would set me well on my way to the home staging career of my dreams.

I was not disappointed! The Staging Diva Training Program has been incredibly helpful.

Now I am confident in what I am doing and I wish I had started sooner! I really appreciate the guidance of the Staging Diva Home Staging Business Training Program and I'm already seeing the benefits of implementing what I've learned.”

Jennifer Westbrook

Main Stage Home Staging & Organizing, LLC (MD)

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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 will provide all the guidance you need.

Designed and written by Debra Gould, the [Staging Diva Home Staging Business Training Program](#) is not theory. This is practical hands-on material you can use to start and grow a staging business.



100% satisfaction guaranteed or your money refunded.

The core program includes a series of 5 course modules taught by Debra Gould, along with detailed course study notes and checklists. You'll receive professionally edited audio recordings that bring the course study notes and recordings to life. In them, Debra shares her first-hand experiences growing her own staging and redesign business, and dealing with hundreds of homeowners and real estate agents.

Listen to the Program Recordings Anytime

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 12 hours of course recordings, so being able to listen to the material again later is a real bonus.

Learn from the Comfort of your Own Home

No travel is required, which saves you time and keeps 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. In fact, you'll actually be building your business as you work through the course materials!

"Taking the Staging Diva Program is like working in the business for 10 years.

It gave me the tools and confidence I needed to create my own dream job. Debra helps you set up your staging business in a simple way and shows you what mistakes to avoid ahead of time.

This training saved me thousands of dollars and many headaches."



*Melinda Christman
Olive + Opal Interiors (MO)*

Full course descriptions and free audio samples are located at the following web page:

<https://stagingdiva.com/home-staging-courses/>

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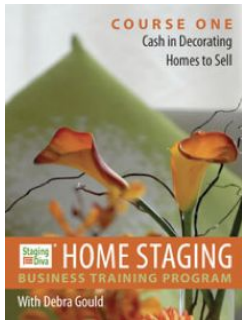
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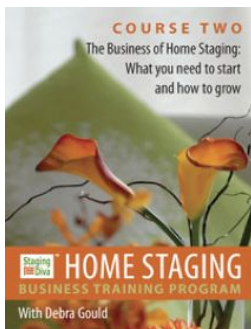
The Staging Diva Home Staging Business Training Program includes the following 5 course modules, which can be ordered individually or in a money-saving package:

Course 1 – Cash in Decorating Homes to Sell



- What is home staging?
- Top 5 reasons home staging works
- 7 reasons home staging is growing 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 business
- Overcoming the hurdles of starting your own business
- Top 5 Survival Strategies for being your own boss (Debra has been an entrepreneur since 1989!)

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 your own home staging inventory
- Top 10 low-budget ways to grow your staging business



"The Staging Diva Training Program exceeded my expectations and I highly recommend it to any first time home stager. **Among other things, I learned how to: charge more for my services, focus my marketing and get paid along the way so I'm financially protected.**

I highly recommend taking the full 5 courses because they cover all aspects of how to become a successful home stager from a business point of view. I felt confident and ready to start my home staging business. Thank you, Debra Gould!"

Jacob Owens - Jacob Owens Designs Inc. (ON)

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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 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 for every scenario
- How to pave the way for future sales
- Final visit: Essential ingredients for your staging "toolkit"



"Thanks to Debra Gould and her teachings in the Staging Diva Training Program, I have never given away my home staging services. From my first client I set my price/value and never looked back. The results home stagers provide should not be undervalued."

*Linda Schleihaut
The Detailed Home (ON)*

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 online presence and learning about search engines
- Pricing strategies to work less and earn more

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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

Course Bonuses

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 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](#).

“Debra Gould has given me insight into the business and marketing side of home staging.

The [Staging Diva Home Staging Training Program](#) clarified how to charge for my services without wasting my time doing free estimates or free home staging consultations!



I’m looking forward to getting noticed for my talents as both an artist and a designer.”

*Saskia Vandemeulebroucke
Design Fusion (CA)*

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

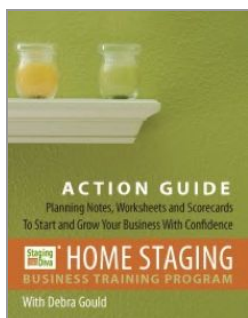


This is 2 products in 1! The Home Staging Consultation Checklist includes:

- 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 home 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. Then just photocopy the rest and you have a professional-looking room-by-room plan to fill in as you do your consultation and leave with your clients at the end of your meeting. You get this as a FREE bonus when you sign up for the 5 course training package.

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



This guide keeps you organized and moving forward building your business step-by-step. All the worksheets and planning notes that relate to the action steps and homework* throughout the Staging Diva Program are laid out for you in this easy-to-use Action Guide.

*Yes there is “homework” but nothing you need to send in for marking. All assignments are the practical steps you’ll take to start your business. In other words, you’ll build your staging business while listening to the courses! Remember, Debra’s goal (and what sets Staging Diva apart from any other staging courses) is to get you up and running in a profitable business as quickly as possible. **FREE with Download PLUS and Mailed-To-Your-Door package.**

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For more information on Staging Diva programs visit: Stagingdiva.com/store

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

Instant Download	Instant Download PLUS	Mailed-To-Your-Door
WHAT YOU GET Download all audio recordings and accompanying notes instantly ALL 5 Home Staging Business Courses  PLUS 3 Business Boosting Bonuses  Home Staging Quick Start Checklist  Home Staging Consultation Checklist with Room-by-Room Planning Forms  Staging Diva Network Online Discussion Group - 2 Month Trial	WHAT YOU GET Download all audio recordings and accompanying notes instantly ALL 5 Home Staging Business Courses  PLUS ALL 5 Business Building Bonuses  Home Staging Quick Start Checklist  Home Staging Consultation Checklist with Room-by-Room Planning Forms  Staging Diva Network Online Discussion Group - 2 Month Trial  Action Guide: Planning Notes, Worksheets and Scorecards  One Hour Question and Answer Recording with Debra Gould	WHAT YOU GET Printed materials along with audio CDs, mailed to you ALL 5 Home Staging Business Courses  PLUS ALL 5 Business Building Bonuses  Home Staging Quick Start Checklist  Home Staging Consultation Checklist with Room-by-Room Planning Forms  Staging Diva Network Online Discussion Group - 2 Month Trial  Action Guide: Planning Notes, Worksheets and Scorecards  One Hour Question and Answer Recording with Debra Gould

[Click here to find out more about program 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 choose to sign-up for individual courses one at a time, but you'll save money by investing in the 5 courses at a discounted package price. Go to this link to get full course descriptions and free audio samples: <https://stagingdiva.com/home-staging-courses/>

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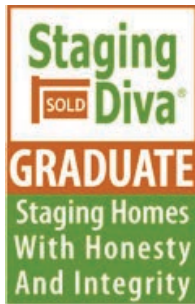


Getting Your Staging Diva Graduate Certificate



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. This can be done at <https://stagingdiva.com/store>.



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 invest in 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 courses.

Staging Diva Grads also receive “badge” artwork that they can use in their own marketing (websites, social media, brochures, etc.).

[Click here to learn more about becoming a Staging Diva Graduate.](#)



“I contemplated starting a staging business for a year before I finally took the plunge and purchased the Staging Diva Training Program. It’s been 10 days since I purchased it, and I have done more in those 10 days than the last year!”

I have always dreamed of owning my own business. After suffering from a severe case of career burnout, I decided I had to make a change.

Once I made the choice to start my business, I realized I didn’t know where to start. I think back to all the questions and uncertainties I had when I started out. After thinking about it for months, I finally purchased the Staging Diva Training Program. Debra’s training and support have given me the confidence and drive to overcome challenges, move forward and follow my dream.”

*Cari Calhoun
Destiny by Design (MN)*

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



Staging Diva Graduate Exclusive Resources

When you complete the Staging Diva Home Staging Business Training Program, you'll get access to exclusive resources to help grow your business and keep you connected with fellow Grads. These are only available to Graduates of the Staging Diva Program.

Staging Diva® Directory of Home Stagers



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 already looking for home stagers!

It's very hard to get hired if potential clients can't see your portfolio and building your own website can be a HUGE undertaking. Plus, building your website is only the beginning! You need to maintain it and work to drive traffic to it, which can be tough with millions of home staging websites for you to compete with. Avoid having to figure that all out by joining the Directory!

Staging Diva runs the only home staging job board in the world

Because of the internationally-recognized Staging Diva brand, we get multiple email and phone requests every month from homeowners, builders and realtors looking for home stagers in their area. When 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.

We've connected sellers and home stagers all over the world from Johannesburg, South Africa to Toronto, Canada to Kenosha Wisconsin, to Victoria, Australia and more!

[Click here to see examples of staging jobs you will be eligible for as part of the Staging Diva Directory.](#)

"Within a month of joining the directory I got a project with a home builder. He wants an ongoing business relationship with me and he does lots of houses every year."



*Susan Rutter
Staged by Susan (OK)*

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For more information on Staging Diva programs visit: Stagingdiva.com/store



In your directory listing you'll get to share everything clients need to know to hire you, including a description of your business, the location and areas you serve, your contact info, your logo and photo, before and after portfolio photos and more!

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. Plus, visitors to your directory listing will be able to download a copy of your brochure right from a link on your page!

Get your staging business up and running in just weeks!

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.



"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 Home Staging (CT)*

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

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

Go here to learn more > <https://stagingdiva.com/staging-directory-listings/>

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FREE RESOURCE: Staging Diva® Home Staging Project Referral Program

Unlike most other staging courses, when you complete the Staging Diva Home Staging Business Training Program, you'll know how to get a steady stream of your own clients. But as an added bonus, we also offer referrals!

Over the past year we've referred tens of thousands of dollars worth of staging projects to Graduates of The Staging Diva Home Staging Business Training Program.

Staging Diva offer operates the only job board in the world

Because Staging Diva has such high visibility, we receive numerous inquiries from homeowners, builders and real estate agents looking for stagers in their area. When we receive an inquiry, we direct them first to the Staging Diva Directory of Home Stagers. If they can't find a stager there, we advertise the project on our job board.

[Click here to see home staging job listings.](#)

Note: Only Staging Diva Grads are eligible to apply for these jobs because when we put our reputation on the line for a referral, we want to be confident that the stager will do a good job.

"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, (WI)

Read more at the following web page:

<https://stagingdivadirectoryofhomestagers.com/home-staging-project-referral-service/>



"I love Debra Gould's straight forward approach and candor. She is still a home stager so she knows first-hand what it's like in the field, and what the trends are. Debra is running her own home staging business as a real business, so she knows what it takes."

Debra is truly an uplifting woman and I continue to aspire to follow her lead. Her amazing passion for home staging is felt all the way over here on the Jersey Shore."

Wynette Williams
Red Robyn Interiors (NJ)

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Staging Diva® Network – Online Discussion Group



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

When you order the 5-course training package, you get a FREE 2-month trial membership, and the option to continue for a small monthly fee.

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, also logs in weekly to answer questions and contribute to the various discussions.

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

- How to handle different business or marketing challenges
- Staging advice for awkward spaces
- What's working to build your staging business
- What's not working to build your staging business
- Getting feedback from members for websites, marketing materials, etc.
- Helpful stores, websites, books, magazines, etc.

All previous discussions are archived within the Network and carefully organized by category and topic, so when you join, you'll be able learn from all the past discussions. Plus, you can add any topic you like once you're a member!

Read more at the following web page: <https://stagingdiva.com/network-online-group/>



"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 (BC)

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Staging Diva® Dialog – Question and Answer, Group Coaching 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 in a group coaching call setting and have your business questions answered personally by internationally recognized home staging expert Debra Gould.

Together we celebrate our accomplishments and share our business challenges.

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 created these regular group coaching calls to give you a chance to have her answer your questions LIVE and to keep you connected with fellow Staging Diva Grads. This is your chance to ask Debra anything you want about starting, running and growing your business. Plus you'll get a recording of each call to re-listen as often as you like.

Read more at the following web page: <https://stagingdiva.com/staging-group-coaching/>



"It took me quite a while to get my head around all the details of starting my own business, so the unwavering and ongoing support I received through the Staging Diva Home Staging Business Training Program, the personal coaching with Debra, and the Staging Diva Dialog calls were absolutely invaluable.

Debra inspired and pushed me. It's all thanks to her and her amazing Staging Diva Program that 4 years later, I still get excited every day as I head off to work that I absolutely love. I really do laugh out loud some mornings when I'm driving to a styling job, because I still can't quite believe I get to do this for a living :)"

*Karen Pinkerton
Artisan Home Staging (Australia)*

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

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

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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 has helped stagers with issues like how to deal with a particularly difficult client, how to combine staging with an existing business, how to improve a portfolio, how to plan a complicated project, rewriting website copy or marketing materials, and more.

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!

Once you're a member of Accelerator Coaching, you'll have online access to Debra's personal calendar so you can book a convenient meeting time and she'll call you and take it from there!

You don't need to be a Staging Diva Grad to get one-on-one coaching with Debra. In fact, hundreds of struggling home stagers have coached with her over the years.

Don't wait until your business is in trouble to reach out. She can help you take your business to the next level right now.

Learn more at: <https://stagingdiva.com/staging-business-coaching/>

"Even though I've had an interior design business for 15 years, my coaching time with Debra Gould inspired me to rethink how I was running my business and how I could increase my income significantly."



*Jeanette Cataldo
Cataldo Interiors (MA)*

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Additional Staging Diva Products

Internationally renowned home stager, Debra Gould, has created numerous guides and reports to help stagers in all aspects of their business.

If you haven't started your home staging business yet, you may want to start with the [Staging Diva Home Staging Business Training Program](#). The Staging Diva Program is the complete business blueprint to start and grow a successful staging business.

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



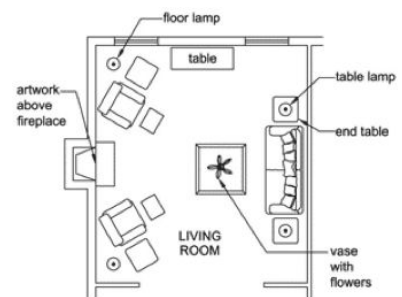
When you're confident you can stage any room in any home, you'll be able to take that time and energy you'd normally spend worrying about what to do and focus it on building your business instead.

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: <https://stagingdiva.com/staging-design-guide/>



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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? This guide 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 go-to 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.

Some readers have even used this guide to pick out the best colors to use and make up their own fan deck to take into client appointments!

Read more at the following web page:

<https://stagingdiva.com/staging-paint-color-guide/>

"The client loved all my ideas and actually booked a second appointment right on the spot."

I can't believe I'm actually getting paid for something that I love to do and that comes so naturally to me!"

*Peggy Depalma
Sanctuary Solutions
(ON)*

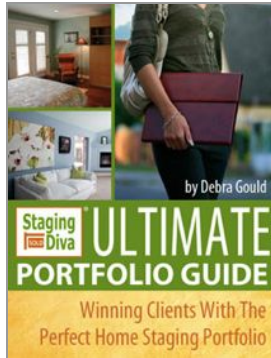


Inspiration, training and support to make money in your own staging business

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



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 "look book."

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 silences 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 and showcase why you're the perfect home stager to hire.

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

The Staging Diva shares her secrets for shooting great before and after photos. 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!

Read more at the following web page:

<https://stagingdiva.com/home-staging-portfolio-guide/>

"The Portfolio Guide is fantastic!!

Everyone interested in the business of home staging should read it. Debra's great writing style puts the reader at ease. I especially liked how she details how to take the perfect photos.

This guide is not only helpful to stagers but agents taking their own listing photos."

*Laura Jensen
Lakeshore Staging (WI)*



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



Over her many years in the home staging industry, The Staging Diva, Debra Gould, noticed a lot of pitfalls that trip up too many home stagers.

Easily avoidable mistakes that can really stand in the way of a home stager's success. They just don't know any better.

Deciding it was too hard watching struggling stagers continue to make these same mistakes, Debra wrote this special report to prevent others from falling into these common traps.

The 7 mistakes covered in this report can hurt your business and reputation, as well as costing you referrals. Find out how to avoid them with Debra's expert advice. **Note: if you're a Staging Diva Graduate, you won't need to worry about making any of these mistakes!**

Read more at the following web page: <https://stagingdiva.com/home-staging-business-mistakes/>

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 marketing report gives you 14 no-cost and low-cost ways to promote your business right now. You can act on these ideas immediately, without the need for a whole marketing plan.

Any of these ideas will rev up your sales by helping you attract new clients.

Read more at the following web page:

<https://stagingdiva.com/home-staging-marketing-ideas/>

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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 because they never really started marketing or they stopped marketing as soon as they had “enough” projects.

This guide removes the intimidation factor around creating a marketing plan, prompting you to change the ways you promote your business and reminding you to take 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: <https://stagingdiva.com/home-staging-marketing-plan/>



“I had a lot of fear that was holding me back from pursuing what I really wanted to do and be. The Staging Diva Home Staging Business Training Program gave me the confidence to move forward.

I needed a mentor to help me figure out the inner workings of the business from pricing to marketing and I felt that’s exactly what Debra delivered.”

Amy Spencer

Amy Spencer Interiors (SC)

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 has personally staged hundreds of homes WITHOUT ever doing a free estimate. You’ll learn how she’s able to avoid doing free estimates even though many other stagers 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. Can you come over for an estimate?”

You’ll learn what she says word for word to avoid the free estimate trap and get prospects to book a paid meeting with her!

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Use this in your own conversations, and you'll be well on your way to at least doubling your business.

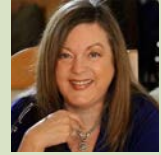
This script took Debra from zero income to earning \$10,000 a month staging homes in her second year in business.

Read more at the following web page:

<https://stagingdiva.com/home-staging-sales-script/>

"I learned so many things in the Staging Diva Program - especially the sales and marketing lessons of the program.

I learned that I had to believe the service I am providing has real value. **I learned that my time and skills are of value. No more free consultations for me!"**



Kathleen Erwin

Magnolia Home Staging/Interior Design (CO)

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 articles to share in social media, you know that writing can be a time consuming challenge.

Save yourself countless hours of research and writing by using these 24 articles written by internationally recognized home stager, Debra Gould, 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 website following the instructions provided in this special report.

Read more at the following web page: <https://stagingdiva.com/chronicles-staging-articles/>



"I researched a variety of home staging courses, but only Debra Gould's Staging Diva course felt true to me. I took the Staging Diva course knowing that I could decorate, but wanted Debra's expertise on how to execute the steps properly to make this a profitable business.

Debra's advice and continuing support is what sets her apart from the other companies that I researched. I look forward to her articles and inspiration."

Peggy Scorey

Refined Home Interiors (ON)

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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 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 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.



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Do You Have the Eye of a Home Stager?

Do you watch TV shows like “Fixer Upper,” “Flip or Flop,” “Million Dollar Listing” 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.



Find out if you have natural decorating talent by downloading the [“Discover Your Staging Savvy” Quiz: Do you have the eye of a home stager?](#)

In the quiz, Debra shares 11 “before” photos from her own staging projects and challenges you to make your own recommendations for improvement. A great way to quickly see if you have the eye of a home stager.

This is your chance to pretend you’ve been hired by the home sellers and see what you can come up with. Then you’ll be able to compare your ideas with Debra’s, as well as those of other stagers.

With the [FREE Staging Diva Quiz](#) you also get 2 surprise bonuses that you can use to get your staging business started right away!

If you’re wondering whether you have enough natural decorating talent to become a home stager, download the free quiz now at this webpage: <https://stagingdiva.com/staging-savvy-quiz/>

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

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