



HSR Training Calendar Week One

Day	Training Activities
<p><b>Day 1</b> <b>(4-6 hours each day)</b></p> <p><b>Sections Covered:</b></p> <p><i>Training Overview</i></p> <p><i>Week One Overview</i></p> <p><i>First 50 "To Do" List (Items 1-10)</i></p>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Click on "Edit Profile" (top right) and make sure you like what is in the directory (Note that if you don't want to get calls from clients you can select "Costa Rica" in the State category to not be "shown" in the directory – 5min</li> <li><input checked="" type="checkbox"/> Click on "Members Area Sitemap" (top right) and print out, so you know where to find everything and get a feel for how the training is broken up – 2min</li> <li><input checked="" type="checkbox"/> Click on Week One-&gt;Training Overview and watch the On-Demand Training Overview Video – 43min</li> <li><input checked="" type="checkbox"/> Click on "Week One Overview" and read through this section – 4min</li> <li><input checked="" type="checkbox"/> Click on "First 50 To Do List" and watch the On-Demand Training - First Fifty To Do List Video – 21min</li> <li><input checked="" type="checkbox"/> Print out the HSR Certification Planning Checklist and review briefly (this corresponds to the "To Do" List Guides and will help you keep your activities on track) – 10min</li> <li><input checked="" type="checkbox"/> Open the "First 50 Things to Do Guide" and read the first 10 action items while filling in your HSR Planning Checklist as best you can. You can save the Guide to your computer which may make it faster for you to refer back to and read. Take your time going through each action item and skip the ones you don't have answers for to refer back to later on (Particularly when it comes to choosing a name which you should run by friends and family FIRST!) – 60-120min</li> </ul>
<p><b>Day 2</b> <b>Services &amp; Pricing</b></p> <p><i>Interior Design 101</i></p> <p><i>Pricing and Services Guide)</i></p> <p><i>Domains</i></p> <p><i>Stagers Connect</i></p> <p><i>Staging Day Videos</i></p>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Login to Members Area and click on "Design Modules" in the top menu. Read "An Important Note from the Author" and review the Glossary of Symbols on the right hand bar – 5min</li> <li><input checked="" type="checkbox"/> Click on "Interior Design 101" and read through this section on your computer. There is no need to print out the Design Modules as they are meant to review online as you finish your business activities in each week.</li> <li><input checked="" type="checkbox"/> Now go to Week One (top menu) and click on the "Pricing and Services Guide" and download the Guide. Read through this Guide while brainstorming the services/niche you may want to hit right away with your business (in the HSR Planning Checklist you will list those services) 45min</li> <li><input checked="" type="checkbox"/> In Week One, click on Reserve Your Domain in order to reserve the website address/domain you wish to use for your business (This only costs \$10 so don't get up sold on all the extra stuff Godaddy will try and sell you!)</li> <li><input checked="" type="checkbox"/> <b>Celebrate your business name and have fun!</b> Go to the Members Area Home page and click on the Stagers Connect icon to create a separate Stagers Connect account. Watch the intro video on the home page, create your profile, add your photo and start reading all the great forum activity, as well as review the fantastic photos of your colleagues. Yes, you can do this, so be encouraged!</li> <li><input checked="" type="checkbox"/> Click on Week Three in the menu bar and then click on the Staging Day Videos section. Scroll down to the Project 2 - Escondido Home and watch those videos – 60min</li> </ul>
<p><b>Day 3</b> <b>Business Setup</b></p> <p><i>Design Style</i></p> <p><i>First 50 List (11-28)</i></p> <p><i>Website that WORCS</i></p>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> <b>This is a heavy duty planning and business day!</b> Login to the Members Area and click on Week One. Open the "First 50 Things To Do Guide" and review items 11-30. In your HSR Planning Checklist and in your own Calendar/Day Timer, write down the days you plan on completing those business activities. <b>**Remember that these are business activities that are critical to the "set up" of your business, so schedule them in your calendar to make sure they get done (On Day 11 we have few training activities with the intention that this is a good day to complete these business items) – 60-120min</b></li> <li><input checked="" type="checkbox"/> In Week One, click on the "A Website That WORCS" section and watch this informational video about websites and their power while taking notes in the notes sheets provided</li> <li><input checked="" type="checkbox"/> <b>Have fun!</b> Click on "Design Modules" and the "Architectural &amp; Home Style" Section. Read and enjoy this section as you assess your own style. 30min</li> <li><input checked="" type="checkbox"/> Click on the HSR Library section in the top menu and explore this section.</li> </ul>

<b>Day</b>	<b>Training Activities</b>
<p><b>Day 4</b> <b>Consultations</b></p> <p><i>Consultation Guide/Videos</i></p> <p><i>First 50 List (29-39)</i></p> <p><i>Open House Assessments</i></p> <p><i>Emphasis Module</i></p>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Login to the Members Area and in Week One, click on Consultation Guide and take your time downloading and reading the Guide, as well as watching the Consultation Videos. This is a critical section that will be recapped in Week 3 with our proprietary process – 120-180min</li> <li><input checked="" type="checkbox"/> Refer back to the “First Fifty To Do List” saved on your computer and read through items 29-39 which are all about Consultations and what you’ve just gone over. Complete those action items on your HSR Planning Checklist - 45min</li> <li><input checked="" type="checkbox"/> <b>Have fun!</b> Go to our “Open House Assessments” section in Week One and watch our quick video while planning your own Open House visits for the weekend! – 25min</li> <li><input checked="" type="checkbox"/> Download and print the “Research Form” and do some quick research on a listing in your area! (Review the Consultation Video again to see how to research listings)</li> <li><input checked="" type="checkbox"/> Click on “Design Modules” and the “Emphasis or Focal Points” Section. Read and enjoy this section. 30min</li> </ul>
<p><b>Day 5</b> <b>Forms</b></p> <p><i>Forms Section</i></p> <p><i>Website Form</i></p> <p><i>Header for Electronic Forms</i></p> <p><i>First 50 List (40-51)</i></p> <p><i>Arrangement Module</i></p>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Login to the Members Area and in Week One, click on Forms Section and download and save each form in a folder. - 10min</li> <li><input checked="" type="checkbox"/> In the Forms Section, click on Form Header page to watch a video on how to easily download a header image and customize it to your business look and feel. If you have purchased our Marketing Solutions Package, choose the header that best fits with the style you’re going to choose for your printed materials and website. 45min</li> <li><input checked="" type="checkbox"/> Take your time to review some of the Forms at your disposal. Remember, that you are not trained on all of the forms, so if there is some confusion...don’t worry...it will all be explained in good time.</li> <li><input checked="" type="checkbox"/> Open up the Website Form in the Forms Section and begin filling it out for your business</li> <li><input checked="" type="checkbox"/> Refer back to the “First Fifty To Do List” saved on your computer and read through items 40-51 which are all about Portfolios and what kind of forms you include in your visits to clients. Complete those action items on your HSR Planning Checklist - 45min</li> <li><input checked="" type="checkbox"/> Forms – Go to the Staging Form Essentials section for form ideas and tailor those forms with your newly created electronic letterhead (we will hit the other “Essentials” in later sections)</li> <li><input checked="" type="checkbox"/> <b>Have fun!</b> Click on “Design Modules” and the “The Art of Arrangement” Section. Read and enjoy this section. 30min</li> <li><input checked="" type="checkbox"/> Consider watching more of our Staging Day Videos or exploring the HSR Library and reading through the encouraging Veteran Interviews</li> </ul>
<p><b>Weekend Work for Days 6 &amp; 7:</b></p> <p><b><i>Start your portfolio!</i></b></p> <p><b><i>Complete Website Form</i></b></p> <p><b><i>Consider your website and marketing materials!</i></b></p>	

## HSR Training Calendar Week Two

Day	Training Activities
<p><b>Day 8</b> <b>Marketing Plan</b> <i>Week Two Overview</i></p> <p><i>First 50 Marketing (1-10)</i></p> <p><i>Target Markets</i></p> <p><i>Contact Mgmt.</i></p> <p><i>Marketing Materials Form</i></p>	<ul style="list-style-type: none"> <li>☑ Click on Week Two-&gt;Live Training to schedule your live webinar sessions</li> <li>☑ Click on Week Two-&gt;Week Two Overview and watch the On-Demand Week Two Overview Video – 20min</li> <li>☑ Click on the Marketing Plan Section and watch the video, review the plan and download the “First Fifty Marketing Guide” (unless you’ve received your manual in which case you can refer to your manual for this) – 20min</li> <li>☑ Open the “First Fifty Marketing Guide” and read the first 10 action items while filling in your HSR Planning Checklist as best you can. Take your time going through each action item and skip the ones you don’t have answers for to refer back to later on– 60min</li> <li>☑ Click on “Your Target Markets” and review this section, clicking on the links for more information about all of your potential target markets. Research and list the markets</li> <li>☑ Click on “Contact Management” and set up a free trial account at iContact, so you have a place to store your leads and contacts - 20min</li> <li>☑ Click on the “Marketing Materials” Section and fill out our easy form, so we can build your marketing materials for you – 15min</li> </ul>
<p><b>Day 9</b> <b>Representation</b></p> <p><i>Curb Appeal/Entryway Modules</i></p> <p><i>First 50 Marketing (11-19)</i></p> <p><i>Website, Marketing Materials and Portfolios</i></p> <p><i>Photo Shows (online portfolio)</i></p> <p><i>Staging Day Videos</i></p>	<ul style="list-style-type: none"> <li>☑ Login to Members Area and click on “Design Modules” in the top menu. Click on Curb Appeal &amp; Backyards and Entrances, Halls &amp; Stairs to download and save the Guides on your computer. Read and enjoy! – 45min</li> <li>☑ Now go to Week Two (top menu) and click on “Step Two Overview” OR refer to your Training Manual to the First Fifty Marketing Guide, items 11-19. In the HSR Planning Checklist you will schedule when to do those items or do them currently (see next action items) – 60-120min</li> <li>☑ In Week Two, click on “Creating Photo Shows” and review this section. Create an account with Home Staging Shows and begin creating your first photo show with your before-and-after photos – 60min</li> <li>☑ You should have the beginnings of a Portfolio for both print and online</li> <li>☑ <b>Representation!</b> Do you have your marketing materials going? You’ll need business cards, hard copy letterhead (for handouts), electronic letterhead (see Forms Section) and a postcard design for your business. <b>Skip to Week 3 and download your HSR logos!</b></li> <li>☑ <b>Statistics!</b> Go to Week One under “Additional Tools” and click on “Staging Statistics”</li> <li>☑ <b>Website</b> – turn in your Website Form! You should have filled out the Website Form and listed information for an introduction, about you and your basic services. Remember that you will have the ability to easily go into your website and make changes to the text, menu and pages. The important thing is to get it up and online!</li> <li>☑ <b>Have fun!</b> Stage a corner of your home and take the before-and-after photos, watch more of our MLS Critique videos in the Staging Videos section in Week 3</li> </ul>
<p><b>Day 10</b> <b>Connecting &amp; Networking</b></p> <p><i>First 50 Marketing (20-27)</i></p> <p><i>Blogs/Articles, Social Networking &amp; Associations</i></p> <p><i>Kitchen Module</i></p>	<ul style="list-style-type: none"> <li>☑ <b>This is a big time social networking day!</b> Login to the Members Area and click on Week Two. Open the “First 50 Marketing Guide” in your manual and review items 20-27 (includes some of the action items below but schedule those you can’t hit for later)</li> <li>☑ In Week Two, click on “Association Connect” and review this section, consider the benefits/costs of joining your local Realtor Association – 20min</li> <li>☑ In Week Two, click on “Blog Connect” and review this section, consider joining Activerain and remember that it is easy and important to have a blog on your website! – 30min</li> <li>☑ In Week Two, click on “Article Connect” and review this section, brainstorm various article/blog ideas you would like to write about for you various target markets – 30min</li> <li>☑ In Week Two, click on “Social Networking” and review this section. Create your social networking profiles and consider ways you can market your business easily using your smart phone and social networking accounts – 60min</li> </ul> <p><b>Have fun!</b> Click on “Design Modules” and the “Kitchen and Dining Areas” Section. Read and enjoy this section as you assess your own home - 30min.</p>



Day	Training Activities
<p><b>Day 11</b> <b>Training Assessment Day</b></p> <p><i>Vacant Home Staging</i></p> <p><i>Bedroom Modules</i></p>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> In the Training Manual, read the Vacant Home Staging Guide – 30min</li> <li><input checked="" type="checkbox"/> Login to the Members Area and click on Week 2&gt;scroll all the way down to “Vacant Home Staging” and review this section, the videos and resources-50min</li> <li><input checked="" type="checkbox"/> Set a date on your calendar and plan on visiting your local furniture rental company</li> <li><input checked="" type="checkbox"/> Take the rest of the day to assess where you are at with the training – Make this an activity day for items you scheduled “to do” in Week One, play catch-up on your website and marketing materials or finish your portfolio</li> <li><input checked="" type="checkbox"/> <b>Have fun!</b> Go to our Open House Assessments section in Week One and watch our quick video while planning your own Open House visits for the weekend! – 25min</li> <li><input checked="" type="checkbox"/> Click on “Design Modules” and the “Master Bedrooms &amp; Baths” and the “A-Z Bedrooms &amp; Offices” Sections. Read and enjoy this section. 60min</li> </ul> <p><b>Take a moment to congratulate yourself on all that you’ve accomplished already! Building a successful business takes time and patience, so allow for set backs but stay the course!</b></p>
<p><b>Day 12</b> <b>HSR Guide to Success!</b></p> <p><b>Proposals &amp; Forms</b></p> <p><b>Home Critiques</b></p>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> <b>Are you ready to “Put it All Together”?</b> Skip ahead to <b>Week 3 -&gt; HSR Guide to Success</b> and watch my video on exactly how your consultation and proposals should flow for Staging! Download the forms and Staging Report and tailor them to your company- 120min</li> <li><input checked="" type="checkbox"/> Go back to your portfolio of Staging Forms and add these new forms/proposals to the list</li> <li><input checked="" type="checkbox"/> Download the Vendor Resource list page and start listing your recommended vendors</li> <li><input checked="" type="checkbox"/> <b>Have fun!</b> In Week Three&gt;Click on Staging Day Videos and watch the MLS Critiques now that you know which proposals were are discussing.</li> <li><input checked="" type="checkbox"/> Go online to Realtor.com and review a home with multiple photos online. Ask yourself which proposal you would suggest and how much you would propose – 60min</li> <li><input checked="" type="checkbox"/> Click on the HSR Library and review the Real Estate Section, as well as the Educating Clients Section</li> </ul>
<p><b>Weekend Work for Days 13-14:</b></p> <p><i>Make sure your website is live and edit as needed reviewing our tutorials in Week 3</i></p> <p><i>Connect with a furniture rental company</i></p> <p><i>Start pulling together your forms</i></p>	

## HSR Training Calendar Week Three

Day	Training Activities
<p><b>Day 15</b></p> <p><b>Staging Process Finalization</b></p>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Click on Week Three-&gt;HSR Guide to Success and review again</li> <li><input checked="" type="checkbox"/> Click on "Action Plans &amp; DIY Manual" and review this section. Go to your Forms zip file and open the folder called "Action Plans" reviewing each plan – 60min</li> <li><input checked="" type="checkbox"/> Finalize your services/pricing and proposals based on all the training – 45min</li> <li><input checked="" type="checkbox"/> Finalize your Consultation process, forms, hand-outs and Client Action Plan choice for staging clients – 45min</li> <li><input checked="" type="checkbox"/> <b>Have fun!</b> Practice your process with a friend!</li> </ul>
<p><b>Day 16</b></p> <p><b>Search Engine Optimization (SEO), Directory Connecting and Search Engine Mapping</b></p> <p><i>(Note – your website must be finished)</i></p>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> <b>This is a directory connecting and search engine optimization (SEO) day!</b> Login to the Members Area and click on Week One. Review the Website WORCS section with fresh eyes as you evaluate your finished website – 30min</li> <li><input checked="" type="checkbox"/> Click on Week 3&gt;All About Websites and watch our Wordpress video tutorials if you haven't already while editing your website</li> <li><input checked="" type="checkbox"/> Click on Week 3&gt;All About Websites and watch our "SEO Tips" and "Videos for Your Website" video tutorials and sections. Add video to your website. <b>Make sure to search engine optimize your website!</b></li> <li><input checked="" type="checkbox"/> Open the "First 50 Marketing Guide" in your manual and review item 28</li> <li><input checked="" type="checkbox"/> In Week Two, click on the "Google-Page One" and the "Map Your Business" sections and watch the videos/review these sections to "Map" your business in the search engines</li> <li><input checked="" type="checkbox"/> In Week Two, click on HSR Directory Partners and review this section, register your business in Owners.com and ASHSR for more directory exposure – 30min</li> <li><input checked="" type="checkbox"/> In Week Two, click on "Directory Connect" and review this section, link your business in all of these directories for more directory exposure – 90min</li> </ul>
<p><b>Day 17</b></p> <p><b>Realtor Connecting, Marketing and Partnerships</b></p> <p><i>Realtor Presentations</i></p>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> <b>This is a Realtor Marketing and Partnership day!</b> Open the "First 50 Marketing Guide" in your manual and review items 29-39 (includes some of the action items below) 45min</li> <li><input checked="" type="checkbox"/> In Week Three, under "Realtor Partnerships" review the "Four Step Process" section, download the Partnership Plan and watch the videos – 60min</li> <li><input checked="" type="checkbox"/> Tailor the Partnership Plan to your business using your electronic business header-40min</li> <li><input checked="" type="checkbox"/> In Week Three&gt;under "Realtor Partnerships" review the "Member's Example Partnerships" section for more great ideas on connecting with agents</li> <li><input checked="" type="checkbox"/> In Week Two, click on the "Realtor Presentations" and review this section – 15min</li> <li><input checked="" type="checkbox"/> Download the PowerPoint Realtor Presentations and review/tailor to your business – 25min</li> </ul>
<p><b>Day 18</b></p> <p><i>Partnership Plan</i></p> <p><i>Intentional Marketing</i></p>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Continue where you left off yesterday by going through the Realtor Partner materials available to you and creating your own Realtor Partnership. Consider a volume discount or referral if they send business your way.</li> <li><input checked="" type="checkbox"/> Consider how you can benefit your agent partners in their "listing presentations" online website presence and in person with their clients.</li> <li><input checked="" type="checkbox"/> In Week Two, click on "Step Four Overview" "Identifying Heavy Hitters" and the "Wave Marketing Plan" and review these sections – 60min</li> <li><input checked="" type="checkbox"/> Have fun researching the heavy hitters in your area and finding ways you can help their business!</li> <li><input checked="" type="checkbox"/> Plan to launch your own Intentional Wave Marketing plan on Monday after you finish the training and set goals accordingly.</li> </ul>



Day	Training Activities
<b>Day 19</b>	<ul style="list-style-type: none"><li><input checked="" type="checkbox"/> <b>Live Teleconference Webinars</b> – Hopefully by now you have at least attended the Week 2 Live Training and are scheduled for the Week 3 Training. Once we’ve seen that you’ve registered and attended/watched those recap webinars, we send you your printed, gold-embossed certificate.</li><li><input checked="" type="checkbox"/> <b>Member Discounts</b> – Now that you have your business website and certification in place you can go to our Members Area Home page and review all the Member Discounts available to you including Pottery Barn, Williams Sonoma, PierOne, Ballard Designs, ProSource Flooring and many more!</li><li><input checked="" type="checkbox"/> <b>Have Fun!</b> Click on “Design Modules” and the “Window Covering Resales” and “Feng Shui” sections to read and review- 45min</li><li><input checked="" type="checkbox"/> Consider purchasing Linda’s excellent book on Feng Shui!</li><li><input checked="" type="checkbox"/> Consider adding these services to your website or wait till later</li><li><input checked="" type="checkbox"/> <b>Take time to reflect on your amazing three weeks and all that you’ve accomplished and learned!</b></li><li><input checked="" type="checkbox"/> <b>Continually stay connected through Stagers Connect and LinkedIn!</b></li><li><input checked="" type="checkbox"/> <b>Enjoy the rest of the Members Area that offers Veteran Interviews, Tales from the Trenches, many photo galleries, DIY Links and various other resources.</b></li></ul> <p><b>Finish what did not get completed over the next three days:</b></p>
<b>Weekend Work for Days 20-21:</b>	