

**21-Day  
Certification  
Training  
Overview**



**Week One**  
Getting Started  
and Establishing  
Your Business  
Foundation



**Week Two**  
Vacant Staging,  
Branding and  
Marketing Your  
Business



**Week Three**  
Putting It All  
Together with  
Advanced  
Expertise

***Week One***

**Day 1**  
Training Overview  
Week 1 Overview  
Getting Started Guide  
Reserve Your Domain  
"How to Stage" Video

**Day 2**  
Industry Overview  
Successful  
Consultations  
Elements of Great  
Staging & Design

**Day 3**  
HSR Guide to Pricing  
& Process Success  
Client Action Plans  
Listening to the  
Home's Style

**Day 4**  
Art of a Walk & Talk  
"Quick Start" Your  
Business  
Staging Day Details  
Secrets to "Guiding  
the Eye"

**Day 5**  
Valuable Vendors,  
Open House Assess  
Week One Quiz  
Forms Library  
The Art of  
Arrangement

***Week Two***

**Day 8**  
Week 2 Overview  
A-Z Vacant Staging  
Guide & How-To  
Creating Curb Appeal,  
Extra Spaces

**Day 9**  
First 50 Marketing  
5-Step Marketing Plan  
Step 1 - Research  
Target Markets  
Living, Family, Great  
Rooms

**Day 10**  
Step2-Representation  
Branding/Marketing  
Websites that WORC  
Perfect Portfolios  
The Heart of the  
Home

**Day 11**  
Step 3-Credibility  
Connecting  
Google, FB Ads, SEO,  
Blog Connect  
Sanctuary Spaces

**Day 12**  
Step 4&5 - Intentional  
Marketing &  
Capitalizing on a Job  
Well Done!  
Designing Bedrooms  
& Offices

***Week Three***

**Day 15**  
Week 3 Overview  
All About Redesign  
Marketing Redesign  
Comprehensive Color  
Guide

**Day 16**  
Realtor Partnerships  
Alternative Income  
Shop Like a Pro  
Window Covering  
Resales

**Day 17**  
Model Home Staging  
Vision Boards  
Window Coverings  
Feng Shui & Staging

**Day 18**  
Holiday Design  
Adding Organization  
Staging Day Videos  
New Home Trends &  
Model Home Photos

**Day 19**  
Downloadable Logos  
HSR Certification Test  
Start Marketing!