



HOME STAGING BUSINESS PLAN

YOUR EASY GUIDE TO REACHING
YOUR STAGING BIZ GOALS



THIS IS NOT AN EXECUTIVE BUSINESS PLAN. IT'S JUST A START FOR YOU TO GET YOUR GOALS AND DREAMS FOR YOUR STAGING FUTURE DOWN SO YOU HAVE DIRECTION AND PERSONAL ACCOUNTABILITY.

AS YOU BEGIN TO GET A FEEL OF THE BUSINESS AND WHAT YOU WANT TO DO YOU SHOULD CONNECT WITH SOMEONE WHO CAN HELP YOU WRITE A GOOD FORMAL BUSINESS PLAN. THIS WILL BE NEEDED IF YOU EVER WANT FUNDING AND IT WILL BE HELPFUL TO GUIDE YOU AS YOU BEGIN TO GROW.

**YOUR WHY (Why do you want to start this business? What will drive you and keep you going even when it gets hard or frustrating?
It doesn't have to be fancy. Your why could be that you just love decorating and know you can serve more people with your gift of decorating.**

Write your answer here...

Your BIG Goal. (Example: I want a 6 figure vacant staging biz with a team, I want to do Consultations for luxury homes only, etc. Dream up your new life as a Stager and be as detailed as you want.)

Write your answer here...

What small steps can I take right now to get there? (Think 30, 60, 90 days) You can even break each timeframe in to smaller steps. Example: 30 days items and then what do you need to do to accomplish each item - SEE EXAMPLE ON THE NEXT PAGE

Write your answer here...

E X A M P L E

What small steps can I take right now to get there? (Think 30, 60, 90 days) You can even break each timeframe in to smaller steps. Example: 30 days items and then what do you need to do to accomplish each item

30 DAY GOAL

WHAT:

Connect with 10 realtors

Join one networking group

HOW:

I will search for Agents on social media and start connecting

I will connect on social media with them 3 times per week by commenting on their posts

Research what networking groups are in the area that appeal to me.

60 DAY GOAL

follow same steps as above

Brainstorm your business name. (3-5 then settle on one)

Write your answer here...

MY FINAL AWESOME BUSINESS NAME!

Write your answer here...

What services do you plan to offer starting off? (Consultations, Occupied stagings, etc)

Write your answer here...

Who will be your target client be and what steps will you take to reach them and build relationships with them? You may have these steps in your goals section

Write your answer here...

How will you market your services? (email, social media, networking)

Write your answer here...