

HSR Training and Design Module Calendar

	Monday	Tuesday	Wednesday	Thursday	Friday
<p>Week One Business Plan and Getting Started</p> <p>-----</p> <p>Design Modules Refine Your Art</p>	<ul style="list-style-type: none"> Read the latest Member FYI's Watch the <i>On-Demand Training - Overview</i> video. Watch the <i>On-Demand First 50 Things to Do</i> video. Complete the <i>First 50 Things to Do - Focus on You</i> section Complete your and <i>HSR Planning Checklist</i> as directed <hr/> <ul style="list-style-type: none"> Read Design Module Overview Read Interior Design 101 Do Interior Design 101 hands-on activities 	<ul style="list-style-type: none"> Complete the <i>First 50 Things to Do - Business Structure and Preparing for Business</i> sections Complete your and <i>HSR Planning Checklist</i> as directed. <i>Schedule Calendar</i> for business activities. <hr/> <ul style="list-style-type: none"> Read Architectural and Home Style Module Do corresponding hands-on activities 	<ul style="list-style-type: none"> Complete the <i>First 50 Things to Do - Preparing Your Portfolio</i> section. Complete your <i>HSR Planning Checklist</i> Read the <i>Guide for Successful Consultations</i>. Watch <i>Consult Videos</i> Review <i>Member Discount</i> <hr/> <ul style="list-style-type: none"> Read "Emphasis" or Focal Points Module Do corresponding hands-on activities 	<ul style="list-style-type: none"> Complete the <i>First 50 Things to Do - Preparing Your Consultations</i> section. Complete your and <i>HSR Planning Checklist</i> as directed. Save and tailor all forms on your computer <hr/> <ul style="list-style-type: none"> Read the Art of Arrangement Do corresponding hands-on activities 	<ul style="list-style-type: none"> Watch the <i>On-Demand Training - Domain and Email</i>. Reserve your <i>Domain</i> at <i>Godaddy.com</i> Spend time creating your <i>Portfolio</i> per our instructions Login to <i>ASHSR</i> <hr/> <ul style="list-style-type: none"> Read Comprehensive Color Guide Do corresponding hands-on activities
<p>Week Two Building Your Strategic Marketing Plan</p> <p>-----</p> <p>Design Modules Refine Your Art</p>	<ul style="list-style-type: none"> Register for <i>Week Two and Three Live Webinar Trainings</i>. Complete the <i>First 50 Marketing Things to Do - Overview</i> and <i>Define your Plan and Research Markets</i> sections. Go Online to review <i>Target Markets</i> and links Complete your and <i>HSR Planning Checklist</i> as directed. <hr/> <ul style="list-style-type: none"> Read and review <i>Curb Appeal & Backyards</i> 	<ul style="list-style-type: none"> Review the <i>First 50 Marketing Things to Do - Establish Your Image and Marketing on a Dime to Real Estate Agents</i>. Complete your and <i>HSR Planning Checklist</i> Go Online to setup <i>CMS</i> as directed, <i>Google Page One, Map Business and Directory Connect</i> <hr/> <ul style="list-style-type: none"> Read and review <i>Entrances, Halls and Stairs</i> 	<ul style="list-style-type: none"> Submit your <i>Marketing Materials Form</i>. Complete your and <i>HSR Planning Checklist</i> <i>Research Staging websites & Consider your website verbiage by downloading the Website Form in Week Three</i> Review <i>Associations</i> <hr/> <ul style="list-style-type: none"> Read and review <i>Living and Family Rooms</i> 	<ul style="list-style-type: none"> Review the <i>First 50 Marketing Things to Do -- Marketing on a Dime to Home Sellers, Out of the Box Marketing and Leveraging Existing Business</i> sections. Go Online to review <i>Blog, Article and SN</i> Complete <i>HSR Planning Checklist</i> <hr/> <ul style="list-style-type: none"> Read and review <i>Kitchens and Dining Areas</i> 	<ul style="list-style-type: none"> Complete the <i>Vacant Home Staging Guide</i>. Go Online to review <i>Vacant Staging Videos & section</i> Attend the <i>Week Two Live Webinar</i> Complete your <i>website Home & About Us verbiage</i> on your <i>Website Form</i> <hr/> <ul style="list-style-type: none"> Read <i>Master Bed/Bath</i> Review <i>HSR Library Staging & Redesign</i>
<p>Week Three Putting It All Together</p> <p>-----</p> <p>Design Modules Refine Your Art</p>	<ul style="list-style-type: none"> Register for <i>Week Three Live Webinar Training</i>. Review the <i>HSR Guide to Creating a Profitable Home Staging and Redesign Business</i>. Create your services/pricing website page using examples Strategize <i>Wave Marketing</i> campaign for marketing launch <hr/> <ul style="list-style-type: none"> Read and review <i>A-Z Bedrooms & Offices</i> Review <i>Stats and Phraseology in HSR Library</i> 	<ul style="list-style-type: none"> Watch and study all of the <i>Staging Day Videos</i>. Complete your portfolio, create <i>Home Staging Show</i> Create <i>Web Slide Show</i> Complete <i>Website Form</i> and email to <i>HSR</i> Read through <i>Veteran Interviews and Tales from the Trenches</i> <hr/> <ul style="list-style-type: none"> Review <i>HSR Library, Real Estate Wisdom</i> Watch <i>Understanding Buyers Video</i> 	<ul style="list-style-type: none"> Review all of the <i>Action Plans in Week Three</i>. Decide which plan to incorporate into business and tailor to business Review <i>Realtor Partner Plan</i> and all videos. Incorporate Plan into your marketing strategy Create <i>Realtor Plan</i> <hr/> <ul style="list-style-type: none"> Read <i>Window Covering Resales</i> Consider adding this to your business 	<ul style="list-style-type: none"> Practice your consultation skills with a friend. Review the <i>Emotional Connections and photo</i> sections on the website. Customize client handouts and forms to your needs. <hr/> <ul style="list-style-type: none"> Read <i>Feng Shui Basics</i> Consider adding this to your business 	<ul style="list-style-type: none"> Attend the <i>Week Three Live Webinar Training</i>. Start implementing your strategy and plans. Congratulations on your certification! Obtain <i>Member Discounts</i> Prepare your <i>Marketing Launch Calendar</i> using the <i>HSR</i> example <hr/> <p>Take a much needed rest!</p>

****Remember, the training is SELF-PACED, so take your time! This Calendar is just an example of the training completed in 21-Days.**

Marketing Plan in Action

	Monday	Tuesday	Wednesday	Thursday	Friday
<u>Week Four</u>					
<u>Week Five</u>					
<u>Week Six</u>					