

# ***Marcia Smart's:***



## ***Guide to a Profitable Career In Redesign/Staging™***

*Marcia Smart's Guide to a Profitable Career in Redesign/Staging*

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# Introduction

## Do You Have a “Flair” For Decorating a Home?

## Would You Like To Turn That "Flair" Into a Satisfying And Lucrative Career?

From top rated TV shows to eager clients seeking to create their dream homes, the Interior Redesign & Home Staging industry is exploding with new and financially lucrative opportunities. Are YOU ready to get your piece of the pie? Now is the time for you to take your desire for a career in Redesign and Home Staging and leverage the public and media interest in one of the fastest growing segments of the interior decorating industry today!

Hi, my name is **Marcia Smart**. I am you. Well, I'm not *exactly* you, but I can tell you and I think alike! Let me guess...

- You've not had any formal design training, but you know what you like, right? Me too!
- You probably look through all the decorating magazines, watch all the decorating programs on TV and have your husband telling you to *"turn off those crazy programs and come to bed."* Sound familiar? Me too!
- You have no problem giving friends advice on how to decorate their homes, and when you get the chance you even put your creative talent to work in your own home. Waddy know? Me too!



Are you one of those fortunate people who were blessed with the ability to turn their hobby into a business? I am. **And you can be too!**

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I'm sure you've thought about what it would be like to earn a solid income redesigning and staging other people's homes and advising them on transforming their living space into the home of their dreams...or helping them sell their home quickly for top dollar.

***Imagine, rearranging everyone's "stuff" and getting paid for it. Imagine achieving the work/life balance you've been seeking. Imagine a career where you have total, 100% control over your schedule, your income and your life. Pure heaven!***

Think this isn't for you because you're not a trained professional? Think again. If you're like a lot of people, who have no formal training in this area, you may be afraid that a career as a professional Interior Redesigner or Home Stager is reserved for those who have fancy degrees or years of decorating experience.

Guess what? Not only am I going to show you that you CAN take your creative instincts and decorating talent and turn it into a ***successful full-or-part-time career***, but I'm ALSO going to show you how ***you can do it in just a matter of days!***

### **From Singing Telegrams to Interior Redesign**

Like many of my students, I didn't exactly start out as a decorator. I always wanted to *be* a decorator, go to design school and get paid the big bucks to give everyone a fabulous home, but things just didn't work out that way. I've discovered that life is what happens on your way to your dreams.

Way back when I was a stay-at-home Mom, I wanted to go to interior design school. Unfortunately, it just wasn't in the budget. Besides, who has time to study when you're changing all those diapers?

On the way to following my dream of becoming an Interior Redesigner and decorator, I took several side roads. For instance, when I got really itchy and wanted to do something for myself to bring in a little extra "*let's do lunch*" money, I looked back upon all my volunteer activities and realized I was a party planner extraordinaire. That discovery led me to a job in the event production business, which ultimately brought me to rediscover my true talent and passion.



Oh, by the way, did I mention I also had a little singing telegram business on the side? Remember when *those* were popular? Well, I didn't take off my clothes or anything, but I was able to flex my writing, acting and singing muscles, and met a lot of interesting people in the process! I went from performing at church socials to presenting a special award to legendary actor and comedian Harvey Korman (see *picture to the left of this paragraph*) on behalf of the Marianne Frostig Center for Educational therapy. But I digress.

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Anyhow, at the tender old age of forty-something it suddenly hit me! ***What was my original passion? What was my original dream? What had I always wanted to be when I grew up?*** Right, an interior designer! But here I was again—no time and no money.

Then one day I was reading a magazine article and noticed this interesting decorating alternative called "***Interior Redesign.***" What was *that*? Reading further, I discovered there was actually a program that taught people how to take a client's existing furnishings, rearrange them from a designer's perspective, and in a matter of hours—voila, a dream room! ***Wow! I could do this!***

### **Your Roadmap to a New Career**

The face of interior decorating is changing as more people, just like yourself, realize the enormous potential and value in providing Redesign techniques to people's homes. It is the *techniques* developed and used in the Redesign *process* that enable us to stage homes to sell, offer move-in redesign services and parlay the many aspects of the process into stand-alone service opportunities.

This Special Report is your personal roadmap and introduction into the world of Interior Redesign. You will also learn how Redesign impacts Home Staging, and how the two services are at once similar - yet different. In the following pages you will discover some insider tips only shared with those who have had the privilege to go through my five-day certification course. In addition to the tips and techniques.

The insider tips, techniques and information I am sharing with you in this Special Report can be easily transferred to your skills and put to use with your client's homes. Earning an extra \$25,000+ as a part-time certified Interior Redesigner or Home Stager or earning a whole lot more as a full-time professional is not only a very real possibility but thousands of Interior Redesigners are already enjoying the freedom that you are currently searching for.

***Now it's your turn!***

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# ***What Is Redesign?***

**Redesign - (re-di zin')** n. *the re-arrangement of parts, details, configurations, etc. as to produce a complete and artistic unit. v. to plan and carry out an aesthetically pleasing arrangement in a skillful way.*

**Redesign is** fundamentally based on the principle that the existing furnishings a homeowner already has are all that is needed to create a dramatic new look in their home.

**Redesign is** a cost effective alternative decorating solution; because we use existing items, clients only incur a "creative labor" cost to get the look they want.

**Redesign is** not better or worse than conventional design services; rather it is a decorating *alternative* for the homeowner.

**Redesign gives** homeowners instant gratification, because the process can be completed in just a matter of hours; rather than months.

**Redesign serves** as a counterpoint to conventional design services; as it is not about replacement, but re-placement of furnishings.

**Redesign is** the foundation for building multiple service aspects of your business, including Home Staging and more.

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Redesign is **not** about moving around furniture simply for the sake of change. Its purpose is to create a better functioning space, while reflecting the client's individual lifestyle and personality. Redesign honors the things *they* have chosen and collected over the years. This fundamental principle is practiced in every aspect of the redesign and redesign-staging process.

It is freeing people from the various levels of "living in discomfort" they have come to accept over the years. **Redesign is permission-based decorating.**

### **Redesign Is About *Instinct***



The homeowner has used their instincts, both good and bad, to make decorative furnishing selections over the years. Just like a homeowner, a professional Redesigner or Stager will use her/his instincts for recognizing good design, instinctual talents for decorating and instinctual perceptions of personality traits and lifestyles.

The difference, of course, between a homeowner using their instincts and those utilized by a professional, is in the training and knowledge of how to fully maximize and leverage their instincts to transform an average home into a showstopper.

In the following pages we're going to take a look at clarifying not only your intentions for becoming a professional Redesigner and/or Home Stager but we will also explore some proven techniques and principles for turning your inner decorator into a highly paid and fulfilled professional.

## *Eyes on the Prize*



What does it really take to become a Redesign & Staging professional? The answer to that lies within you. Sure, you can take one of my courses and learn the insider tips, principles and techniques for redesigning a home. However, being able to take that knowledge and successfully put it to use, while overcoming obstacles that will get in your way ... now that's the true test of a professional.

To overcome those obstacles you must have a strong enough goal and clear enough vision to keep you on track. I've seen a lot of potentially successful Redesigners and Stagers give up because they weren't clear on why they were getting into this industry.

Don't get me wrong, it's not like being a Redesigner or Stager is incredibly tough. It's just that, like anything in life, to overcome any level of adversity you must be clear why you have chosen to take the journey you're on. In other words, keep your eyes on the prize.

On the following page is a simple, yet important, exercise I'd like you to take. Give it some thought before answering. It might just be the most important thing you do in deciding to become a certified Redesign and/or Home Staging professional.



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**What are your top-five reasons for wanting to become a Redesign or Staging Professional? Be sure to prioritize them with the most important first.**

**1.**

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**2.**

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**3.**

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**4.**

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**5.**

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**When you look at this list be sure to answer the following questions:**

- **What's at stake for me if I achieve this or not?**
- **What's at stake for my family if I achieve this or not?**
- **What kind of support do I need to achieve these top five reasons?**

# Becoming a Professional

What is the process of becoming a Redesign or Home Staging professional? In the previous section of this report; I spoke about the importance of being clear on your intentions and goals. But once you're clear on *why*, there comes the *how*. In this section I'm going to briefly walk you through the steps of becoming certified as a Redesign and/or Home Staging professional and also discuss the opportunities for getting paid as a professional.

## Obtaining Credibility as a Professional

Just as it is in most professions, those that carry a professional designation and those with specialized training are the ones that rise above the others and garner a lion's share of the revenue and clients available.

There are a variety of programs that exist in the marketplace on Redesigning and Home Staging. As you research the various opportunities and courses available today, you will be able to select from online, self-study and classroom courses. Needless to say, it is imperative that you research the various programs and instructors thoroughly, and select the one that resonates with your personal learning style. Make sure your instructor is experienced and has been in the industry for many years. You will also want to verify that the program offers all the necessary information you will need to enter this industry well-prepared for business.



All students who complete my professional training courses receive their SCRS designation as a Smart Certified Redesign Specialist. Because my training also covers Home Staging, students who complete the professional programs also earn their SCSS (Smart Certified Staging Specialist) designation. Both designations are achieved by taking a written certification test. Once you complete training, this will enable you to join various organizations in the industry, be certified in your field, network with your peers, listed in national databases for those seeking Redesign, Staging or related services, access continued education and business assistance and much more.

Completing a comprehensive training program also gives YOU the confidence to launch your business with an entrepreneurial mind-set. Although not all clients will ask to see your training certificate, they *do* know a professional when they see one. And believe me, many clients will inquire about your credentials and/or training. When they research companies online or contact you personally, it doesn't take long for a client to realize they're not just getting any Redesigner they're getting a *certified professional*. This can often make the difference between not only securing a job, but also earning top dollar for your services.

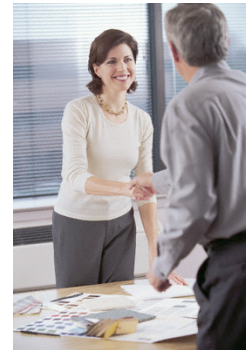
# Marketing Yourself as a Professional

So you've taken a certification course and now you're ready to start bringing in some clients and revenue. The most often asked question I receive from students is this:

How do you get that first client?

My answer is always the same: *"Let 'em know you're out there."*

There is an infinite number of ways to connect with and excite your audience into hiring you. In my experience, though, everything you do ultimately comes down to three things, which are:



## 1. Officially announce you are in a new business

- Connect with your existing professional contact base
- Connect with your personal contact base
- Connect with your local and regional media

## 2. Attend local and regional events

- It's been said your net worth is equal to your network – be sure to network
- Keep an eye out for small business referral partners to build awareness
- Establish yourself in your community by getting involved. Give before you get

## 3. Begin to build word-of-mouth buzz

- Get your clients to rave about you and always ask them for referrals
- Conduct seminars/workshops
- Write articles and get them published online and offline
- Develop social media skills and consider creating a blog or joining online groups such as Linked-In

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### **Promote & market yourself, without spending tons of ad dollars at start-up:**

Contrary to what you may have heard, you can effectively market your business without breaking the bank. Today, there are a myriad of strategies, both online and offline, to get your business noticed and create Top of Mind Awareness (TOMA) with your target audience.

During my course, we spend hours breaking down a variety of proven marketing strategies that work phenomenally well for Redesigners and Home Stagers alike. You'll get all of the knowledge many of my colleagues and I wish we had when we first started out. Over the years, the top producers in our industry have not only learned what works and what doesn't, but we've fine tuned the strategies that work the best so that they can easily be replicated by any and all Redesigners/Stagers.

Here are just a sample of many of the profitable and easily manageable marketing strategies for getting your audience to notice you, see value in what you offer and sign up for your services:

- **Advertise your business (name, phone number & URL) on a shirt:** Don't just put it on a shirt and wear it to a business function. Wear it whenever you are in public. Yes, I know this may sound simple, and guess what – it is. Think about it; you're at the grocery store or a crowded mall and there you are - a literal walking billboard. This is a form of low-key marketing and very inexpensive advertising that prompts people to approach you. It makes the act of promoting your services much easier because you don't have to approach others.
- **Press Release:** Press releases are a proven form of creating buzz; however, don't just send out a press release that is boring and simply says you're starting a new business. Put one out every month if possible and anchor the key theme to something the media (locally, regionally or even nationally) would gravitate towards. Spot a trend you can tie your services into – that creates interest. Conducting a seminar is another reason to put out a press release. And it's easier today to do this than ever before with some very cost effective online companies that can distribute your press release for you.
- **Offer presentations and workshops:** If you feel comfortable speaking in front of others, this is a no-cost way to launch your business. Real Estate offices, clubs, organizations, and many other sources continually seek presenters. It's easy to put together a brief and entertaining talk on your favorite subjects, Redesign or Home Staging, and reach your target market personally.
- **Write articles:** Articles are not only one of the best ways to capture your audience's interest but you immediately position yourself as an expert in your industry. Don't be deterred by the fact you don't have a lot of experience in this industry. Keep the article simple and find a topic that your audience would find interesting. Also, don't worry if there are several other articles out there on the same topic. Remember, your take on the topic you are writing about is unique and you can rest assured that there are a lot of potential clients who will see your article and not come across the others.

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- **Cause Related Marketing:** Build public awareness and goodwill by volunteering and becoming actively involved with key community organizations. This will not only fulfill your heart in being involved with great causes but you will dramatically raise overall awareness for your Redesign and/or Staging business.
- **Hold practice and “in-home” parties:** You remember the Tupperware parties? Well, hold Redesign parties and showcase your skills and knowledge while you entertain and educate potential clients. Start out by having them hosted at your friend's or family's homes. Don't worry if the first few you do the majority of people are family and friends. Once they get a chance to experience how talented you are they will spread the word about you, not to mention they can invite their friends to the parties.
- **Strategic Alliances:** Nothing can help you leapfrog your competition or raise awareness than strategic alliances. Develop a mutual admiration society with a compatible small business owner and host workshops or give presentations in their local establishment. You can also partner up with individuals and organizations who can promote you to their contact base via email or even direct mail campaigns.

### **Getting paid as a professional**

Professional training, certifications, credentials and association affiliations all contribute to your ability to command more money for your services. Aligning yourself with other entrepreneurs enables you to build on your status in the professional community. The stronger and broader the professional relationships you cultivate, the higher professional fees you can charge. This is due to the fact that your reputation is validated but other respectable and well connected businesses, organizations and individuals.

As a professional, more opportunities will present themselves for expanding your business services. More opportunities equals more money. The more income you bring in the better chance you have of living the quality of life you desire.

# Branching Out

After you have the Redesign *process* fundamentals under your belt, you can offer multiple services and begin to branch out. Don't think of this as more work but as an excellent way of creating multiple revenue streams and further branding and enhancing your credibility in the marketplace. Here are some of the key services you can consider offering to help expand your business:

- **Home Staging** – Preparing the home *properly* results in a quicker sale for more money.
  - With Redesign as your foundational base, you will also be able to offer prep consulting, full-service home stagings, open house day refinement, or vacant home staging.
  - Redesign-staging is unique, in that YOU will have the ability to create model home appeal using *ONLY* the clients existing furnishings....*the* most cost-effective way to stage a home.
  - Once you have a lock on the Redesign *process*, you will easily be able to use the process for *all* aspects of the staging service.
- **Move-in Services** – You prepped their old house for sale, now help them settle in to their home with a redesign on the move.
- **Organizing** – Helping clients remove clutter and organizing their "stuff" can be an easy first step to additional redesign services.
- **Shopping services** – Clients may need help with selections to augment their Redesign or to get their home ready to sell. You can help them by shopping for fill-in items before or after the makeover project, or large ticket items, such as furniture, to begin the Redesign or Home Staging process.
- **Decorating Consultations** – If you have the ability, you can offer advice on the fundamentals of recreating a space step-by step; i.e. flooring, window treatments, budget saving ideas, space planning, room usages, etc.
- **Color Consultations** – If you have the ability, you can help clients select paint colors for their home to live or sell; then come in and do your Redesign magic to complete the look.

# ***7 Fundamental Elements of Redesign***

At the heart of learning Redesign and becoming a certified Redesign professional are the fundamentals. There are seven fundamental elements of Redesign. Here is a very brief introduction to them.

**1. Clear the room of all or most of the contents.** A daunting job? You bet. Interior Redesign is not for the faint of heart. It takes stamina and lots of energy. But would you expect an artist to start painting without a blank canvas? Most homeowners tell the Redesigner they have moved their furniture around and around and around, and the results are primarily frustration. No wonder. With an empty room, there is a blank slate and the room is able to be seen in an entirely new way from an entirely new perspective.

**2. Shop The House.** Redesigners love to look for hidden treasures; furniture, lighting, artwork or collections that are not currently present in the room. They never overlook the possibilities of finding the "perfect item" elsewhere in the house. So, bathrooms, attics, garages, closets or outdoor spaces are all fair game. Most homeowners have a "thread" that runs through their lives, and an item purchased 10 year ago may have relevance to a brand new purchase, with respect to color, texture or theme. It is the Redesigner's job to gather these items together to give them drama and impact.

**3. Pay Attention to the Architecture.** With primary and secondary focal points, architectural highlights, room and wall shapes and angles readily identifiable, we are better able to understand how to begin our furniture placement.

**4. Place furnishings layer by layer.** This is the muscle building stage. The upholstered pieces are placed first, although some pieces may have been taken from other rooms. They are placed to form a conversation area around the primary focal point, and possibly a secondary focal point. Area rugs, accent tables and large trees are introduced next.

**5. Introduce Lighting.** Lighting is crucial, as a room can come alive or fall flat if the lighting is not placed correctly. Since overhead lighting is often harsh and unflattering, Redesigners favor a combination of table and floor lamps, as well as torchieres and accent lighting; including uplights under greenery.

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**6. Hang Artwork.** Step six is to hang artwork and mirrors according to the architectural space provided by the furniture arrangement. Redesigners bring back the artwork they feel is appropriate, as well as "shopping the house" for other pieces that might work. In rooms where you are seated; such as a living, dining or family rooms, artwork should be hung at a height where it can be appreciated while seated, rather than at "eye level when standing". Foyers and hallways are the perfect place to hang artwork at eye level while standing. It is also important to be aware of what a mirror reflects. The mirror itself may be attractive, but if it reflects something un-attractive, it is placed incorrectly. A mirror over a mantle my look wonderful when you are standing, but once you are seated, it only reflects the ceiling.

**7. Arrange the accessories.** This is the frosting on the room's cake, so to speak; but you must bake the cake before you can decorate it! Redesigners keep the accessories simple, but dramatic. Incorporating odd numbers, highs & lows, color, theme and texture, tablescapes and vignettes are created to enhance the overall effect and complete the redesign. As a matter of fact, accessory placement is such a key element in pulling the final look together that I have written an E-Book on the subject titled "Accessorizing with Style". If you would like more information on how to work with your accessories properly, you can download your copy at <http://www.smartredesign.com/book.html>

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Although each Redesign is unique, the results are always the same: a better functioning, great looking room that brings comfort, peace and harmony to the homeowner, while honoring and showcasing the taste in furnishings of those who live there. Now that's Redesign!



# Get Certified Today!



## The Smart “School of Interior Redesign/Staging” Is For You If...

- You’ve ever been told you have a real ***“flair” for interior decorating***
- You’ve ever seen a makeover in a magazine or on television and said, ***“I can do that!”***
- You want a turnkey business that can ***earn you \$50 to \$150 an hour***
- You want to break into the design industry ***without extensive training***
- You want to ***become a certified Redesigner and/or Home Stager*** without spending years in expensive schools
- You want to build your own business ***doing what you love***
- You want to have fun while ***you’re making money***
- You want to bring the thrill of a ***professional “TV” makeover*** to the average homeowner
- You want to ***create multiple income streams*** using Redesign as the foundational process
- You’re in an ***unsatisfying job*** that is just plain boring and want something new
- You’ve carried inside you a vision of your life that ***“Someday I’ll live my life – when the kids are grown up, when my husband retires, when we have enough money saved,”*** and know deep within your heart that ***your time to live your dream is NOW!***

If you can relate to any of these, you’re not alone. ALL of my students have, at one time or other, experienced many of these feelings. Like you, they too felt there must be a better way. Sometimes all you really need is that ONE idea. Or someone to believe in you more than you even believe in yourself. ***(The best part is I offer you both!)*** If you believe this to be true read the next few pages and let me show you how to...

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### **Bring the Thrill of a Professional "TV" Makeover to the Average Homeowner**

In just a matter of days, you'll learn not only the secrets of Redesign and Home Staging the pros on television and in magazines use to transform people's homes into show stoppers, but you'll ALSO get the sales and marketing techniques the pros use to build a successful Redesign business!

My additional experience as a Certified Seminar Leader, accredited home staging professional, small business owner, writer and guest speaker has enabled me to develop one of the absolute **most comprehensive Interior Redesign certification courses available** in the industry today. You'll receive all of the foundational tools necessary to build a successful Redesign or Home Staging business of your own.



So are you ready to take the plunge and finally transform your dreams into reality? If you're ready to take the steps toward earning a living doing what you love and positively changing people's lives in the process, be sure to register today for one of my upcoming classes. You will be amazed and delighted at what you can accomplish through the magic of Redesign!

But don't take my word for it. Here are just a few comments from some of the incredible students that I've been so very privileged to have helped train and certify as professional Redesigners.

#### ***"I've Been Trained by the Best Redesigner Around!"***

*"I'm very grateful that I've been trained by the best redesigner around! Thank you for all the knowledge you've imparted."*

~ Debbie Greene – Moorpark, CA. ~

#### ***"Provided Me The Opportunity To Change My Life."***

*"Thank you for your course. You provided me the opportunity to change my life! It has been a wonderful experience. Warmest regards."*

~ Kristen Fratt – Highland, CA. ~

#### ***"The Training Was Absolutely AWESOME!"***

*"WOW! My head is still so full of new ideas, great information and practical lessons that I don't know where to find any works more appropriate than just – THANK YOU!!! The training was absolutely awesome!"*

~ Joann Eiman – Placentia CA. ~

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**Some of my  
confident course  
graduates**



### ***“A Fun and Exciting Environment.”***

*“I wanted to thank you for the wonderful training program you provided. You were professional in every aspect and you maintained a fun and exciting environment in which to learn. I greatly appreciate how well prepared you were for each day. The manual is well written and abundant with information, yet concise. It will continue to be a great resource. I feel I am well equipped to begin in the Interior Redesign business. Thank you again.”*

**~ Penny Elrich – Camarillo, CA. ~**

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### ***“Your Organization & Knowledge Are Impressive.”***

*“Just a note to tell you how much I enjoyed your class and how very much I learned. Your organization and knowledge are impressive. I especially appreciated that you did not waste my time or money! Thanks so much.”*

**~ Carol Nichols – Crescent City, CA. ~**

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### ***“I've Already Scheduled a Redesign.”***

*“I just wanted to thank you again for the wonderful Redesign training program you gave. Your insight and knowledge of the industry was present from day one and it just got better and better! I promise to take everything I learned and put it to good use. I've already scheduled a Redesign to get my feet wet. Wish me luck!!”*

**~ Elaine McCarthy – Valencia, CA. ~**

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### ***“Will Take My Redesign Career to the Next Level.”***

*“I can't say it enough – thank you for the wonderfully organized, informative and fun class and for all your humor and thoughtful touches. The valuable tools you provided will take my Redesign career to the next level and I am so grateful.”*

**~ Sidney Zech – St. Paul, MN. ~**

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### **So What Is a Professional Certification Course Going To Cost Me?**

You're probably thinking it's a lot. After all, to get a college degree in interior design, we're talking about a potential investment of \$40,000 or more (*not to mention four years of your life*).

But, you can get an Interior Redesign/Home Staging certification for a considerably less investment in both time and money! First, be sure to examine my website thoroughly to read up on the various training programs and pricing options available to you at [www.RedesignTraining.com](http://www.RedesignTraining.com)

Whichever program you select, your financial investment will be **well under the cost** of a 2-4 year design program and will get you started in the industry a lot sooner than later!



AND if you wish to be kept notified on a regular basis of upcoming programming **and special pricing offers**, be sure to contact me at [info@SmartRedesign.com](mailto:info@SmartRedesign.com) and ask to be put on my "update" list.

*(Note: "Your Area" training programs, held outside of Thousand Oaks, CA. are also available and may have a different tuition. Please inquire with Marcia for further information).*

When you think about it, Franchise fees can run anywhere from \$75,000 and up (and doesn't include rent, equipment and a host of other expenses). And even just setting up an independent retail shop often requires a hefty investment of \$50,000 or more. For a FRACTION of the price of other occupational training programs, you can hang out your shingle almost immediately following the class

#### ***Invest in Yourself:***

In making your decision about moving forward with professional training, it's often helpful to evaluate the potential return on your investment. The illustration below shows how quickly you can recoup your educational costs ... and then some (you may choose to charge more than illustrated):

2 one-hour in-home consultations @\$75	\$ 150
2 one-room redesigns @ \$350	\$ 700
2 staging evaluations @\$200	\$ 400
2 home stagings @ \$900	\$1800
TOTAL	\$3050

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As you compare business start-up costs with other occupational training programs (that teach you a new skill but DON'T teach you how to turn that skill into a successful business) Redesign/Home Staging training can be considered a real bargain!

But what you really have to ask yourself is how much are your dreams worth? Think about what it is worth to you to be in a position to do what you love, to be a part of one of the most exciting and rapidly growing industries around, and to positively impact the lives of your clients by redesigning a room or completing an entire home makeover. When you stop and really consider it, isn't the tuition a small price to pay to do what you've always dreamed of doing?

### **What Else Do I Get With My Investment?**

When you take a hands-on professional training program, you also get these bonuses:

**BONUS #1:** Transportation to the project homes, morning munchies, daytime snacks, beverages, lunch and a few surprises are included with your tuition for the professional programs.



**BONUS #2:** You'll receive *Decorating By Instinct*, my book which takes you on an engaging, witty and eye-opening journey into the world of permission-based decorating. You'll learn about my unique, five-step SMART process, through an easy to follow, practical and fun approach for decorating your home, in your style, so that you'll be proud to say, "Hey, I did that!"

**BONUS#3:** You will also receive a copy of my DVD & workbook set, *"Redesign Like A Pro"*. This two-disc set will act as a refresher resource for the step-by-step, hands-on redesign process you will be learning in class.



**BONUS#4:** You will receive a professional certificate of completion; which will open the door for you to join various industry-related organizations.

**BONUS #5:** Post-training coaching support is always available to you at a discounted hourly rate. In addition, you will be added to my student list and have the opportunity to keep in the loop on future training programs, tele-seminars and other learning opportunities

## **Still Have Questions? Get the FAQs!**

Not to worry. I've put together answers to the main questions I get asked most frequently so you can feel completely comfortable taking this next step forward.

### **Do I need any prior design training to take your class?**

NO! Since the focus is on redesign (*using what the client already own*) you do not need a background in interior design theory or practice. I will provide you all the knowledge you need to become a successful Interior Redesigner or Home Stager.

### **What if I have no idea how to begin or promote my new business?**

Don't worry! A comprehensive business segment is part of several of my program modules, dedicated to helping you make your business a success. I will help you begin to formulate a plan for the direction and model of your business and give you real-world, profitable ideas on how to maximize your service options. You will also learn how to market and promote your new business, with money-saving techniques, and without sacrificing your integrity and feeling uncomfortable. No matter what your advertising budget is, you will discover the tips professionals use to attract, secure, maintain and even sell more to your clients.

### **Can I really make a living as an Interior Redesigner or Home Stager?**

Like any new endeavor, your success depends on the amount of time and dedication you are able to give as a new business entrepreneur. As with any unique service, there is a definite need to explain and promote the concept of Interior Redesign and Home Staging. This is a necessary part of our job as a use-what-you-have design professional. It's going to take a lot of hard work and patience to have a flourishing redesign and/or staging business ... but you're not in this alone! I am always happy to support you in any way I can once you have completed training.

### **What kind of a credential will I receive upon completion of training?**

Once you have completed my professional training program, you will receive your SCRS designation (Smart Certified Redesign Specialist). In addition, because Home Staging is also included in my program, you will also earn your SCSS (Smart Certified Staging Specialist) designation; these designations are achieved by taking a written certification test. (**Note:** All programs earn a Certificate of Completion. However, only the professional programs, which include written testing, earn the certification designations of SCRS and/or SCSS.

### **Is your program part of a franchise; are there ongoing expenses involved after I complete my training?**

Absolutely not. I am an independent business owner and instructor. I am not involved in franchising the concept of Interior Redesign or Home Staging. Everything that is included in the

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course tuition is specified. There are no surprise fees before, during, or after the training program.

### **Why should I take REDESIGN training? Isn't Home Staging training enough?**

I'm glad you asked! This is one of the most frequently misunderstood definitions in our industry today. That is why I have included my "Is Staging Training Enough?" article in response to this question.

#### **IS STAGING TRAINING ENOUGH?**

##### **GET THE *SMART FACTS***

With the onset of the popularity of all the "Staging" programs on televisions these days, *everyone* seems to want to jump on the bandwagon and get trained as a home stager. And WHY NOT????!!

**The good news:** Home Staging is one of the hottest and *fastest* growing businesses in the design industry today!

**The bad news:** The marketplace is getting saturated with unqualified home stagers and staging training programs!

*People wishing to enter the home staging industry are getting confused!  
Are you one of them?*

I'm a home staging instructor and I think it's high time someone was honest about what is happening in our industry. So, for better or worse, I am going to share some startling **FACTS** about what you should know about becoming a home stager!

There are programs popping up every day and it's difficult to determine which ones offer the quality education *you* need to enter the industry confidentially.

#### **HERE ARE 3 *SMART FACTS* TO CONSIDER:**

##### ***FACTS* on training programs:**

- Some focus on "logical" staging techniques, saying "it's just common sense, anyone can do this".
- Some focus on marketing & selling staging services, but pay little attention on how to actually execute a home staging.
- Some focus on education achieved by reading a few books, paying for certification and a "guarantee" of job placement and "instant" business success.

##### ***FACTS* on your competition**

- Do the math: combine the actual number of home stagers in your geographic area with the actual number of homeowners that will hire a stager, and the outcome can make the competition for staging jobs fierce.
- Do the math: those that have a process to follow, thereby saving time (which translates into making more money), are typically having the most success.

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- Do the math: most vacant home staging services require that you stock (and transport) furniture, art & accessories in order to comply with demand.

### **FACTS on the staging industry:**

- If you don't have a home to stage, you don't have a job!
- If agents (and homeowners) are not educated on the value home staging can provide, they focus their staging efforts on vacant homes and ignore the fact that the majority of homes on the market are owner-occupied homes.
- If the decline in the economy and multitudes of foreclosures continues, logically, there are only a certain number of homeowners that will actually have the money to hire a stager.

**WOW – what does this mean for YOU?**

**Is staging enough?**

**Should you enter this industry?**

**THE ANSWER IS: “YES”**

**Now is the *perfect* time to become a part of this growing industry– but do your research and get the **FACTS** on programming options BEFORE you take the leap!**

→ *My professional training programs teach you home staging (and much more) so you can successfully compete in today's marketplace.....*

### **HERE ARE 3 MORE SMART FACTS TO CONSIDER:**

#### **FACTS on training:**

- ▶ The SMART SCHOOL training programs teach you a step-by-step PROCESS that will transition into your ability to offer home staging and *multiple* services to your business.
- ▶ The SMART SCHOOL training programs teach you TWO skill sets in one training module; Home Staging AND Interior Redesign.
- ▶ The SMART SCHOOL training programs have set the industry training standard for over ten years.

#### **FACTS on your competition:**

- ▶ The SMART SCHOOL training programs offer a sound redesign background which sets you apart from others entering your geographic marketplace.
- ▶ The SMART SCHOOL training programs offer foundational business education that will help you set up BOTH a home staging and interior redesign business; thus enabling you to establish a business efficiently and effectively in your geographic marketplace.
- ▶ The SMART SCHOOL training programs offer insights on how to create your market niche and brand your company to become a stand-out in your geographic marketplace.

#### **FACTS on the staging industry:**

- ▶ Stagers who know *redesign/staging* techniques can execute a home staging, move-in or interior redesign more effectively and efficiently in *any* kind of home.
- ▶ Stagers who know *redesign/staging* techniques can execute a consultation and a property evaluation for a home staging or Interior redesign objectively and efficiently.
- ▶ Stagers who know *redesign/staging* techniques can offer any part of the step-by-step process as a stand-alone service.



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### IS STAGING ENOUGH? WHY SHOULD IT BE?

#### Get the **SMART FACTS**

**FACT:** When you have completed a SMART SCHOOL certified 5-day Interior Redesign/Home Staging Training program, you'll not only know *how* to properly stage a home to sell, you'll also know *how* to successfully execute:

- Room redesign make-overs in just a few hours
- Move-in services for re-location
- Senior downsizing
- Shopping services
- Consultations and staging evaluations
- Art selection and hanging
- Accessory selection and placement....

and much more, based on your personal skill set

**FACT:** In today's marketplace you need to be equipped with a solid and diverse education in your industry in order to successfully create a multi-faceted business.

**FACT:** As a certified seminar leader, accredited home stager, and Redesign/Staging industry pioneer, I know that once you have completed your training with me, you will be equipped to enter the industry with essential knowledge, a proven step-by-step process and most importantly.....confidence!



### How do I register?

Each class has **limited participation** requirements to insure the best instructor-student ratio, and registration is on a first-com-first-served basis. Program sessions vary, and it is suggested you register early to insure a spot in the session of your preference. If you wish to be informed of future sessions, or have questions about the programs or hosting training in your area:

You can e-mail me at [info@smartredesign.com](mailto:info@smartredesign.com) or call 805-241-7997

While I would love to have you in my class, the reality is that being there and participating will do much more for your life than it will for mine. You see, I'm already doing what I love, not just working as an Interior Redesigner & Home Stager but teaching others, just like yourself, how to do the same.

The question is whether you're ready to take action and step into a life where you're doing what you love - and getting paid to do it! Do you still want to be struggling with a job you hate, knowing things could be so much better but afraid to take the plunge? Take it from me, life is too short to suffer doing what you hate. Reserve your spot today and start living your dream.

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In the meantime, while this is fresh in your mind, call or email me today for a

**FREE 30-minute consultation**

And let's talk about becoming a certified Redesign and/or Home Staging professional to help you determine if this is the right career choice for you!

**[info@SmartRedesign.com](mailto:info@SmartRedesign.com) or 805.241.7997**

Whatever your decision, I sincerely hope this Special Report provided you a glimpse into what you can achieve as a Redesign and/or Home Staging professional and how you can create the career and lifestyle of your dreams in this exciting industry.

I look forward to the opportunity to make your dream of becoming a Redesign Professional come true!

To Your Dreams, *Marcia Smart*

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### Meet Marcia Smart



Hi, I'm Marcia Smart. I can't wait to meet you "in person", but until then, here's a little more information about me. I'll try not to sound like one of those "Happy Holidays" annual letters!

#### **On a professional note:**

With over 14 years experience in the redesign/staging/design industry, I've just about seen it all, and continue to help my local community with all their redesign, staging and decorating challenges.

As a leading interior redesign expert my business has been recognized in the "Honors Edition" of the Manchester Who's Who among Executive and Professional Women 2006/2007 registry. Considered an industry pioneer, I am proud to have served for four years as the Executive Director of an International Redesign organization *I.R.I.S. (Interior Redesign Industry Specialists)* and was also one of its founding members in 1999.

Writing is another of my passions, and I have been able to combine that with my love for design by authoring two books "Decorating by Instinct" and "Accessorizing with Style". In addition, I am happy to have contributed authorship to several other industry related book and training manuals. One of my proudest accomplishments has been the creation of my "Redesign-Like-A-Pro" DVD & Workbook set (the only learning tool of its type in the industry today) featuring the how-to of the redesign step-by-step process.



I have been quoted in numerous periodicals, been a featured guest on Martha Stewart Living Radio SIRIUS 112, KRLA radio and ABC News Channel 7. My work has also been highlighted in Sunset, the Magazine of Western Living, Entrepreneur Startups and Decorating Spaces magazines. You may have seen me on two segments of the HGTV program "**Decorating Cents**" (episodes 1103 & 1106) or giving an in-store demo when I acted as spokesperson for Linens 'N Things' "Get Inspired" campaign.



As a certified seminar leader, through the American Seminar Leader's Association (ASLA), and an Accredited Home Staging Professional I have the privilege of conducting professional interior redesign training seminars and decorating workshops throughout the country.



#### **On a personal note:**

I embrace the fact that each one of us is unique and I believe that your home should be a reflection of who you are, what you like and where you have been in life!

Everyone deserves to have that well-decorated look for their home. Through the magic of Interior Redesign, I have found that everyone's home has the potential to do just that! One more thing, no matter what your style or where you live, my goal is:

***"To give your home a SMART new Look through education, validation and imagination!"***