



Home Staging Resource

Solutions for Professional Home Stagers & Redesigners

Bling Your Brand by Audra Slinkey

Bling Check!	Print Marketing	Website	Social Media	Handouts
Do I get noticed and stand out from other stagers and designers?	Y N	Y N	Y N	Y N
Do I get traffic and calls from my site?	Y N	Y N	Y N	Y N
Do I get leads and calls from my presentations?	Y N	Y N	Y N	Y N
Has it been over 2 years since I updated?	Y N	Y N	Y N	Y N
Do all my materials look consistent?	Y N	Y N	Y N	Y N

What makes my business special, unique and different?

What is my brand focal point? Do I even have one?

Houzz Research: Site Address and Style:	Ratings (1 being best):	Notes:
	Colors: 1 2 3 4 5 Layout/Pages: 1 2 3 4 5 Logo: 1 2 3 4 5 Header: 1 2 3 4 5 Background: 1 2 3 4 5	
	Colors: 1 2 3 4 5 Layout/Pages: 1 2 3 4 5 Logo: 1 2 3 4 5 Header: 1 2 3 4 5 Background: 1 2 3 4 5	
	Colors: 1 2 3 4 5 Layout/Pages: 1 2 3 4 5 Logo: 1 2 3 4 5 Header: 1 2 3 4 5 Background: 1 2 3 4 5	

More Design Inspiration: Zazzle.com, Minted.com, Tinyprints.com

Get Color Inspired: colourlovers.com

What are my two to three brand colors?

60% _____ 30% _____ 10% _____ (bling color?)

Color 1 _____ Color # _____

Color 2 _____ Color # _____

Color 3 _____ Color # _____

Color 4 _____ Color # _____



Home Staging Resource

Solutions for Professional Home Stagers & Redesigners

Patterns I liked (also search patterncooler.com): Create a folder on your computer and save images

Resources for brainstorming my new logo: Houzz.com, crowdspring.com, 99designs.com

Resources for brainstorming my new fonts: dafont.com, fontsquirrel.com, google.com/fonts, pinterest.com/audraslinkey/ "fonts to love"

Main Header or Logo Font (bling):

Content or Tagline Font:

Free image programs to help you build your images:

1. www.xheader.com – Download to your computer
2. www.canva.com - Great for pre-made logo creating, Facebook covers, business cards, etc...
3. www.picmonkey.com - Premade shapes, textures, upload backgrounds, room photo collages
4. www.fotoflexer.com - Good for transparent backgrounds
5. www.liveluvcreate.com – Wonderful free image choices to add text to for quotes or print for clients to fill their frames

Thanks so much for letting me share some cool stuff with you and my hope is you take it home and explore! Make sure to subscribe to my blog at www.homestagingresource.com for other video tutorials and tips on your staging and redesign business!

Warm Regards,

Audra Slinkey

audra@homestagingresource.com

www.homestagingresource.com

888.563.9271

*If you liked learning about things like this, consider joining the Home Staging Resource!
We keep you on top of the staging and design industry with the latest trends, resources, tools
and tips to get your business in gear!*

Audra Slinkey is President and Founder of the Home Staging Resource (<http://www.homestagingresource.com>), an advanced home staging and redesign training company designed to provide business solutions and staging training to people involved in the preparation of homes for sale. Audra has had the privilege of personally mentoring and training over 3,000 staging and redesign professionals in the past eight years through her RESA Accredited, HSR Certification and Home Staging Training Program and is a huge advocate for all stagers and redesigners regardless of training background.