

TOP MISTAKES TO AVOID  
WHEN STARTING YOUR  
HOME STAGING BUSINESS

# THE “B” WORD

ARE YOU RUNNING A **B**USINESS OR IS THE  
BUSINESS RUNNING YOU?

*THERE'S NO DOUBT ABOUT IT. WE ALL LOVE WHAT WE DO—STAGING!*

*BUT ARE YOU JUST ENTERTAINING A HOBBY OR DO YOU ACTUALLY WANT TO*

*MAKE A LIVING ? **3** THINGS EVERY HOME STAGER SHOULD KNOW TO AVOID YOUR BUSINESS*

*POTENTIALLY RUNNING YOU [INTO THE GROUND!]*

1. **Have a [Business Plan](#)**— Whether or not you are planning to seek a small business loan a [business plan](#) is a written set of business goals each company (no matter the size) should create to outline the reasons those goals are believed to be achievable and the steps you'll take in order to reach those goals. Many areas have small business development centers that offer FREE seminars on starting your own business. [A business plan is your blueprint for success.](#)
2. **Create [Standard Operating Procedures](#) for each of your services** — Without standards and procedures how can you be sure that your services are being performed correctly or consistently, especially if you have or will eventually hire employees? Write the steps down! The reason why companies like McDonald's are successful is that they recreate the same experience for each customer and their customer's loyalty is built on a consistent experience and expectation. [From answering a phone call to staging a home, repeat and referral based clients \(REALTORS!\) will be happy to utilize services they have come to expect, value and want time and again.](#)
3. **Don't quit your day job and expect a full time Salary**—Going from an employee to employer situation is not for the faint of heart! [Most small businesses fail in the first 1 year!](#) Expecting a full time salary as a new business owner quite honestly isn't realistic as most of your income will likely go back into your business. The best book to cover all aspects of why most small businesses fail & what you can do about it is [The E Myth Revisited by Michael E. Gerber](#)



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