

ASP™ Business Coaching Program

In response to many requests from ASPs for more hands on help building and running their Staging businesses, StagedHomes.com is offering a new expanded **Business Coaching** program for all ASPs. The program will offer two tiers of coaching, each designed to meet the specialized needs of ASPs.

Tier 1 – Group Business Coaching. Beginning in June, StagedHomes.com will offer a continuing series of weekly coaching sessions via conference telephone call. Coaching in this tier, which will be grouped into tracks, is intended to provide information on business topics that may not be readily available to all ASPs. The Coaching Tracks are:

Track 1 - Why I REALLY Need A Business Plan! (Business 101)
(Business Plan Overview, Creating My Business Plan, & Implementing My Business Plan!)

Track 2 - How Networking Beats Not Working - Every Time! (Networking 101)
(Overcoming Inertia, Managing Contacts, & Building Relationships!)

Track 3 - How Effective Marketing Can Build My Business! (Marketing 101)
(Creating a Marketing Plan, Direct Marketing, & Indirect Marketing!)

Track 4 - Maximizing My Profit From Staging! (Financial Management 101)
(Pricing, Expense Management, & Staging Services!)

These tracks will expand upon and amplify the information on building business that ASPs receive in the ASP Course. Each coaching track will consist of 3 individual hour long sessions, limited to 10 participants per session. The session format will be a 20–30 minute presentation on the particulars of the topic, followed by open question & answers from the group.

Tier 2 - Individual Business Coaching. For those ASPs with different coaching needs personalized coaching will be available. Topics for this service will be determined by the business needs of the individual ASPs requesting the service. Topics might include building a referral business or crafting an integrated strategic plan.

Our ASP Business Coach: Bill Hickman, a skilled business and personal coach (as well as an ASP!), has joined the StagedHomes.com team as our in house Business Coach.

Throughout his long career in the US Navy, the corporate world, and small business, he has shared his passionate approach to life and business as he has repeatedly developed and mentored leaders in organizations large and small.

Using a proven, practical, and common sense approach Bill has successfully coached small and entrepreneurial business owners to improve the performance of their companies and their bottom line.





ASP™ Business Coaching Schedule

The initial ASP Business Coaching Program schedule will be as follows:

| Tier 1 – Group Business Coaching | Price | Order |
|--|---------------------------------|--------------|
| <i>Track 1 Why I REALLY Need A Business Plan! (Business 101)</i> | \$149 | _____ |
| Mondays 1-2PM Eastern (June 5, June 12, June 19) Wednesdays 1-2PM Eastern (June 7, June 14, June 21) | | |
| <i>Track 2 How Networking Beats Not Working - Every Time! (Networking 101)</i> | \$149 | _____ |
| Mondays 1-2PM Eastern (June 26, July 3, July 10) Wednesdays 1-2PM Eastern (June 28, July 12, July 19) | | |
| Track 3 How Effective Marketing Can Build My Business (Marketing 101) | \$149 | _____ |
| Mondays 1-2PM Eastern (July 17, July 24, July 31) Wednesdays 1-2PM Eastern (July 26, Aug 2, Aug 9) | | |
| <i>Track 4 Maximizing My Profit From Staging (Financial Management 101)</i> | \$149 | _____ |
| Mondays 1-2PM Eastern (Aug 7, Aug 14, Aug 21) Wednesdays 1-2PM Eastern (Aug 16, Aug 23, Aug 30) | | |
| Tier 2 - Individual Business Coaching. | \$149 | _____ |
| Hours to be arranged by mutual consent. | Three Hour Package \$399 | _____ |
| | Five Hour Package \$499 | _____ |

To order the Business Coaching Program, please complete:

Name _____

Address _____

City _____ State _____ Zip _____

Bankcard Number (Visa, MC, AmEx, or Discover) _____ Phone _____ Security Code _____

Signature _____ Email _____