



Expanding Your Client Base.... the male connection!

Although organization is gender neutral, there are strategies that may be more appealing to a masculine audience. For example, a leading Toronto men's retailer recently offered a home organizing tool aimed at his male cliental, and presumably their partners. A trained salesperson goes directly to the home – and the closets – of customers to review their wardrobes and suggest deletions, additions and better organizing. The service of a tailor on site is offered as well. Expert advice, plus immediate support is hard to resist for people coping with jammed schedules and tired wardrobes.

Figuring out what people need and designing organizational solutions around those needs is key to our success both individually and as a growing profession. As we highlighted in our April issue, the need to 'de-clutter, re-organize, downsize", sells magazines offering ideas on how to simplify our lives. Men are looking for help as well.

How do you develop this market? A few ideas might include: introducing your services to your local hardware stores, big chain stores and businesses specializing in garage makeovers, home offices, or basement renovations. If they understand what value your organizational expertise can offer, and how it might help their business or personal life, you may well create a new niche. Many national retailers recommend specialists who are licensed installers of bathrooms, kitchens, flooring and other areas of home renovations. Why not a Professional Organizer? Improved organizational installations should be top of the list today of essential home, business and office improvements in order to maximize productivity.

Other areas to consider to increase or target specific marketing activities to a male audience might be audio and electronic suppliers. Installation of new entertainment systems is a golden moment to review and improve organizational needs for their audio and video collections. Also consider any sports related facilities, perhaps your local golf

or tennis specialty stores or take a look at sports, handyman or auto magazines to identify other opportunitiesRemember, train yourself to think outside the box!

Date May 2010

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