



The Fertile Ground

Organizers are positioned beautifully in a mass of free publicity right now. We are blessed with a huge amount of press shouting out the benefits of being organized. You might even call it the new mantra; from your personal life to your emotional well-being and your professional success, there is some aspect of organization, or “de-cluttering” as the cover of the March “O” Magazine proclaims, that is sure to improve your life.

We couldn’t buy this amount of free publicity if we wanted to! The question becomes: how do we capitalize on it?

How do we translate Oprah’s efforts to de-clutter her closets into a local battle call for our specialized services? If you are determined to grow your business, this is a question worth pondering. For example: where do a lot of us read “O”? At the hairdresser is one popular place. Did you ever think about discussing a way to publicize your services at local hair and nail salons?

Perhaps you could offer them a few hours of your time to improve their systems or storage in exchange for free publicity and a personal recommendation. You might even consider asking them to allow you to put on a free seminar for their clients where you highlight ways in which you can enhance their quality of life. You only need a few interested people to get the word out and provide you with a forum to determine the most needed services an organizer like you can offer in your community.

From Oprah to your local salons – a stretch yes, but not impossible when you build upon the huge interest out there now for practical, low cost strategies to make life simpler and more manageable. Try it and let us know what happens.

You may come up with many more ideas to capitalize upon all the media interest in organizing. Let us know what works for you and we will highlight your success and business in our newsletter.

Good luck, and thanks, Oprah! We'd all love to get into your closets too!

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