

# White Paper

➤ Specialization in your Business Leads to Success

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## *Specialization in Your Business Leads to Success*

Your natural talent for achieving order and creating systems could give you a profitable opportunity to turn your talents into a successful business as a Professional Organizer.

However, the organizing industry is a dynamic and constantly changing environment. It has become more complex and the demands of our clients go far beyond clearing clutter and setting up filing systems.

To become a successful organizer, you must become knowledgeable about every aspect of the business.

I believe the top three things you should know when starting a business are:

- Understand that a successful business does not happen overnight ~ put a plan in place first to ensure quick, successful results.
- Avoid making expensive mistakes right from the start ~ learn from the successful folks who have gone before you.
- Market, market, market your business and just as important as the first two ~ you need to understand how to do this from Day One!

Each one of these is made both easier and more powerful if you have a specialization.

There are six key topics in what we call a business plan. They are Strategic Planning, Operations, Legal, Human Resources, Financial and Marketing. Can you imagine how difficult it is to create a strategic business plan if the overall strategy is to “Be and Do Everything?” How do you analyze competition? How do you determine the focus of your marketing? How do you plan your financial and human resource requirements? Your plan will, by necessity, become a large meandering generality that actually provides little guidance. Specialization allows you to focus like a laser, to become clear on the resources you will require and to develop concrete action steps to drive you to success more quickly.

The biggest obstacle to success with new organizers is trying to be all things to all people. It is not uncommon when first starting out to try to sell everything to everyone, with the erroneous presumption that, if one has more to sell to more people, then one will make more sales. The problem is, the more general you are, the more competition you will encounter and the harder it will be for customers to understand why you are special. Learn from those who have gone before you. By and large, those who have been successful have had a specialty.

How do you learn from them? Review their web sites, their marketing messages, the way they talk about their specializations. Compare them to others who are general in their approach to explore the difference. See if you can identify things they aren't doing

well enough. You may also even approach them for advice. Perhaps not all will be forthcoming; but some will. Participate in your local chapter of Professional Organizers of Canada where you can meet others and learn from their various programs. Or you can study from others who have succeeded in the industry and offer training as part of their businesses. However you approach this, please recognize that the most expensive and most painful form of training is learning by reinventing the wheel. Don't put yourself through that.

With respect to marketing, the more people you try to appeal to, the more you will need to "paint" your marketing message with broad brushstrokes to appeal to everyone. This approach will work against you because of lack of experience and track record, increased competition, and a message to your market that you're not particularly interested in their specific needs, goals and concerns. Think of yourself when you go to buy something. Are you more persuaded by general platitudes or by the plausible presentation of specific solutions to specific problems?

For the most part, we enjoy doing things that we are good at doing and we are often good at doing things we enjoy. Your organizing business will offer you the chance to do what you love to do. As early as possible in your business, determine your specialty so that you can focus on the areas of the business that interest you the most. Specializing and narrowing your focus as much as possible will cast an aura of expertise and superiority, and increase your likelihood of getting more business.

So, how do you go about picking an area of specialization? To achieve maximum fulfillment from your organizing business, your areas of specialization will ideally offer you the right fit between your skills and your values. This means being capable of doing your work, feeling good about it, and having your business fit in with the other parts of your life. It is important that you specialize in the areas that you enjoy most and where you are fully competent ~ at least during the initial stages ~ so that you can ensure your greatest and easiest successes early on in your business.

Your specialty will depend on your passion, your skill sets, and what you feel comfortable doing ~ as well as a number of other issues. Learn from your experiences and after each project you accomplish, re-examine your areas of focus and re-evaluate your decisions. Choose a specialty that suits you best. Keep this in mind ~ just because you are good at something, does not necessarily mean that you would like to or even could make a living doing it day in and day out.

Almost every area and aspect of professional organizing is being or can be sold, somehow, in some form or another. Choosing your area of specialization or niche market will also help you focus your marketing efforts. Once you have determined your area of specialization, you may want to market yourself as a leading authority or perhaps an "expert" or something to that effect. Create your own niche. Residential or business, if in residential closets, garages, downsizing seniors or if business, paper filing systems, electronic organization or productivity training.

Sit down at your computer and create a spreadsheet. Across the top identify all those services you think you would like to offer in your organizing business. Down the left hand side, list all the possible client markets you can offer services to. Where these two lines, the column and the row, intersect identifies a possible area of specialization for you.

I encourage you to set aside the time to work through all of the topics referred to above before you start your business so that you have a clear roadmap as to how you will achieve your goal of starting a successful business!

To help increase your success, ProfessionalOrganizers.com provides you with results-driven, practical learning solutions, integrated training materials, current content and the support necessary to create a successful business as a Professional Organizer, to market your business and to manage your clients.

Do you believe you learned something valuable in the 10 minutes it took you to read this white paper? Imagine what you can learn in our Comprehensive Training Program! You can figure out what it is you want to do, if you can do it, if you want to do it and if so how to launch your business right away! [Click here](#) to register now for one of our seminars. If you are one of the first 10 registrants you will receive one of our On-Demand Continuing Education webinars FREE.

Get the help you need to achieve your goal of starting a successful business in this industry. Our Comprehensive Training Program has over 10 years of proven success, on "How to Start an Organizing Business". Our program includes, at no additional charge, on-going personal support for 60 days. The courses are offered in a variety of delivery modes from in-person live seminars (across Canada), live and on-demand webinars as well as self-study programs.

Our trainers meet strict criteria: at least 5 years successful experience in the organizing business; membership on the National Board of Directors of the Professional Organizers in Canada and/or may also hold their CPO and/or recipients of the Harold Taylor Award, the highest level of recognition in the Canadian organizing industry. [Click here to read our testimonials.....](#)

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