



Creating Order  
from Chaos

# **Professional Organiser Training**

## **Module 1 – What to Expect from Your Professional Organiser Career**

## What is a Professional Organiser?

A Professional Organiser helps others restore order to their lives, supporting and empowering clients through the introduction of organising systems, tools and processes.

A Professional Organiser helps clients learn new skills to develop appropriate and lasting solutions and habits for their individual needs.

There is more to being an organiser than simply knowing great strategies to organise space and be productive. What sets a Professional Organiser apart from someone who is great at organising is, among other things, the ability to connect with the client, understand their goals and needs, communicate well, and most importantly transfer skills to the client.

## Do YOU Have What it Takes?

Do you have the qualities needed to be a great Professional  
Organiser?

On a scale of 1 to 10 (1 = not at all, 10 = very much) are you...?

- Respectful
- Responsible
- Discreet
- Understanding
- Non-judgmental
- Observant
- Resourceful
- Ethical
- A good listener
- A good teacher
- A good communicator
- A problem solver
- Flexible
- Willing to get your hands dirty
- Willing to learn

The great majority of Professional Organiser businesses in Australia are home-based. With low overheads and start-up costs, it is an ideal business for those with the right skill set and attitude.

Do you have the qualities needed to be an Organising business owner?

On a scale of 1 to 10 (1 = not at all, 10 = very much) are you...?

- Self-motivated
- Resilient
- A creative-thinker
- A problem-solver
- An opportunity seeker
- Future-focused
- Realistic
- Decisive
- Comfortable being a boss
- Good at selling
- Computer literate
- Willing to work hard
- Willing to learn
- Willing to commit 5 years to the business
- Able to access start-up funds
- Financially stable to withstand the quiet times
- Supported by friends and family

## Myth-Busters

Myth No. 1 – You have to be a super organised person to be a Professional Organiser.

---

---

---

---

---

---

Myth No. 2 – Success in business will depend on how good you are at organising.

---

---

---

---

---

---

## What's In It For You?

What are you looking for in a Professional Organising career?

- Income
  - Break even \_\_\_\_\_
  - Enough to get by \_\_\_\_\_
  - Contribute to family income \_\_\_\_\_
  - Main breadwinner \_\_\_\_\_
  - Retire comfortably \_\_\_\_\_
  - Be fabulously wealthy \_\_\_\_\_
  
- Personal satisfaction
  - By helping others \_\_\_\_\_
  - Do something you enjoy \_\_\_\_\_
  - Have fun \_\_\_\_\_
  - Save the world \_\_\_\_\_
  
- Fame
  - Locally \_\_\_\_\_
  - Nationally \_\_\_\_\_
  - Internationally \_\_\_\_\_
  
- A way out of current situation
  - To start doing something \_\_\_\_\_
  - To stop doing something \_\_\_\_\_
  
- Something else?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How will you know when you've "made it"?

---

---

---

---

---

---

---

---

---

---

## What Do You Bring to the Table?

Strengths	Weaknesses
Opportunities	Threats

Strengths = positive things you personally bring to the table.

Weaknesses = personal negatives.

Opportunities = positive things outside your personal control.

Threats = negatives outside your personal control.



What does this mean for you?

---

---

---

---

---

---

## Myth-Busters

Myth No. 3 – Once you have everything ready, business cards printed, website up and running etc., the phone will start ringing.

---

---

---

---

Myth No. 4 – All clients are wealthy.

---

---

---

---

## What's In It For Others?

According to the Australasian Association of Professional Organisers\* member surveys...

	<b>2016</b> 81 respondents	<b>2013</b> 75 respondents	<b>2010</b> 81 respondents	<b>2007</b> 52 respondents
<b>Working in the Organising industry</b>				
% working as PO	91.3	98.6	94	
% working as Concierge	4.9	8.7	13	
% supplied Org Products	3.7	2.9	13	
<b>Time in the industry, operating an organising-related business</b>				
% < 1 year	17.3	25.4	24	37
% 1-2 years	27.2	22.5	29	25
% 3-5 years	25.9	29.6	31	
% 6-10 years	19.8	18.3	11	
% > 10 years	7.4	4.2	5	
<b>Part time/Full time</b>				
% full time	33.3	35.7	34.6	
% part time with no other paid job	24.7	22.9	25.6	
% part time + other non-organising job	39.5	41.4	39.7	
<b>Business Structure</b>				
% Sole Trader	86.3	82.9	75	
% Company	11.3	15.7	25	
% hire Organisers as employees	3.8	0	3	
% hire Organisers as subcontractors	17.7	11.4	13	
% work as subcontractor	10.1	17.1		
% employed as Organisers	0	1.4		

	<b>2016</b> 81 respondents	<b>2013</b> 75 respondents	<b>2010</b> 81 respondents	<b>2007</b> 52 respondents
<b>Billable Hours per week</b>				
% 1-9 hours	45.6	48.5	56	
% 10-19 hours	24.1	22.7	25	
% 20-29 hours	16.5	22.7	15	
% 30-39 hours	5.1	3	3	
% 40+ hours	3.8	3	3	
<b>Non-Billable Hours per week</b>				
% 1-9 hours	48.7	45.5	50	
% 10-19 hours	32.1	34.8	26	
% 20-29 hours	14.1	15.2	14	
% 30-39 hours	0	3	5	
% 40+ hours	2.6	1.5	5	
<b>Average hourly billing rate</b>				
% < \$50/hour	11.4	11.8	17	21
% \$50-\$74/hour	27.9	38.2	41	57
% \$75-\$99/hour	43.0	27.9	21	18
% \$100-\$124/hour	6.3	10.3	4	2
% > \$124	6.3	4.4	4	2
<b>Gross Income from Organising</b>				
% no income	5.1	4.8	8	
% < \$10k	38.0	41.9	42	57
% \$10k-\$19k	19.0	12.9	19	
% \$20k-\$29k	8.9	12.9	27	
% \$30k-\$39k	7.6	6.5		
% \$40k-\$49k	3.8	6.5		
% \$50k-\$69k	8.9	9.7		
% \$70k-\$99k	3.8	3.2		
% \$100k+	5.1	1.6	4	6
<b>Primary Client Base</b>				
% Residential	66.2	66.2	68	74
% Business		12.3		
% Home Offices		13.8		

\* The Australasian Association of Professional Organisers (AAPO) operated from 2006 to 2017.

## A Day In the Life...

These scenarios are not suggested itineraries. They are a realistic look at how some people spend their time.

### Scenario 1

7am	Networking Breakfast
9am	Emails & Enquiries
10am	Needs Assessment for stressed-out new mother (including travel time)
12noon	Lunch
1pm	Write and send Needs Assessment Report
3pm	Write monthly newsletter
4pm	Emails & Enquiries
5pm	Finish

### Scenario 2

7am	Walk
8am	Emails & Enquiries
9am	Travel
10am	Hands-on consultation in home office
2pm	Travel
3pm	Prepare for Meal Planning workshop
4pm	Emails & Enquiries
5pm	Finish

### Scenario 3

9am	Emails & Enquiries
10am	Marketing
11am	Networking coffee/lunch
1pm	Prepare for Meal Planning workshop
3pm	Emails & Enquiries
4pm	Family time
7pm	Meal Planning workshop

### Scenario 4

7am	Walk
8am	Emails & Enquiries/Travel
9am	Declutter consultation in garage, lugging boxes, mouldy carpet, caring for tearful client, disturbing rats & spiders, arranging skips, charity collection
2pm	Travel/Shower
3pm	Family time
4pm	Invoicing
5pm	Write follow-up report for Garage client

Scenario 5

7am	Walk
8am	Leisurely breakfast
9am	Twiddle thumbs, no calls, no email enquiries
2pm	Update website marketing
3pm	Write blog posts
4pm	Email former clients for feedback
5pm	Phone finally rings... maybe

How many days or hours per week can you contribute to your Professional Organising career?

---

---

What will you do with those hours?

---

---

---

---

---

## Myth-Busters

Myth No. 5 – All decluttering jobs are the same.

---

---

---

---

Myth No. 6 – All Professional Organisers do the same work.

---

---

---

---

Look at the list of income stream possibilities on the next page.

✓ Tick any that you already planned on using in your career.

**■** Highlight others that sound interesting and you would like to research further.

What other possibilities do you see? Add those to the list.



## What Are the Possibilities?

There are many ways to make money from a Professional Organiser business.

What you do will depend on your own skills, your target market, your client's needs... and your imagination.

Some possibilities –

- |  |  |
|--|--|
| <input type="checkbox"/> Consultant                          | <input type="checkbox"/> Product Developer     |
| <input type="checkbox"/> Hands-on Declutterer                | <input type="checkbox"/> Systems Developer     |
| <input type="checkbox"/> Residential                         | <input type="checkbox"/> Trainer               |
| <input type="checkbox"/> Office                              | <input type="checkbox"/> Workshops             |
| <input type="checkbox"/> Corporate                           | <input type="checkbox"/> Teleclasses           |
| <input type="checkbox"/> Own business                        | <input type="checkbox"/> Webinars              |
| <input type="checkbox"/> Employed by other POs               | <input type="checkbox"/> Mentor                |
| <input type="checkbox"/> Sub-contracting                     | <input type="checkbox"/> Public Speaking       |
| <input type="checkbox"/> Collaborating                       | <input type="checkbox"/> TV presenter          |
| <input type="checkbox"/> Strategic Alliances                 | <input type="checkbox"/> Author                |
| <input type="checkbox"/> Recognised Expert                   | <input type="checkbox"/> Blogger               |
| <input type="checkbox"/> Life Coach                          | <input type="checkbox"/> E-Books               |
| <input type="checkbox"/> ADHD Coach                          | <input type="checkbox"/> CDs                   |
| <input type="checkbox"/> Student Organising Coach            | <input type="checkbox"/> Concierge             |
| <input type="checkbox"/> Organisation Coach                  | <input type="checkbox"/> Personal Assistant    |
| <input type="checkbox"/> Productivity Consultant             | <input type="checkbox"/> Event Management      |
| <input type="checkbox"/> Home Staging                        | <input type="checkbox"/> Project Management    |
| <input type="checkbox"/> Relocation Agent                    | <input type="checkbox"/> Time Management       |
| <input type="checkbox"/> Senior Move Manager                 | <input type="checkbox"/> Estate Clearing       |
| <input type="checkbox"/> Online auction & Consignment Seller | <input type="checkbox"/> Feng Shui             |
|  | <input type="checkbox"/> Curacy & Preservation |