

# the Professional Organiser's **EDGE**

## Library of Resources

Classes	Mins	PO Skills	Case Studies	Marketing	Sales	Money	Trends	Niches	Admin
10 Ways to Get Great Clients	20			X	X	X			
A Sneak Peek Behind the Scenes	40			X	X	X			X
A Successful Partnership	35	X							X
A Year in the Life of a PO	50			X			X	X	X
All Time Favourite Organising Tools	60	X							
Beyond 1:1 Consulting	35	X						X	
Branding Blitz Workshop	70*			X					X
Busting 7 Myths About Being a Professional Organiser	30	X							
Case Studies: Long Term Clients	50	X	X		X				
Case Studies: Small Changes, Big Impact	50	X	X						
Case Studies: When Clients Need More (or Less)	50	X	X						
Client Case Studies: Families	65	X	X					X	
Client Case Studies: from Perfectionist to Progress	55	X	X						
Client Case Studies: Is it Hoarding or Not?	60	X	X						
Client Case Studies: Virtual Consultations	50	X	X					X	
Client Case Studies: When Progress Stalls	40	X	X						
Conversations That Convert	60			X	X				
Crafting Your Terms & Conditions	60								X
Create an Organised Business Plan	45			X		X			X
Create an Organised Marketing Plan	50			X					X
Create Irresistible Packages	60			X		X			X
Create Your Own Reverse Bucket List	35								X
Creating Client Success – 3 Case Studies	50	X	X						
D is for Delegate	40	X		X	X	X			X

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Discover 5 Steps to a New Career	25	x							
Downright Honest Answers to Frequently Asked Questions	60	x		x		x		x	x
Discover Your Niche	50		x	x		x		x	
Effective Networking	45			x					
Email Marketing Tips from an Expert	45			x					
Enquiries, Intakes & Conversions	50			x	x	x			x
EOFY Tasks to Boost Your Business	30					x			x
Finding Your Ideal Client	35			x	x			x	
Fresh Ideas to Kickstart Your Best Year Yet	60			x			x		
From Goals to Action	45	x							
Helping Our Grieving Clients	60	x						x	
Honouring the Past, Living for Now	45	x							
How to Be an Organising Detective	50	x							
How to Create a Winning Webinar	45			x				x	x
How to Create an Effective Home Filing System	45	x						x	
How to Create and Present Winning Workshops	60	x		x					x
How to Get Great Headshots	30			x					x
How to Get the Most from an Organising Conference	35								x
How to Help Golden Age Clients Get Organised	55	x						x	
How to Make Money as a PO	45	x		x	x	x	x	x	
How to Organise a Bathroom	40	x							
How to Organise a Garage	45	x						x	
How to Organise Awkward Spaces	35	x							
How to Organise Craft Supplies	40	x						x	
How to Organise Laundry Rooms & Routines	50	x							
How to Organise Memorabilia	55	x						x	

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How to Organise the Essentials	50	x							
How to Organise the Kitchen	45	x						x	
How to Transition to a Full Time Professional Organiser	40	x		x		x			x
Interview with the FIFO Organiser	45	x						x	
Introduction to Photo Organising	50	x						x	
Is Your Client Ready for Change?	45	x							
Keeping Client Records	60								x
Know Your Numbers	50				x	x	x		x
Lessons Learned from 10 Years as a PO	50	x					x		
Let's Talk About Money	35					x			
Level Up: Take the Next Step in Your Organising Business	60	x		x	x	x	x	x	
Leverage Your Content	35			x		x		x	x
Low Cost Marketing for Professional Organisers	70			x					
Make It a Value-Add Year	35	x			x				
Make an Impact with Newsletters	60			x	x				x
Mastering Difficult Conversations with Your Clients	55	x							
Mistakes I've Made & How You Can Avoid Them	35	x		x		x			x
More Successful POs (& what we can learn from them)	80	x		x		x	x	x	
Motivate Your Clients to the Next Level	45	x							
National Organising Week Marketing	35			x					
Needs Assessment Mastery	60	x							x
New Year, New Services	45	x					x		
Next Level Virtual Consultations	80	x				x		x	
NOW Success	45			x					
Organising Beyond Space & Time	50	x					x	x	
Organising Small Spaces	45	x						x	

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Organising Trends to Watch, December 2017	35			x		x		x	
Speaking to Grow Your Organising Business	55	x		x	x				
Public Speaking Outtakes & How to Avoid Them	55			x					
Public Speaking Tips, Tricks & Pitfalls to Avoid	45			x					
Routines & Habits (& how to install them)	50	x							
Safety First!	40	x							
So You Want to Work with a Hoarder?	50	x	x					x	
Speaking – How to Engage Your Audience	60			x					
Successful Decision Making	45	x							
Successful Downsizing	50	x						x	
Successful POs and What We Can Learn From Them	70	x				x		x	
Successful Professional Organisers of 2020	70	x				x		x	x
SWOT Workshop	30*			x		x	x	x	x
Taking Control of Your To Do List	50	x							x
Thanks! How to Show Gratitude & Dazzle Your Clients	45	x		x					x
The Basics of SEO	50			x			x		x
The Lowdown on Raising Your Rates	40					x			x
The Organised Home Office	40	x						x	
The Power of Accountability	50	x			x				
The Power of Newsletters	55			x	x				x
The Winning Needs Assessment	45	x			x				x
Time Management When You Work at Home	35	x							x
Trends That Shaped Organising in 2021	Coming soon						x		
Turn Your Organising Talents into Products for Sale	40	x		x	x	x	x	x	x
Using Thankfulness to Create Change	30	x							
Virtual Consultations	45	x	x					x	

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Virtual Consultations - From Sales to Delivery	55	x		x	x	x		x	
What NOT To Do & Say (you'd be surprised)	60	x							
Whose Goal Is It Anyway?	40	x							
What to Wear & Show Me the Money - Experts Interview	45					x			x
What's Trending in the Organising World?	45	x		x			x	x	
When Disaster Strikes	45	x							x
When Things Go Quiet	50	x		x	x	x			x
Where Does the Clutter Go?	55	x							
Where Will the Organising Trends of 2018 Take You?	40			x			x	x	
Working with Children & Families	40	x							
Working with Clients with Limited Capacity	40	x	x						
Your Insurance Questions Answered	45					x			x
Zero Budget Marketing for POs	50			x					

\* Time estimated to include completion of exercises

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<b>Other Resources</b>	<b>PO Skills</b>	<b>Case Studies</b>	<b>Marketing</b>	<b>Sales</b>	<b>Money</b>	<b>Trends</b>	<b>Niches</b>	<b>Admin</b>
2020 Organising Industry Survey Results					X	X		X
260 Organising Blog Topics			X					
40+ Ways to use NOW to Boost Your Business			X					
50 Creating Order Tips to Make It Big in Small Business			X	X	X			X
Booking Confirmation	X							X
Client Needs Questionnaire	X							X
Consultation Feedback	X							X
Consultation Flow Chart	X							X
Content Creation Tips & Topics			X	X				
eNewsletter Signup Sheet			X					X
Getting More from Conference Goals Template								X
Great PO Checklist	X							
Intake Form Template	X							X
Recommended Podcasts	X		X	X		X	X	X
Recommended Reading for Organisers	X						X	
Reverse Bucket List	X							
Sorting Signs	X							
Where Does the Clutter Go?	X							X