



**INSTITUTE FOR PROFESSIONAL ORGANIZERS™**

## **SEMINAR BECOME A PROFESSIONAL ORGANIZER**

Whether you are contemplating forming a business as a Professional Organizer, or are newly in business, our training and education programs have something for you! I have been working with organizing clients to realize their full organizing potential and watching their amazing transformations since January 2003. It's been a dream come true for me and now it can be for you!

The Institute for Professional Organizers™ courses has been available internationally since August 2004. I am a Certified Professional Organizer® and I, along with my team of experts, are dedicated to offering the very best comprehensive training program as an affordable investment for new business owners and achievable in the shortest time possible. Our goal is to expediently provide you with the latest industry techniques (including our 5 Steps to Organizing® process), information, and skills that will enable you to have a highly successful and personally rewarding career as a professional organizer.

Our Seminar Fast Track Method™ Training Program is an all inclusive layered training and education opportunity involving:

1. Layer 1 - YOUR LAUNCH of a Professional Organizer Business
2. Layer 2 - YOUR GROUNDWORK of focused and guided work on your business infrastructure and work with a real client. Check our web site for upcoming Layer 2 training dates
3. Layer 3 - YOUR GROWTH as I follow you through our on-going mentoring relationship
4. Layer 4 – You BECOME A MASTER PROFESSIONAL ORGANIZER™ - take it to the next level and you will significantly stand out amongst your competition and attract more clients.

With each layer of our training and education program you will quickly build skills and confidence working with clients and managing a business. Layer by layer we will provide you with increased assurance that your business will thrive. You will not find another training program with our unique layered approach, comprehensiveness, and value.

I hope to meet you soon!

All the best,

**Anne Blumer, CPO®**

Certified Professional Organizer®

Institute for Professional Organizers

*The Fast Track Method™ to launching, managing and growing your business.*

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## SEMINAR

### What You Will Learn and Receive

**Training Layer One – YOUR LAUNCH:** *Prerequisite to layers two and three.* Prior to the three-day live Seminar, you will complete the Self-Study program which includes a 160+ page manual and viewing web-based videos. Anne Blumer, CPO® guides you through the manual, sharing her experience-lessons learned, and enthusiasm for the curriculum including:

#### WHAT IS A PROFESSIONAL ORGANIZER

**Introduction to Professional Organizing - Understanding the Professional Organizer Industry Associations and Credentials:** Provides an overview of the history of the organizing industry and of the National Association of Professional Organizers (NAPO), identifies the characteristics of a professional organizer and characteristics of a business owner, explains the benefits of NAPO membership, and reviews the requirements for industry certification.

**Assessing Your Skills as a Professional Organizer and Business Owner:** This session will review your skills, prior experience, and education as it relates to the field of Professional Organizer.

#### LAUNCHING YOUR PROFESSIONAL ORGANIZER BUSINESS

**Writing Your Business Plan:** Your business plan is often an afterthought if it is ever addressed at all. In this session you will learn the value of writing a business plan and how it can save you from costly mistakes and help you attract your key client.

**Job Agreement and Business Policies:** An explanation of the components of a job agreement and a form template that you can tailor to meet your business needs. Business policies and client boundaries are also reviewed.

**Rate Structures – How to Charge for Your Services:** Establishing your fee continues to be the one area where many Professional Organizers undervalue their services. Learn how to determine a reasonable market rate and earn the income you desire and how to communicate your value to clients.

**Business Basics - Start-up Forms, Equipment and Materials:** Review of forms, materials, and equipment needed to start and manage your Professional Organizer business.

**Name and Register Your Business for Maximum Impact:** People make an impression in the first 2 seconds they meet someone. If your name is the first way to introduce yourself to a prospective client, what impression will you make?

**Marketing & Branding Your Organizing Business:** You will learn about creating your brand, understanding why you need an elevator speech, developing your network of strategic alliances, developing a successful website, 100 Marketing Approaches, the 30 minute marketing formula, and writing *your* business marketing plan. You also receive three organizing workshops for you to present:

**Organizing Workshop: The A.R.T. of Paper Management** - Instruction on how to present a workshop on organizing household paper information including:

- How to create a paper processing center
- How to identify what paper to toss and what to keep (and for how long)
- The A.R.T. of paper management (Action and Reference systems)



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### What You Will Learn and Receive

- How to make files and use file system products
  - Products that can help track finances and financial papers
- Organizing Workshop: Time Management** - Instruction on how to present a workshop on time management including:
- Roles and goals
  - Is time spent on urgent activities or important activities
  - Discover time robbers through a time mapping technique
  - Learn how to categorize and group activities to effectively manage your client's time
  - Identify and choose "one" time management system and tool that is right for your client, and why
- Organizing Workshop: Declutter 101** - Instruction on how to present a workshop on time management including how to:
- Stop cluttering and start organizing!
  - Identify organizing stumbling blocks
  - Maintain organization with 10 simple organizing principles

#### **WORKING WITH CLIENTS**

**Phase 1 - Initial Client Contact and Your 30 Second Hook:** Preparing you for when a client calls and getting an assessment scheduled.

**Phase 2 - How to Effectively Conduct a Needs Assessment:** The needs assessment discoveries will be your roadmap to clearly identifying your client's goals, needs, barriers, and expectations. This session will provide you with questions to ask your client that will help you to best assess their organizing needs to develop an organizing plan of action. **Scheduling the Project:** You will learn how to estimate how long a client project will take, and how to explain to clients the factors involved in your estimations.

**Phase 3 – Completing the Client Project 5 Steps to Organizing® Process, Organizing Plan of Action and Client Follow-up:** A time-tested process that will not only give you a method for organizing your clients but also teach them the skills they need to maintain their accomplishments after you leave. How to recognize backsliding and effective ways to address it.

**Working with Clients – What I Know Now, I Wish I Had Known Then:** This session will prepare you for specialized client populations with an in-depth look at real client case studies on Attention Deficit Disorder (ADD), Chronic Disorganization (CD), hoarders, students, and seniors. Safety for the Professional Organizer is also covered.

**Room-by-room Residential Organizing:** For every space in a home you will learn the typical habits that cause disorganization, how to create organized zones, product solutions to aid organization, new habits to maintain organization, and the estimated time to organize.



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### What You Will Learn and Receive

**Training Layer Two – YOUR GROUNDWORK:** Takes place in a three-day Seminar format at [The Grand Hotel](#), just outside Portland, Oregon.

DAY ONE provides you with expert advice and continues your Self-Study learning with a **full day of focused and guided work on your business** as a professional organizer:

- **Determine Business Entity Type and Legal Needs.** This is one of the most critical decisions you will make as a business owner. You will learn about the different business entities and their advantages and disadvantages to help you choose the right one for your situation and goals. You will also learn how to register your business with your state and the federal governments, how to insure your business, and obtain business licenses.
- **What You Need to Know to be Tax Savvy.** You will be guided through the labyrinth of tax details a small and home business owner needs to understand and comply with.
- **Focused time and attention to work on developing your business infrastructure.** Continuing your self-study coursework you will have focused time to complete your business, financial, and marketing plans and craft your service approach and packaging with input and guidance from Anne Blumer, CPO®.
- **Brand Creation** by selecting your business name, tag line, business look and feel (colors, fonts, and design) and craft your elevator speech.

You will receive exceptional materials for not only your first year of business, but for the life of your business.

DAY TWO after all of your hard work the *fun* begins! You will take all you learned from your Self-Study coursework and begin applying it with a *real* client with a **full day of client assessment and project preparation:**

- Prepare for the initial consultation: classroom review of the client process, needs assessment, and organizing plan of action
- Meet your client and conduct the needs assessment
- Return to Seminar location and prepare the client's organizing plan of action
- Go to an organizing supply resource (such as The Container Store, Storables or Ikea) and procure materials for client project

DAY THREE is dedicated to a **full day hands-on client practicum** for implementing the 5 Steps to Organizing®.

- Team completes every step of the 5 Steps to Organizing® process.
- Client Project Debrief
- Training closure and celebratory dinner

**Training Layer Three – YOUR GROWTH:** A rewarding on-going mentor relationship with Anne Blumer, CPO®. It is truly important to us that you succeed. You have invested numerous hours and financial investment into your business and yourself up to this point. We don't want anything to stand in your way of moving forward with pursuing your dream career. Layer three provides you with continued support from Anne Blumer by phone and e-mail at **NO** additional cost.



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### What You Will Learn and Receive

In addition to the above you will receive:

- **Credentials:**
  - Trademarked certification as a Institute for Professional Organizers™ *Certified* Organizer
  - 40 hour continuing education credit certificate, issued to participants upon completion of 10 hours of self-study coursework, 4 hours Layer 2 preparation, 2 hours Layer 1 exam, 16 hours in-person Layer 2 Seminar course work, and 8 hours of Layer 2 hands-on client practicum organizing project demonstrating the organizing and business skills necessary to be a Professional Organizer business owner.
- **Professional Organizer Core Competencies:** This training will equip you with core Professional Organizer competencies as a successful Professional Organizer business owner.
- **Immediate Brand Exposure:** Institute for Professional Organizers™ *Certified* designation and your business listing on our web site.
- **Workshop Presentations:** Three organizing workshop presentations (paper, time and space) *available by online video* that you can immediately use and present to the public gaining you clients fast!
- **Marketing Materials:** Content for 12 months of newsletters or blog postings.
- **Systems and Solutions:** With our 5 Steps to Organizing® process, 5 Phases of Client Process checklists, and customizable forms you will be fully prepared and know how to implement a client's organizing project with ease and confidence.

**Location:** [The Grand Hotel](#), Portland, Oregon (participant special rate \$119/night + tax). The hotel offers a complimentary buffet breakfast, plus many more amenities.

**Nearest Airport:** Portland International (PDX)

**Business Investment (tax deductible):** \$997 early bird full registration payment secures registration and ships Layer One self-study materials.

**OR**

\$1997 Registration after early bird date secures registration and ships Layer One self-study materials.



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## SEMINAR What You Will Learn and Receive

Prerequisite: Layer 1 and Layer 2

We are excited to announce our new Layer 4 Training - Master Professional Organizer®! Only Institute for Professional Organizers™ Seminar participants are eligible to earn the esteem designation of Master Professional Organizer®. As a Master Professional Organizer® you will significantly stand out amongst your competition and attract more clients.

You can become a MASTER PROFESSIONAL ORGANIZER® one of two ways.

1. Along with Anne Blumer, CPO® at a Seminar training program, lead a team of new professional organizers through the client assessment, organizing plan of action, and implementation of an organizing project teaching the 5 Steps to Organizing® process to the client. This opportunity is only available at one of our Seminars in Portland, Oregon. Upon completion of the Seminar you provide us with your documented organizing plan of action and maintenance plan for the client. You will receive:

- MASTER PROFESSIONAL ORGANIZER® designation and logo for your marketing materials
- Your business listing on our web site “Master Professional Organizers” page
- Increased confidence to plan client projects
- Project planning experience
- Two days of advanced project planning and leadership guidance from Anne Blumer, CPO®
- An opportunity to teach and lead others
- Video of you in action working with your team and the client
- Before/After pictures for your portfolio, web site and other marketing materials
- Client rave for your portfolio, web site and other marketing materials

Check our web site for upcoming Seminar dates for when you can register to earn your Master Professional Organizer® designation.

2. Remotely, create your own team of new professional organizers and lead them through the client assessment, organizing plan of action, and implementation of an organizing project teaching the 5 Steps to Organizing® process to the client. Upon completion of the seminar you provide us with your documented organizing plan of action, before and after photos, and maintenance plan for the client. You will receive:

- MASTER PROFESSIONAL ORGANIZER® designation and logo for your marketing materials
- Your business listing on our web site “Master Professional Organizers” page
- Increased confidence to plan client projects
- Project planning experience



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## SEMINAR What You Will Learn and Receive

- One hour coach call with Anne Blumer, CPO® to help you plan your project and lead your team
- An opportunity to teach and lead others
- Before/After pictures for your portfolio, web site and other marketing materials
- Client rave for your portfolio, web site and other marketing materials

This is an incredible opportunity and this designation is only available through the Institute for Professional Organizers™. When you become a Master Professional Organizer® you will stand out and distinguish yourself from thousands of others in the industry creating a significant market advantage for you.

Don't delay and you could be among the FIRST to earn the designation of Master Professional Organizer®.

**Business Investment (tax deductible): \$697**