



P.O. BOX 5322 BEVERLY HILLS, CA 90209  
(323) 512.7039 JOHN@ORGANIZINGLA.COM

---

Q & A

---

**Q.** *What the heck is an “organizing lifestyle consultant?”*

**John:** We orchestrate and advise on the monumental task of organizing a home, garage, home office, or business. We also manage estate relocations, “empty nests,” and senior citizen downsizings.

**Q.** *What kinds of people do you work with?*

**John:** Though most of our clients are women, we can help anyone, primarily time-crunched, on-the-go people who value beauty, elegance, and style, and who require discretion when organizing confidential possessions. Our client list includes a disorganized rock star of an all-girl band, a member of L.A.’s glitterati, and a type-A estate planning attorney, as well as dozens of homemakers who not only care for their children, but also run the PTA and volunteer for non-profit organizations. Regardless of who you are, we’ll help tie up your loose ends, get you organized, and restore sanity to your surroundings.

**Q.** *How do you work?*

**John:** Our job is to make sure you reach your desired goals by manipulating your environment into a calm and organized haven. To do this, we not only organize your space, but also teach you to maintain it.

First, we establish a realistic budget. Then we discuss ideas that will help you achieve your goals and set objectives with regard to your work and/or living space. After the appropriate research, we provide overall advice regarding any lifestyle-organizing product. We recommend outside services if needed, including handymen, antiques

dealers, online auction assistants, landscape and interior designers, movers, retail stores, hauling companies, computer consultants, and other vendors. We schedule appointments and, as plans progress, continue to act as a liaison between you and the vendors by coordinating workdays.

**Q.** *What crazy things have you and your team organized?*

**John:** Ammunition, hand guns, a treasure trove of foreign coins, gas receipts from the 1950s, pregnancy test strips, voodoo dolls, feathers, and garden seeds.

**Q.** *What are the most universal clutter-causing household or office items?*

**John:** Hammers, screwdrivers, light bulbs, staples, paper clips, emery boards, audiocassettes, yearbooks, bags of clothes left behind by former boyfriends, Trader Joe’s canvas shopping bags, to-go menus, how-to books on getting organized, and, of course, empty blue Tiffany gift boxes.

**Q.** *What sets you in a different league?*

**John:** My staff and I run an energetic and transparent business. We’re real people who don’t push clients into our perception of perfection. If a client is fine with a set of keys sitting on the chair rather than in a basket, on a hook, or in a wall-mounted bin, we’re fine with it too. That’s the hardest part of organizing: wanting so much to propel clients to the next level. We don’t forget that our job is about our client’s needs.

*Continued next page . . .*

**Q.** I can't seem to motivate myself to "get organized." What's that about?

**John:** Strategy execution. It's easier to pile up items instead of taking the time to make a decision to retain or discard. Many people have a major disconnect between where they are and where they want to be. This is because they have no action plan to get anywhere. This problem is not limited to your living room. *The Harvard Business Review* recently published a study chronicling the plight of large corporations that noticed that strategic plans were never put into action because they had no coherent approach to manage the execution of those plans. The companies created a strategy management office to organize the execution. Essentially, our company offers the same process, but for your home and office.

**Q.** Any organizing success stories?

**John:** We worked recently with a woman who was undergoing a bitter divorce. She was situationally disorganized and needed momentum and regular sessions to move forward, let go of her old memories, paperwork—that sort of thing. She e-mailed us not too long ago and told us that, for the first time in years, she could hear an echo in her office as she typed on the keyboard. She's also lost 10 pounds and started dating someone 12 years younger. Being organized certainly has its benefits.