

Something Valuable Under the Clutter



By Katherine Trezise, CPO-CD®¹

When you think about the clutter in your home or office, do any of these thoughts come to mind?

- ❑ ***I need to get rid of that stuff!***
- ❑ ***It's time to call the Dumpster!***
- ❑ ***Does anybody have a match?***

But then...life gets in the way of doing anything about all that excess stuff. Even if you *did* have time to pare it down, you can think of a million other things you would rather be doing. The clutter remains, and probably increases, week after week, month after month, year after year. Nothing short of threat of eviction by your landlord, the authorities or your spouse seems to motivate you to do something about the ever-growing mountain of stuff.

So how *do* you acquire the “spark” to go through and eliminate your excess things before you incur the wrath of other people?

Marketing expert Robert Middleton made a profound statement: “You can’t just give stuff away. You have to trade it for something valuable.” Of course, he was speaking of businesses giving away freebies, hoping to get more clients. The “something valuable” in his example was the contact information of qualified leads.

What does this have to do with your excess stuff?

Most people can't just give stuff away. They have to trade their stuff for something valuable.

Value, of course, means different things to different people. When you think about the clutter in your home or office, consider the value you would receive from eliminating it. For what valuable state of being would you be willing to “trade” your clutter?

- ***To have the ability to have friends, family or customers visit – without being embarrassed?***
- ***To make room for new activities?***

¹ Katherine Trezise, Certified Professional Organizer in Chronic Disorganization, is President of Absolutely Organized.

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- *To make room for new relationships?*
- *To reduce the anxiety of living or working in an unhealthy environment?*
- _____ *(you fill in the blank)*

When you begin to view the process of getting organized as a means to acquire something of value to you, rather than a “should” that is being imposed on you by someone else (or by the critical parent in your head), you give yourself a great reason to move de-cluttering to the top of your to-do list.

There *is* something of value under your clutter. As you begin this New Year, my hope for you is that you’ll be able to identify it, make room for it and enjoy it. If you really want to trade clutter for the benefits of an organized life, but need some help to make it happen, contact *Absolutely Organized* at info@absolutely-organized.com or call 410.329.3300.