

## Note\*

Beginning May 12, the rate of a first-class postage stamp will be increasing one penny to 42¢.

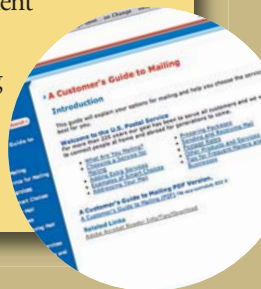
## CARE

Present your clients with a postal care package with the following Pop-By items:

- A pack of one-cent stamps
- A sheet of Forever Stamps
- A box of standard #10 mailing envelopes
- Mailing labels, either blank or custom printed with their address

Remind your clients that their Forever Stamps require no extra postage to use. Instituted last May, Forever Stamps were created to provide sufficient postage no matter what the first-class rate was at the time of their purchase. Due to this, Forever Stamps can even be considered a modest form of investment if your client mails out numerous items.

You can get a customer guide explaining services, rates, standards and more at: [www.usps.com/customersguide](http://www.usps.com/customersguide)



## Tagline:

*Even with the new postage change, I've got you covered!*

*Oh, by the way® ... if you know of anyone who would appreciate the level of service I provide, please call me with their name and business number, and I'll be happy to follow up and take great care of them.*

## COMMUNITY

Help promote home organization to your clients by hosting a charitable donation party. Throw the party at your home, and demonstrate to your guests the benefits of keeping closets, kitchens and bedrooms in order.

Encourage clients to bring unused clothing, toys and other household items that can be donated to local thrift stores or shelters. Let your clients know that these donations will support a great cause and will help get them on the track to better home organization by clearing up unneeded clutter.

You may also want to invite a professional home organizer to provide free tips to your clients in exchange for allowing them to promote their services.



## Sample client call dialog:

*"...as part of the full service I provide my clients, I am always looking for great businesses or resources to refer customers to. Do you know a professional home organizer that you have used and would recommend?"*

If you haven't already established a cross-endorsement campaign with any of these types of businesses, take this opportunity to search your database for people willing to give you a referral.

## Sample dialog for follow up on business-to-business referrals:

*"You were referred to me by one of my clients, John Smith. He told me that you helped him reorganize his home and that he was very pleased with the quality of work and service you provided. As part of my full service real estate business, my clients often look to me to refer quality businesses and services such as yours. I would love to schedule some time to come by and meet with you to find out more about you and your business so that I can add you to my preferred vendor list. What would be a good day and time for us to meet? I have Monday or Thursday available."*

## Coaching Tip:

Never endorse or refer any businesses you haven't researched yourself. Remember, you are putting your name on the line.

## This Month's CAP!



May 2008  
CAP Highlights:

Tips for Organizing Your Home

Creative Ideas for Managing Your Garage

Tips on Disposing Unwanted Items

“Good order is the foundation of all good things.”

—Edmund Burke

Dear Friend,

An organized home is a happy home. A clean, orderly home is a pleasant place to come home to.

If it feels like you are constantly cleaning your home only to have it messy again soon after, you may need to install some new organizational systems. A well-planned closet or playroom makes keeping things organized surprisingly easy.

In this month's Item of Value, I have come up with many methods you can use to give your home a renewed sense of order. On the front, you will find ways to keep the most problematic areas of your home clean, and on the reverse side, there are tips to keep your garage organized.

If you have any questions, feel free to call me. I'm always here to help!

Sincerely,

While you're organizing your mail stacker, I also want to remind you that the U.S. Postal Service is increasing first-class postage by 1 cent on May 12, 2008. I am enclosing some 1-cent stamps that you can use with your existing 41-cent stamps to help smooth the transition and save you time.

You can get a customer guide explaining services, rates standards and more at [www.usps.com/customersguide](http://www.usps.com/customersguide) if you would like additional information.

*Oh, by the way®... if you know of someone who would appreciate the level of service I provide, please call me with their name and business number, and I'll be happy to follow up and take great care of them.*



# Keep it Simple.

## The Keys to Organizing Your Home

We can all use a little order in our lives. If your home has become overcrowded or you are having trouble finding what you are looking for, it may be time to reassess your organizational skills. Creating orderly systems, and sticking to them, will produce a more pleasant living environment and even makes housekeeping easier.

### GETTING STARTED

It takes planning to create an environment that is both harmonious and comfortable. Learning to say goodbye to those “treasures” that we rarely use or even look at may cause you some temporary separation anxiety, but the space you create will make up for the loss. It seems like a daunting task, but it can be fun and invigorating once the process begins, and it can do wonders for your spirit! Remember, being committed to getting organized also means being committed to staying organized.



*Not everyone has spacious, well-organized closet spaces like this, but we can apply similar design principles to our closets. Inexpensive modular shelves and drawers can be found at home improvement stores or, if you are handy, can be built in your shop and installed.*

### THE KID'S ROOM

- Your kids have toys and clothing that they have outgrown. Now is the perfect time to teach them charity by helping them collect items they can donate to others.
- Store toys in bins and boxes that are clearly labeled so kids can put them away themselves.
- Find colorful storage bins that make cleaning up as fun as playtime.



### THE CLOSETS

- Sort closet items into groups. Clothes that are worn often should be the most accessible in your closet. Seasonal clothing should be packed away in storage containers and placed on top shelves that can be easily accessed as the weather changes.
- Always keep your closet floor clear of shoes. Allowing them to pile up on the closet floor can limit your access and can lead to damage if the shoes are stepped on. Shoe cubbies are a perfect low-cost solution.
- Keep like items together such as shirts, sweaters, pants and dresses.
- Use several different storage systems including shelves, drawers, shoe cubbies and upper and lower poles to maximize space and keep items separated and organized.

### THE KITCHEN

- Group things that pertain to a particular task together. This will minimize your search and make better use of your time.
- Determine the general flow of your kitchen. Keep glasses near the sink or the refrigerator.
- Maximize your work space by keeping countertops clear of unnecessary items.
- Consider creative storage solutions—for example, transfer spices to sleek, labeled glass tubes.
- Don't make your kitchen a collection area for everything “waiting” to be put away—mail, tools, books, the kids' homework and everything else that does not belong there.



*A little creativity will go a long way when you are re-organizing your kitchen space. Think outside-the-box and have fun with it!*



# TAMING OF THE BEAST

## Creative Ideas for Organizing Your Garage

Knowing how to best organize our lives varies greatly from person to person. There are so many resources available to help you not only de-clutter your home but avoid turning your garage into a household dumping ground. Looking at your lifestyle and designing your living space to fit that lifestyle is the first step in creating an environment that is harmonious and best reflects who you are. You are not alone. Knowing when to part with long held “treasures” is a battle for most people. But many of those “treasures” are actually the culprit when it comes to keeping things clean, simple and manageable. Be honest with yourself. Know the difference between what you need and what you don't need. Tame the beast and streamline your life.



### Gardening Tools

Keep gardening tools near the door that leads closest to the yard. This saves you time and energy and helps to keep the area clean. Consider keeping your tools in a handy moving cart, which can save you many trips back and forth. These can be purchased with slots for rakes and larger items. Keep fertilizers and other hazardous material in locked cabinets or at least away from the reach of children.



### Sporting Goods

Sporting goods are best organized by how often they are used and who generally uses them. Winter equipment is best kept away from the floor where it can slide around and be damaged. Placing it in high areas attached to hooks will keep it safe and out of the way. Bikes can be kept on hooks against the wall making sure that they are reachable for kids yet close enough to the garage door to avoid scratching cars.



### Tools

Investing in a work table or building one yourself enables you to keep tools in an orderly fashion. Using hooks for hanging tools and glass jars for screws and nails can cut your working time by eliminating the time spent searching for a necessary item. If the size of your garage limits you from building a work table, storing tools in bins with labels on them is also an effective means of organizing.



### Miscellaneous “Stuff”

Memorabilia, such as scrapbooks and old family treasures, are best kept out of the garage. Moisture can damage these items. Holiday decorations can be stored away in bins so they are easily found but tucked away well enough to eliminate clutter. Chances are that there are old boxes of clothes and toys. Rule of thumb: If they are stored in boxes in the garage, it may be time to part with them.

## HOW TO DISPOSE OF UNWANTED ITEMS

### ELECTRONIC EQUIPMENT

- Check online for local disposal services.
- Depending on their condition, try selling items on eBay or craigslist.
- Plan a garage sale, giving your friends and neighbors a chance to find an item they may need or want.
- Donate to local charities.
- Check with some neighborhood schools and see if they might have a home for some of these items.
- Advertise in your local paper. You might get lucky and have just what someone was looking for.

### HOUSEHOLD ITEMS

- Household items are greatly needed by many. Clothing, toys and home products are the perfect donation to your local charity.
- Everyone loves to browse through their neighbors' old treasures. Plan a garage sale. It can be a fun way to gather with friends and neighbors.
- We all know the difference between what can be recycled and what is trash. Throw away items that are no longer useful.
- There are countless items listed on eBay every day. See if you can't turn some old items into easy cash.

### HAZARDOUS WASTE

- Check online for local disposal services. Ridding yourself of hazardous waste is a serious consideration, and not following the rules can result in heavy fines.
- There are many local services that you can either bring your waste to or that will come and get it. Don't take shortcuts on this even if you only have small amounts, which might seem easy to dispose of.