



# 365<sup>®</sup> ORGANIZE MEDIA KIT

Organize 365<sup>®</sup> helps busy women, in any phase of life, learn the skill of home and paper organization in one year with functional organizing systems that work. By acquiring this skill, women are free to pursue their passions and to gift the world with their unique God-given talent.

## PRAISE FOR LISA

"Lisa was responsive and incredibly easy to work with. Her goal was to give our attendees the best possible content. Her session was interactive and we received amazing reviews from the participants. They enjoyed her easy-to-implement strategies and real-world experience. Hiring Lisa as a speaker should be an easy decision for any event. You'll get professionalism, enthusiasm, and passion that your audience will love."

- Danielle Liss, The FASTER Way

"Lisa Woodruff and her team offer helpful tips on the FOX19 NEWS MORNING XTRA, from her blog and right into your home. I love when she comes on my show! Her tips are priceless! She gets me motivated and moving in the right direction without literally stepping into my home."

- Tracey Johnson, FOX news anchor

## AS FEATURED IN





**110K HITS**  
organize365.com



**35K SUBSCRIBERS**  
weekly newsletter



**28K FOLLOWERS**  
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**9K FOLLOWERS**  
youtube.com/organize365



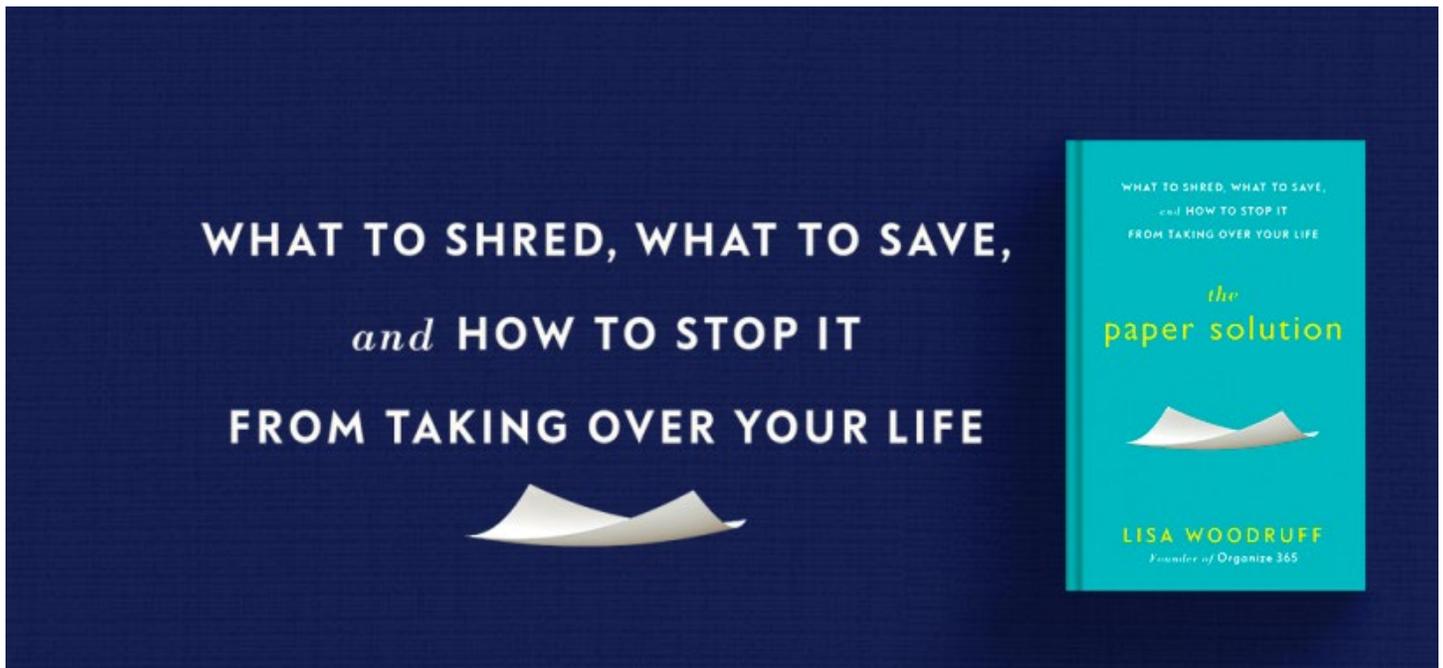
**10M DOWNLOADS**  
#25 in Self Improvement



Lisa Woodruff is a productivity specialist, home organization expert, and founder and CEO of Organize 365®. Lisa provides physical and motivational resources teaching busy women to take back control of their lives with functional systems that work. She's the host of the top-rated Organize 365® Podcast, which was featured as the *Woman's Day* podcast of the month, where she shares strategies for reducing overwhelm, clearing mental clutter and living a productive and organized life. Lisa has authored several Amazon bestselling books and is a sought-after trainer and speaker, often quoted as saying "Done is better than perfect" and "Progress over perfection." Her sensible and doable organizing tasks appeal to multiple generations and her candor and relatable style make you feel as though she is right there beside you, helping you get organized as you laugh and cry together.

As a recognized thought-leader Lisa's work has been featured in many national publications such as, *Fast Company*, *US News and World Report*, *Women's World*, *Ladies Home Journal*, *Getting Organized*, *Woman's Day*, *The New York Times*, and *Your Teen* magazines. She's been interviewed on over forty podcasts, more than sixty local TV segments, countless online summits and is a regular *HuffPost* and *ADDitude* magazine contributor. Lisa is also a generational expert and specializes in unpacking common everyday scenarios with grace and reshaping your understanding of the role we play in the home today. Believing that organization is not a skill you're born with, but rather is developed over time and which changes with each season of life, she made it her mission to redefine what it means to be a woman in the home.

Amazon Bestseller



## THE PAPER SOLUTION

Americans are drowning in paper. We keep stacks of it on the kitchen counter, stash it in drawers, and keep file cabinets full of documents that we never even look at. Despite this clear crisis of paper, there hasn't been a book devoted to managing and organizing this single most abundant item in our homes—*until now*.

With *The Paper Solution*, founder of Organize 365® Lisa Woodruff delivers a proven, step-by-step guide for what to shred, what to save, and how to sort what's left behind into easily accessible, structured, and manageable files that won't take over your life. The Paper Solution system accounts for paper's unique qualities: its sentimental value, its ability to accumulate astonishingly fast, generational differences in how it's treated, and the fact that it's not going anywhere. With her method, you'll learn:

- What documents you absolutely *must* hold on to
- Which papers you can dispose of tomorrow
- How to replace your bulky filing cabinets with an efficient system of 4-6 binders – making your vital documents portable and handy

And at the heart of it all is the Sunday Basket®: a box that sits on your counter that holds all those stray papers and documents that clutter your home. Once you've set up a simple system to toss everything into your Sunday Basket® (and trained yourself to process everything in just once a week) you'll have less stress, less mess, and more time to spend on the things that matter most to you.

Having hosted a podcast with over ten million downloads and as a guest on over sixty podcasts, Lisa is both a very experienced guest and interviewer. She is comfortable going off script and following your lead to wherever you would like to take the interview.

## THE SUNDAY BASKET®

**Creating systems for your ideas, to-do's, and paper piles that will free your mind, reduce mental clutter, and improve your productivity.**

### **Key Takeaways:**

- Create a weekly routine for household management that will free up 5+ hours during the workweek
- How to empty your thoughts on paper to clear your mind and make better use of your time, energy, and finances
- Create Home/Life FUSION by applying time blocking and prioritization to your home life as you do in your work life



Here are some background questions to help get the conversation started:

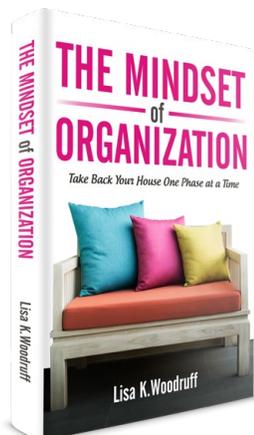
- We use our brains like to-do lists and our to-do lists never get done. How do we create a system to get our to-do's done and use our brain for thinking and the complexity it was designed for?
- I have written things down before, how is the Sunday Basket® different than other methods I have tried for remembering what to do and when?
- How long will it take me to go through my basket on Sunday?
- What if I don't want to, or forget to go through my basket on Sunday?

## Other Expert Interview Topics

These are all the other areas Lisa has a true depth of experience to talk about if you so desire.

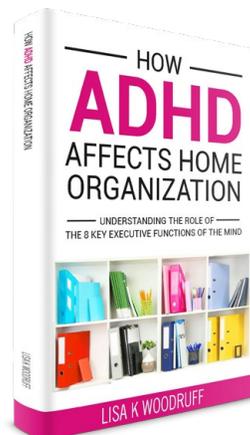
- Paper Organization Workshops & Retreats
- Organizing Estate Paperwork
- How ADHD Affects Family Members in the Home
- Family Generation Interactions
- The 4 Phases of Life and How Each Phase Impacts Home Organization
- Work / Life FUSION
- Starting and Growing a Professional Organization Business

# Other Best-selling Books by Lisa



Best Seller  
**amazon.com**

- Published August 18, 2016
- Has sold over 20,000 copies
- Consistently #1 or #2 in the Amazon Category: Self Help - Midlife
- Consistently #1 or #2 in the Amazon Category: How To & Home Improvements - Do It Yourself
- 4.6 rating with over 210 Amazon reviews



- Published June 1, 2017
- Has sold over 12,000 copies
- Consistently #1 in the Amazon Category: Attention Deficit Disorder
- Top 20 Amazon Most Wished for Titles
- Ranked #2 in Audible New Releases
- 4.4 rating with over 300 Amazon reviews

