



# 365<sup>®</sup> ORGANIZE MEDIA KIT



Organize 365<sup>®</sup> empowers individuals to learn the functional skills of home and paper organization so that they have time to pursue their passions and share their innate talents with the world.

## 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





**160K HITS**

[organize365.com](https://organize365.com)



**35K SUBSCRIBERS**

weekly newsletter



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**12M DOWNLOADS**

#25 in Self Improvement  
Top 25 in Education



Lisa Woodruff is a productivity specialist, home organization expert, and founder and CEO of Organize 365®. Lisa teaches and motivates women to organize their home and paper with functional systems that work. Lisa has helped thousands of women reclaim their homes and finally get organized with her practical tips, encouragement, and humor through her blog and podcast at Organize365.com. Her top rated Organize 365® Podcast has over 12 million downloads and that is where she shares strategies for reducing the overwhelm, clearing the mental clutter, and living a productive and organized life. She has authored several Amazon bestselling books and is a sought-after trainer and speaker.

As a recognized thought-leader, Lisa's work has been featured in many national publications, in countless online summits, and on multiple podcasts. Lisa has dedicated her efforts to helping parents of children with special needs and has adapted her strategies to families who have members with ADHD. Furthermore, Organize 365® has invested in cutting edge research into household management and organization to better understand and define the challenges for contemporary women.

Lisa is also a generational expert and specializes in unpacking common everyday scenarios with grace, reassuring her audience that done is better than perfect. Understanding that organization is not a skill you're born with, but rather one that is learned and which changes over time with each season of life, she made it her mission to redefine what it means to be a woman in the home. Lisa's goal is to free each woman to pursue her unique passion and gift with the world.

# Organization is a Learnable Skill

## HOW I TRANSFORMED MY LIFE *and* RECLAIMED MY HOME *in* 365 DAYS



It is not a matter of *if* you will experience unorganized periods in your life, it is a matter of *when*. Lisa's relatable story will have you laughing out loud and emotionally releasing the clutter that you have in your life and in your home.

On her way home from a long day of teaching, Lisa realized she was failing in every aspect of her life. With her 40th birthday looming in the distance, she wondered when she would feel like a success. Her days started at 5 am: waking to get the kids ready for school, working as a teacher all day herself, and then arriving home around 5pm just in time to start the housework. Dinner, dishes, laundry, kid's homework, her lesson plans... passing out at midnight just to do it all again tomorrow.

"You're not a good teacher." Those words were on a replay loop in Lisa's mind as she drove home. Lisa added to that list: I'm not a good wife, mother, housekeeper, or friend. The list was endless. Lisa found herself at her personal rock bottom. She was not sure *if*, or how, she could reclaim her once organized, purposeful, and productive life, but she couldn't go on living this way.

In her memoir, *Organization is a Learnable Skill*, Lisa Woodruff, author and founder of Organize 365®, shares her raw and unfiltered thoughts as she takes you along on her transformational journey as she transitioned from a reactive person who moved with the ebbs and flows of life to the proactive person she is today. Lisa walks through the mindsets and emotional challenges that she experienced during the year that she reclaimed her home and life.



Learn more by scanning the QR code to the left, or visiting [organize365.com/book](https://organize365.com/book).

# Lisa Woodruff

## ORGANIZATION — IS A — LEARNABLE SKILL BOOK TOUR

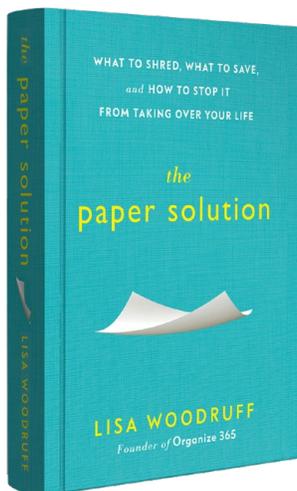


Learn more by scanning the QR code to the left, or visiting [organize365.com/booktour](http://organize365.com/booktour).



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|-------------------|----------------------------|----------------|--------------------|----------------|---------------------|
| <b>7/8/21</b>     | <b>CINCINNATI, OH</b>      | <b>7/20/21</b> | <b>HOUSTON, TX</b> | <b>8/4/21</b>  | <b>ATLANTA, GA</b>  |
| <b>7/12-13/21</b> | <b>CHICAGO, IL</b>         | <b>7/23/21</b> | <b>PHOENIX, AZ</b> | <b>8/17/21</b> | <b>AKRON, OH</b>    |
| <b>7/15/21</b>    | <b>MINNEAPOLIS, MN</b>     | <b>8/1/21</b>  | <b>ORLANDO, FL</b> | <b>8/18/21</b> | <b>COLUMBUS, OH</b> |
| <b>7/18-19/21</b> | <b>DALLAS/FT WORTH, TX</b> | <b>8/2/21</b>  | <b>TAMPA, FL</b>   |                |                     |

## Amazon Best-seller



### 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.

- Published August 4, 2020
- Over 11,000 copies sold
- 4.7 Amazon review rating

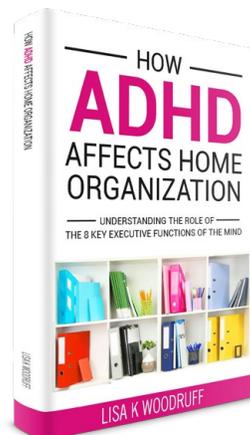
# Other Best-selling Books by Lisa



SCAN ME

Best Seller

amazon.com



SCAN ME

- Published August 18, 2016
- Has sold over 34,000 copies
- 4.6 rating with over 210 Amazon reviews

- Published June 1, 2017
- Has sold over 38,500 copies
- 4.4 rating with over 300 Amazon reviews

## Expert Interview Topics



Lisa is an expert interviewee and has a true depth of experience to talk about these topics:

- **The 100 Day Home Organization Program** - How to find order from chaos in your home in 100 days
- **The Paper Solution** - How to tackle ALL that paperwork that clogs your kitchen counters and filing cabinets
- **Organization is a Learnable Skill** - How I Transformed My Life and Reclaimed My Home in 365 Days
- **Organize 365 Research Studies** - What we have learned about the state of home and paper organization in the US and by demographic
- **Warrior MAMA** - How to wrangle paperwork and advocate for your special needs children

Having hosted a podcast with over twelve 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 week
- 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?



*let's connect*



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