



MAPO 2010 Teleclass Schedule for April - September

Wednesday, April 7
10-11:00 a.m

The Best Ways to Market your Business Online, Build Credibility and Get More Clients

Presenter: Jacquie Ross

Skill Level: Beginner/Intermediate

Description: 70% of consumers today use the internet to search for products and services. Being online today isn't just about having a website - there's a world of marketing possibilities, with social networking and more. Person to person referrals may be enough in a good economy, but it might not be enough to keep business going in a down economy. In this class, you will learn a number of different ways to market your business online, tips on how to get started right away, and how to access free online tools that will save you time.

Participants will learn:

- Why being online is important and how to decipher through the clutter of social media
- How twitter, facebook and/or a blog can be an integral part of your marketing plan
- How to get started online, including where to find time saving tools to avoid wasting a lot of time online, instead of spending time with your clients.

Wednesday, April 14
8-9:00 p.m.

Downsizing Your Possessions

Presenter: Nadine Sachs

Skill Level: All

Description: Learn effective, stress free methods for downsizing your possessions. Help clients approach the process carefully and systematically. Help families work together to make the difficult decisions surrounding sentimental items.

Participants will learn:

- A better understanding of why people hold on to things
- Help clients make decisions about personal items
- Help clients work together within a family to make decisions
- Tips for moving in a hurry and what to do with items you don't want or need

Wed, May 5th
9-10 a.m.

How to Organize the Organizer

Presenter: Cindy Bernstein

Skill Level: Beginner

Description: Have you ever misplaced a client's phone number or address? Have you ever forgotten an appointment with a client? Hopefully, you've answered 'No' to these questions. This session will encourage participants to take an objective look at their current organizational systems for their business and see if there is room for improvement or changes.

Participants will learn:

- Basic ways to organize vital information for a PO business
- How to prevent burn out and increase self care
- Available resources that assist better organization for your business

Tuesday, May 11
8-9:00 p.m.

Sticky Client Situations

Presenter: Tara Donohue Rudo, CPO

Skill Level: All

Description: Open discussion of sticky client situations and how we can deal with them

Participants will learn:

- What problems can arise in our industry
- How other organizers have dealt or would deal with these situations
- Insight on how to protect yourself and your business

Monday, June 7
8-9:00 p.m.

Don't let Your Clients' Precious Memories Fade Away! Help them Protect, Organize & Enjoy Their Photos.

Presenter: Norma Dietz

Skill Level: All

Description: Learn how to help your clients protect, organize and enjoy their photos.

Participants will learn how to help their clients:

- Protect their photos
- Organize their photos
- Enjoy their photos

Thursday, June 17th
10-11 a.m.

A Roadmap to Starting and Managing a Small Business

Presenter: J.D. Timmons

Skill Level: Beginner

Description: Distribution and discussion of essential information regarding business formation; details and construction of a business plan; structures of business. Organizing yourself before attempting to organize others.

Participants will learn:

- Aspects of business planning - the process - sources of information
- Evaluating environments to identify marketing opportunities and threats
- Documents essential to a business
- Credit - Recordkeeping - Accounts Receivable & Payable - Record Retention
- Essential Resources for information gathering and understanding

Wednesday, July 14th
10-11 a.m.

Educating Your Community Through Workshops

Presenter: Sharon Womack

Skill Level: Beginner

Description: Workshop development techniques that can increase awareness of professional organizing services in your community.

Participants will learn:

- How to develop a workshop presentation
- Where to find points of contact to set up a workshop
- How to evaluate and follow up after your workshop

Wednesday, July 21st
8-9 p.m.

Writing Organizing Articles to Promote Your Business and Establish Your Expert Status

Presenter: Susan C. Davis (aka S.C. Torrington, freelance writer)

Skill Level: All

Description: You may know all about organizing, but do you know how to write about the subject? A free and effective marketing technique for professional organizers is to write timely and helpful articles about their areas of expertise. In addition to your own website and/or newsletter, there are hundreds of print and online markets looking for appropriate "expert advice" for their readers. But to be published, your targeted articles must be professional and polished.

Participants will learn:

- What to Write: How-to-tips, success stories and personal essays
- How to Write an Effective Article: Make it short, on-target and engaging
- Where to Publish Your Article: Your website, non-profit freebies and paying markets