

Get paid to organize closets!

FabJob Guide to
**Become a
Closet
Organizer**



KOURTNEE JACKSON AND JAN RIDDELL

Visit www.FabJob.com

Contents

How to Use This Guide	3
About the Authors	7
Acknowledgements	8
1. Introduction.....	9
1.1 The Need for Professional Closet Organizers	10
1.2 What is a Closet Organizer?.....	11
1.3. Benefits of Being a Professional Closet Organizer.....	12
1.4 Inside This Guide	14
2. What a Closet Organizer Does	16
2.1 Closet Organizing Specializations	16
2.2 Tools of a Professional Closet Organizer	19
2.3 How to Do a Client Consultation.....	21
2.3.1 Evaluate the Space.....	24
2.3.2 Creating Goals	24
2.4 Preparing the Project.....	27
2.4.1 Budget	27
2.4.2 Materials and Supplies	27
2.5 How to Organize a Closet: The Basics.....	29
2.5.1 Organizing for Closet Types	35
2.6 Sample Closet Organization Project	44
2.7 Long-Term Organization Strategies.....	45
2.8 Closet Organization Extras	46
2.9 Working with Strategic Partners [Vendors].....	47
2.9.1 Types of Vendors	47
2.9.2 How to Find Vendors	48
2.9.3 Finding Strategic Partners	49

2.9.4	Choosing Strategic Partners	50
2.9.5	Financial Arrangements.....	55
3.	Getting Ready.....	58
3.1	Skills and Knowledge You Will Need	58
3.1.1	Design Skills or Knowledge.....	59
3.1.2	Interpersonal Skills.....	59
3.1.3	Business Skills	62
3.2	Hands-On Learning	62
3.2.1	Part-Time Jobs	65
3.3	Learn From Other Business Owners.....	65
3.3.1	Information Interviews.....	65
3.3.2	Associations.....	68
3.4	Educational Programs	70
3.4.1	Certificate Programs.....	70
3.4.2	Business Courses	71
3.5	Resources for Self-Study.....	73
3.5.1	Books and Magazines	73
3.5.2	Websites	74
4.	Starting Your Own Business.....	75
4.1	Getting Started as a Professional Closet Organizer.....	77
4.1.1	Creating a Business Plan	77
4.1.2	Choosing a Business Legal Structure.....	85
4.1.3	Choosing a Business Name	91
4.1.4	Choosing Your Location	93
4.2	Financial Matters	96
4.2.1	Start-up and Operating Expenses	96
4.2.2	Start-up Financing	101
4.2.3	Taxes	106

4.2.4	Insurance.....	107
4.2.5	Setting Your Fees	111
4.2.6	Getting Paid.....	118
4.2.7	Keeping Track of Your Finances	124
4.3	Working with Support Staff.....	129
4.3.1	Employees versus Contractors	129
4.3.2	Before You Hire.....	130
4.3.3	Finding Support Staff.....	133
4.3.4	The Interview Process.....	133
4.3.5	References.....	135
5.	Attracting Clients.....	137
5.1	Choose Your Target Market	138
5.2	Marketing Tools.....	139
5.2.1	Printed Materials	140
5.2.2	Your Portfolio	146
5.2.3	Your Website.....	151
5.2.4	Social Media	156
5.3	Marketing Techniques	159
5.3.1	Advertising.....	160
5.3.2	Free Media Publicity	165
5.3.3	Networking	170
5.3.4	Your Elevator Pitch.....	176
5.3.5	Promotional Events	180
5.4	Selling Your Services.....	184
5.4.1	Responding to Inquiries	184
5.4.2	Preparing a Proposal.....	187
5.5	Client Contracts	189
6.	Conclusion	196

This edition of the guide is from 2016. You can find the most recently updated information for this career in the [Closet Organizer Certificate Course](#) offered by International Association of Professions Career College (also known as [IAP Career College](#)) at iapcollege.com. Visit [Closet Organizer Certificate Course](#) to learn more.



1. Introduction

Avalanches, cyclones, hurricanes - these are some of the images conjured up when describing poorly kept closets. Guess who's coming to the rescue? You! As a professional closet organizer, you can have a rewarding career helping people revitalize their overstuffed closets and improve their storage capacity.

As a closet organizer, you'll be using your organizing skills to help others tackle clutter, reclaim storage space, and even retrieve lost things. By using creativity, ingenuity, and compassion, you will create workable closet spaces where everything can be found and stored easily. No more black holes!

As the owner of a closet organizing business, you will have to ability to select which projects you want to work on, manage your own schedule, and build a lucrative income! Your assistance will prove invaluable to people who have difficulty with bringing order to chaos.

1.1 The Need for Professional Closet Organizers

Within the field of professional organizing, closet organizers have been able to carve out a niche because this is one area where many people struggle. We are dependent on our closets to house so much of our *stuff* that if we don't have any, we create makeshift versions.

Professional closet organizers aren't just for the wealthy; busy and overwhelmed people all over are hiring experts like you to get their closets in tiptop shape. Some of the reasons people hire closet organizers are because:

- People have too many belongings, filling their closets to the brim
- They lack the time to handle the organization
- Have a huge crisis like hoarding or a medical emergency
- Someone is physically unable to do it
- To provide home staging services
- Some have difficulty with creating systems and adhering to them
- Have emotional attachments to things and have a hard time letting go

A British study conducted by Esurance in 2012 on 3,000 participants examined how much time we spend losing things and searching for said lost items. It was found that 75% of the time the items were in the home, and that we spend roughly 150 days of our lifetimes looking for things. The result? People wish they were more organized. When cleaning closets out with clients, imagine what missing items you'll find that were thought snatched up by gremlins and dust bunnies.

Many of us have issues with purging and getting rid of things that no longer have value. It's hard to part ways with something that triggers an emotion, whether positive or negative. Humans are prone to hold on to memories. As a closet organizer, your special skills will be needed to lead decluttering campaigns for the betterment of mankind everywhere.

A joint study between the National Organization for Professional Organizers (NAPO) and Decluttr revealed that over 50% of Americans are overwhelmed by clutter, and nearly 80% of that group are clueless about how to handle it. A large amount of clutter ends up in closets, disguising itself by blending in with regularly used items like coats, sweaters, sporting goods, and shoes.

Your closet organizing skills can also bring relief to an otherwise dour situation. Jeannie Engelbach of *apartmentjeannie* shares these words of encouragement:

“Clients are investing more than money in hiring you, sometimes you are their last hope. Because of that relationship, the rewards are tremendous. You help transform someone’s life which will affect every aspect of her life. There is a great deal of flexibility in how you choose to schedule your work. Also, there isn’t industry standard so you can raise your rates when you feel comfortable to do so. You can chose to work with whom you desire. It is hard and at times physical work, but the gratification of a successful job fuels you for the next one.”

1.2 What is a Closet Organizer?

Funny enough, when some people hear the term “closet organizer”, they may think of hardware systems that need to be assembled and installed in their closets. Working as a professional closet organizer will at times require you to use closet organizing systems, but many projects can be handled using simpler or smaller organizing tools.

A closet organizer is an organizing professional who assists individuals and families with cleaning out their closets and restoring them to a usable state. This job involves advising, planning, purging, auditing, constructing, and sometimes comforting too. Closet organizers may visit a client where there may be a barebones space that hasn’t been stocked with clothes or anything else and be tasked to create a system from scratch. On the other hand, they may be called to avert a potential disaster brewing in a home where the closets are overfilled and crammed to every nook.

Closet organizers show others how to find ways to make better use of space, unload closet wares, and maintain their newly balanced closet storage areas.

Closet Organizer vs. Closet Designer

As a professional closet organizer, your skills are not limited by title, as you will be using design principles and ideas to execute projects. Many closet organizers are also referred to as designers. There are however, closet designers that craft, build, and install their own brands of closet systems. They can create customized wardrobes and furnishings for closets. Some examples include California Closets® or the Closet Factory.

Even if a client hires a closet designer to model their closet space, an organizer like you will come to address issues like where and how to hang clothing, accessory placement, shoe storage, and wardrobe management. The reverse may also happen, where you are hired first to come in to clean, sort, and order a client's belongings, but contract with a designer to install a partial or complete closet system.

1.3. Benefits of Being a Professional Closet Organizer

Being a professional closet organizer will allow you to build a business according to your own strengths, time, and interests. You have the ability to earn an income on a part time or full time basis, growing your business as you please. Here are some of the many benefits you can expect in this fabulous career...

Helping Others

Do you love helping people? Are you gifted at forming relationships with people to help them solve problems? Being a professional closet organizer will have you working with others' most personal possessions, while being patient, trustworthy, and nonjudgmental. You will often be viewed as a "lifesaver". Some of your clients may not even have family or friends to help them sort through all their things.

One of the sentiments echoed by professional organizers is how gratifying this line of work is, because of the gratitude they receive from relieved clients. Sharing your expertise and creativity to bring calm to an overwhelming situation is a reward all its own.

Be Your Own Boss

Has the call of entrepreneurship always been alluring to you? Do the stories on shows like *Shark Tank* inspire you? Part of the joy of owning your own business is not only watching the journey unfold, but steering the ship. Being in control of your daily work decisions and the long-term outcome of your professional life is something you have to look forward to.

Be Seen as an Expert

As a professional organizer, you become an authority about your business. People will look to you for advice and hire you to solve their problems at home and in the workplace. As you build your business and help your clients find solutions to their organizing dilemmas, word will travel and your popularity and reputation will increase.

You will get a chance to interact with members of your community as you develop a professional network. Professional organizers find that networking and public speaking are some of the most important ways to make contacts and gather new clients. As you develop a flair for public speaking, you will find that you may become known in your own area, and certainly in your business community.

Some professional organizers are sought-after speakers, are regularly asked for interviews for magazine and newspaper articles, and appear on local radio and television shows.

Meet New Challenges

Do you have a knack for systems? Are you someone who sees a problem and immediately find yourself brainstorming potential solutions? Do you love coming up with out-of-the-box ideas? As a professional organizer, your ability to problem-solve and develop sustainable systems will be sought after. Your ability to meet your clients' needs and to create order out of chaos will be in high demand.

Financial Rewards

The emotional rewards of this job are plenty, but as an entrepreneur there is so much room to scale your business the way you want. With so

many people willing to invest in a professional like you, you have the ability to turn your closet organizing business into a profitable venture. Project by project, you can build a lucrative income!

1.4 Inside This Guide

In the pages that follow, you will find out exactly what you need to do to turn your passion for closet order into a successful business. You will learn how to package and market the skills you already have, and how to acquire the skills that may be new to you.

Chapter 2 (*What a Closet Organizer Does*) will introduce you to areas of specialization for your professional closet organizing business. Who is need of professional closet organizing help? What is a client's motivation for seeking your services? You will then be introduced to potential markets for closet organizers. You will also learn everything from A-Z on closet organization, tools of the business, client and space assessments, and helping clients maintain their reorganized spaces. The basics of closet organizing, useful technology applications, and strategic partnerships are discussed.

Chapter 3 (*Getting Ready*) helps you prepare for getting into the field of closet organizing. We discuss how to learn the job hands-on, education and certification programs, and resources for self-study. In addition to knowing how to organize, having certain sets of skills in business, communication, and customer service will not only impress your clients, but make it easier for you to manage your day-to-day activities as the owner of a closet organizing business.

In Chapter 4 (*Getting Started as a Professional Closet Organizer*), you will learn how to set up your closet organizing business. Covering all the essentials of starting a business, you'll learn the legal, financial, and planning aspects of running a business. You will be well versed in operating your business from home or an office, with or without employees. We help you to simplify and streamline business processes so they aren't intimidating or overwhelming.

In Chapter 5 (*Attracting Clients*) you will learn a variety of marketing strategies to help promote your brand. Building a portfolio, leveraging social media, and teaming up with friends and family are all discussed.

Combining trusty old school techniques with tech savvy methods can help to boost your visibility for those who need your services the most. Our experts have shared their tips on how they grew their start-ups into successful organizing businesses, and what's worked best for them.

Finally, Chapter 6 serves to motivate and inspire you with insights from some successful professional organizers around the U.S. Many of them have grown their businesses into international success stories, working with clients all over the globe!

You have reached the end of the free sample of the *FabJob Guide to Become a Closet Organizer*. This edition of the guide is from 2016. You can find the most recently updated information for this career in the [Closet Organizer Certificate Course](#) offered by International Association of Professions Career College (also known as [IAP Career College](#)) at iapcollege.com. Visit [Closet Organizer Certificate Course](#) to learn more.

Get a Closet Organizer Certificate



The next time someone asks you “Why should I hire you for your dream career?” or “What are your credentials?” imagine being able to say: “I am a trained professional with a certificate from the International Association of Professions Career College!”

A certificate from the **International Association of Professions Career College** may give you:

- **Respect** as a professional plus a sense of confidence and achievement
- A competitive **advantage** when marketing your services
- A **credential** for your resume when applying for employment
- Assurance to clients of your **professionalism** and evidence of your expertise
- **Higher earnings** (according to the U.S. Bureau of Labor Statistics publication Certificates: A fast track to careers)

This part-time 6-week course is open to students anywhere in the world and is offered online, allowing you to earn a Closet Organizer Certificate from the comfort of your own home.

If you enjoyed this sample guide, you can receive the complete guide as an online textbook when you register for the course. You will also receive access to the comprehensive, self-directed online Closet Organizer Certificate Course, a faculty member who can provide you with personal teaching assistance and career advice, a beautiful professional Closet Organizer Certificate upon successful completion of the course, and more.

Visit the [Closet Organizer Certificate Course](#) page on the IAP Career College website for more information and to register.

Visit iapcollege.com for more dream careers!



- Antiques Shop Owner
- Art Gallery Owner
- Bakery Owner
- Bar Owner
- Bed and Breakfast Owner
- Book Editor
- Book Publisher
- Bookkeeper
- Bookstore Owner
- Boutique Owner
- Brewery Owner
- Bridal Salon Owner
- Business
- Business Analyst
- Business Consultant
- Business Ethics
- Cake Decorator
- Candy Store Owner
- Cannabis Business Owner
- Career Coach
- Caterer
- Chocolate Shop Owner
- Cleaning Business Owner
- Closet Organizer
- Coffee House Owner
- Craft Store Owner
- Dance Studio Owner
- Daycare Owner
- Death Doula
- Digital Marketing
- Dog Daycare Owner
- Dog Walker
- Doula Business Owner
- Economics
- End-of-Life Doula
- Errand Assistant
- Etiquette Consultant
- Event Planner
- Executive Assistant
- Executive Coach
- Fashion Accessories Store Owner
- Fashion Designer
- Feng Shui Consultant
- Fitness Club Owner
- Florist
- Freelance Writer
- Genealogist
- Gift Basket Business Owner
- Gift Shop Owner
- Gourmet Food Store Owner
- Graphic Designer
- Hair Salon Owner
- Handyman Business Owner
- Happiness Coach

- Home Decor Store Owner
- Home Stager
- Human Resources Consultant
- Ice Cream Shop Owner
- Image Consultant
- Interior Decorator
- Interior Redesigner
- Jewelry Designer
- Landscape Company Owner
- Life Coach
- Lifestyle Expert
- Makeup Artist
- Management
- Management Consultant
- Matchmaker
- Motivational Speaker
- Nail Salon Owner
- New Age Store Owner
- Non-Profit Business Owner
- Office Manager
- Organic Farmer
- Party Planner
- Party Store Owner
- Personal Assistant
- Personal Chef
- Personal Concierge
- Personal Shopper
- Personal Trainer
- Pet Hotel Owner
- Pet Sitter
- Pet Spa Owner
- Professional Organizer
- Professional Photographer
- Project Manager
- Psychology
- Public Relations Consultant
- Relationship Coach
- Restaurant Owner
- Sales Professional
- Secondhand Store Owner
- Social Entrepreneur
- Social Media Consultant
- Sociology
- Spa Owner
- Stationary Store Owner
- Tea Room Owner
- Teacher of English as a Foreign Language
- Time Management
- Travel Consultant
- Virtual Assistant
- Web Designer
- Wedding Planner
- Weight Loss Center Owner
- Wellness Coach
- Wine Store Owner
- Winery Owner
- Yoga Studio Owner

