



NAPO Minnesota MEMBER PROFILE

Let's Get Organized! With Brenda

Brenda Rau, founder of Let's Get Organized! Professional Organization Services LLC, specializes in organizing craft rooms for scrapbookers, card makers, quilters, artists, woodworkers, and more. As a scrapbooker herself, she understands the importance of having an organized craft room. Her friends envied her organized craft room and she was soon in demand as they would request her to organize their scrapping rooms also, and those friends would share their success stories with their friends, and the networking continued on. She's been assisting her friends and family with their organizing projects for about ten years now, and as a result she started her own business in 2009.

Brenda received her master's degree in Organizational Change from the University of St. Thomas and a bachelor's degree from the Carlson School of Management at the University of Minnesota. While in the corporate world, she was a project manager for more than 20 years. She's essentially been organizing her entire career because as a project manager she organized financials, teamwork, tasks, scheduling, managing risks, etc. This experience also serves her well in the organizing industry; it helps her to understand the impact that she has on people when she comes into their environment to organize for them. She feels as Professional Organizers, we are basically "rocking" their world and asking them to change some habits if they want to maintain their newly organized space.

Today, as a Professional Organizer, she loves the feeling she gets after completing a project and she is standing with her client and admiring the rewarding result of their hard work. The clients are so pleased with the outcome and are happy that the project is finally finished. The only thing she finds challenging in this industry is generating enough business to pay the mortgage! In addition to organizing, her future plans include building a public speaking and writing business.

When asked if she had any advice to share with others, she simply replied, "Try to be positive -- no one likes the negativity and it's just wasted energy."

We can all learn from Brenda's philosophies for organizing and life in general, reflected in her favorite quotes/sayings:

- Get 'er done!
- Life is not a dress rehearsal.
- Look on the bright side -- reframe things to a positive light.

Brenda's website is: www.letsgetorganized.org and you can contact her at brenda@letsgetorganized.org.