



**Connecticut Connections**  
 National Association of Professional Organizers  
 Connecticut Chapter

January 2015 Newsletter

**From Our President**

Rick Woods  
 The Functional Organizer



It's a clean slate, a fresh start, and a new year. We will dive into 2015 on Friday, January 16th and together we will learn some key marketing solutions to build our brand & business.

At last year's January meeting, I asked you to share one goal you were determined to complete by year's end to help grow your business. Most of your answers were SMART Goals: Specific, Measurable, Attainable, Realistic and Time-related. Did you accomplish your goal last year? If you wrote that goal down, you had an 80% greater chance of completing it. If you are still working on that goal, keep pushing. Otherwise, write down a new goal for 2015.

See you on Friday, January 16th!

*Quick note: Those of you interested in attending the NAPO Annual Conference & Organizing Expo in Los Angeles, CA., it's not too late to save some money.*

**You still have until January 31st to save \$100.**



Friday, January 16th  
 9-12  
 Eli's on Whitney

**Jocelyn Murray**



Branding and Marketing for Small Businesses

*Brands aren't just for large companies- they can make small businesses stand out from the crowd. Learn why establishing a consistent, recognizable brand for your business is crucial to capturing clients. Understand the components of your brand (name, logo, colors and tagline) and how to use them*

*I just registered myself and I'm looking forward to attending my 4th consecutive conference. Each year I have successfully implemented ideas, processes, and strategies into my businesses as a direct result of the classes and conversations experienced at conference. This year's all-star event features a workshop with Julie Morgenstern, "Building Your Business from the Inside Out" and a keynote speech by Laura Stack, "The Productivity Pro: How to Really Make it Big in the Organizing Business."*  
 Visit <http://2015.napo.net> for more information.

*effectively in your marketing and communications.*

## RSVP



### **Matt Baier** Marketing Director

It's GO Month and while there's nothing officially planned state-wide, it's a great opportunity to get the word out about professional organizing and NAPO in your area. In Fairfield, we're kicking things off Wednesday with a presentation called Tough To Toss at Darien Library, with a repeat performance at Cos Cob Library later in the month.



How about you?  
 Got anything planned this month?  
 Let me know and we'll

### **Have you checked your NAPO-CT member listing?**



The "[Find an Organizer](#)" section has been updated to reflect the 2014-2015 Membership.

Please check your listing by visiting [NAPOCT.com](http://NAPOCT.com) and searching your listing.

Please send all changes, errors and updates to [Beth](#).

**Join the NAPO-CT Leadership Team!**

### **Great Opportunity for small (and large) businesses!**

NAPO-CT is looking for Vendors for the April 17th [networking event](#).

Do you know someone who has:

**A direct sales business (Arbonne, 31 Gifts)**

**A craft business (Jewelry, bags, etc.)**

**Interior design, decorating, staging business**

**Local service business (shredding, painting, etc.)**

announce it on our  
[Facebook](#) page and  
[Twitter](#) feed.

Want to get involved?  
Learn more about  
NAPO-CT?  
Give back to the  
organizing industry?

Email Past President  
[Elaine Johnson](#)  
to learn more!

**Business, Marketing  
or Computer  
Consulting?**

Email their info to [Beth](#),  
or have them visit our  
[website](#) for more  
information!

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