



Maryland Association of
Professional Organizers

MAPO 2010 Teleclass Schedule for June - October

Monday, June 28
8-9:00 p.m.
RESCHEDULED

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

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 and Effective Article: Make it short, on-target and engaging
- Where to Publish Your Article: Your website, non-profit freebies and paying markets

Wednesday, September 15th
10-11 a.m.
RESCHEDULED

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, September 29th
8-9p.m.

Protecting Personal Information: A Guide for Professional Organizers

Presenter: Trish Walsh

Skill Level: ALL

Description: This class will provide attendees with a brief overview of identity theft, as well as, steps to take to protect personal information (both the professional Organizers' and her clients'), and how all this applies to our professional organizing businesses.

Participants will:

- Understand what identity theft is and how it can occur
- Learn steps to take to protect personal information
- Learn tips and techniques to protect information stored digitally