



the Joyful Organizer

The Joy of Organizing Radio Show

In October 2009, we launched an Internet radio show on Diva Toolbox Radio™, the premier destination on the web to inspire, educate, and empower women with the information they need to succeed. Our show, The Joy of Organizing, educates our audience about the benefits of finally getting organized, and gives them the tips and tricks to make the change. Each week we feature a different organizing topic, and along with the organizing tips, we highlight the right organizing products to use for the job, and where our listeners can find them.

Who is listening?

Our listeners have the disposable income to invest in getting organized. Eighty-three percent have an average household income above \$50,000 and fifty-four percent have an average household income of more than \$100,000 annually. This demographic allows our guests visibility to a sophisticated group with tremendous purchasing power. They need organizers just like you to make their organized home a reality. Most importantly they will be learning about your company as they are inspired to take action and make a change in their lives.

What other organizers have been on your show?

In just a few short months, we have built credibility with our listeners through our relevant content and impressive guest list. As a guest on our show, you will be joining the ranks of the most recognized names in our industry. In 2009, we were excited to have former NAPO President **Barry Izsak**, and America's most recognized organizer – **Organizing Guru Julie Morgenstern**, share their organizing insights with our listeners. We have raised the bar in 2010, as we have already welcomed **Diane Albright**, who organized with **Kate Gosselin** on *Jon & Kate plus 8*, and organizing pioneer **Barbara Hemphill** – The Paper Tiger Lady. We have also lined up immediate past NAPO President, **Standolyn Robertson**, who also appeared on the hit TV show "Hoarders"; current NAPO President, **Laura Leist**; and best-selling organizing author **Donna Smallin** – just to name a few. This is your chance to add your name among the best in the business!

How can I tune in?

The Joy of Organizing is broadcast worldwide on Blog Talk Radio. You can reach our show's web page at the address below. New episodes are added to the site every Wednesday. We are also available as an iTunes podcast. Listeners have the ability to subscribe to our feed, and have new episodes downloaded to their computers, or mp3 devices, as they become available. This is a wonderful feature, as subscription gives them automatic access to future shows, and ensures your show will make it on their playlist. This dramatically increases the probability that they will visit the websites of our show guests! Subscribing to the podcast is absolutely free, so tell others about it once you've been on the show!

We would love to chat with you to find an organizing topic that you can speak about on our show. This is your chance to showcase your products and services in front of a national audience. Please take a listen to our show at the address below, and do not hesitate to give us a call, or send an email with any questions. We look forward to having you on our show!

<http://radioshow.thejoyfulorganizer.com>



Bonnie Joy Dewkett, CPO® is an organizing expert, author, and motivational speaker. She began organizing as a child when she would organize her toys, and she has been organizing ever since. One of her favorite childhood memories is receiving a closet system for her eleventh birthday. After helping friends and family to organize their homes, she decided to make it a full time career.

Her company, The Joyful Organizer®, creates and implements organizational systems for the home and office. These changes allow her Customers to create calm from chaos at work and at home. Bonnie is passionate about helping her clients meet their organizational goals, and loves to see the positive impact that getting organized has on their lives.

Bonnie has achieved the prestigious designation of Certified Professional Organizer, CPO®, from The Board of Certification for Professional Organizers. She is proud to be a member of The National Association of Professional Organizers (NAPO). Bonnie truly believes that an organized home is a joyful home!

Credentials

- Owner, The Joyful Organizer®
- Received the prestigious designation of Certified Professional Organizer® from the Board of Certification for Professional Organizers
- Author of *The Joyful Organizer's Guide To A Joyful Move*
- Member of The National Association of Professional Organizers (NAPO)
- Moderator, *Get Organized Now's* "Help for Professional Organizers" and "Office Organization" forums

Some of Our Expert Guests

Julie Morgenstern
Diane Albright
Barbara Hemphill
Elizabeth Hagen
Lea Schneider
Paris Love
Matt Baier
NAPO Past President Barry Izsak
NAPO President Laura Leist
Marcie Lovett
Jeff Tobe

Coming Soon:

NAPO Past President Standolyn Robertson
Donna Smallin
Donna Goldberg

Testimonials & Peer Review

"The Joy of Organizing" on Diva Toolbox Radio serves as a valuable resource for those who want to organize every facet of their lives. I have been thoroughly impressed with their level of preparedness whenever I have made appearances on the show. They truly do their homework and ask powerful questions, so that listeners can expand their knowledge about organization and feel empowered to make lasting, satisfying changes."

-Julie Morgenstern

"I had a wonderful experience as a guest on The Joy of Organizing radio show. Bonnie and Matt were well prepared, asked thought provoking questions, and were very easy to work with. I had a lot of fun, and would highly recommend appearing on their show."

-Elizabeth Hagen

