



*less clutter, more clarity*

## **A WORKSHOP ON ORGANIZING & DOWNSIZING**

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FACILITATED BY MELISA MERAL



MELISAMERAL.COM

# Welcome

For over a decade, I built and led a successful home organization business in San Diego + expanded my impact through an Amazon Best-Selling book, an online course, a YouTube channel, and a podcast.

Today, as a global speaker and workshop facilitator, I empower others with practical strategies to **create order, reduce overwhelm, and implement simple strategies** to get organized.

My goal in this session is to share several organizing strategies that you can add to your personal and professional toolbox -  
***take what resonates and leave the rest.***

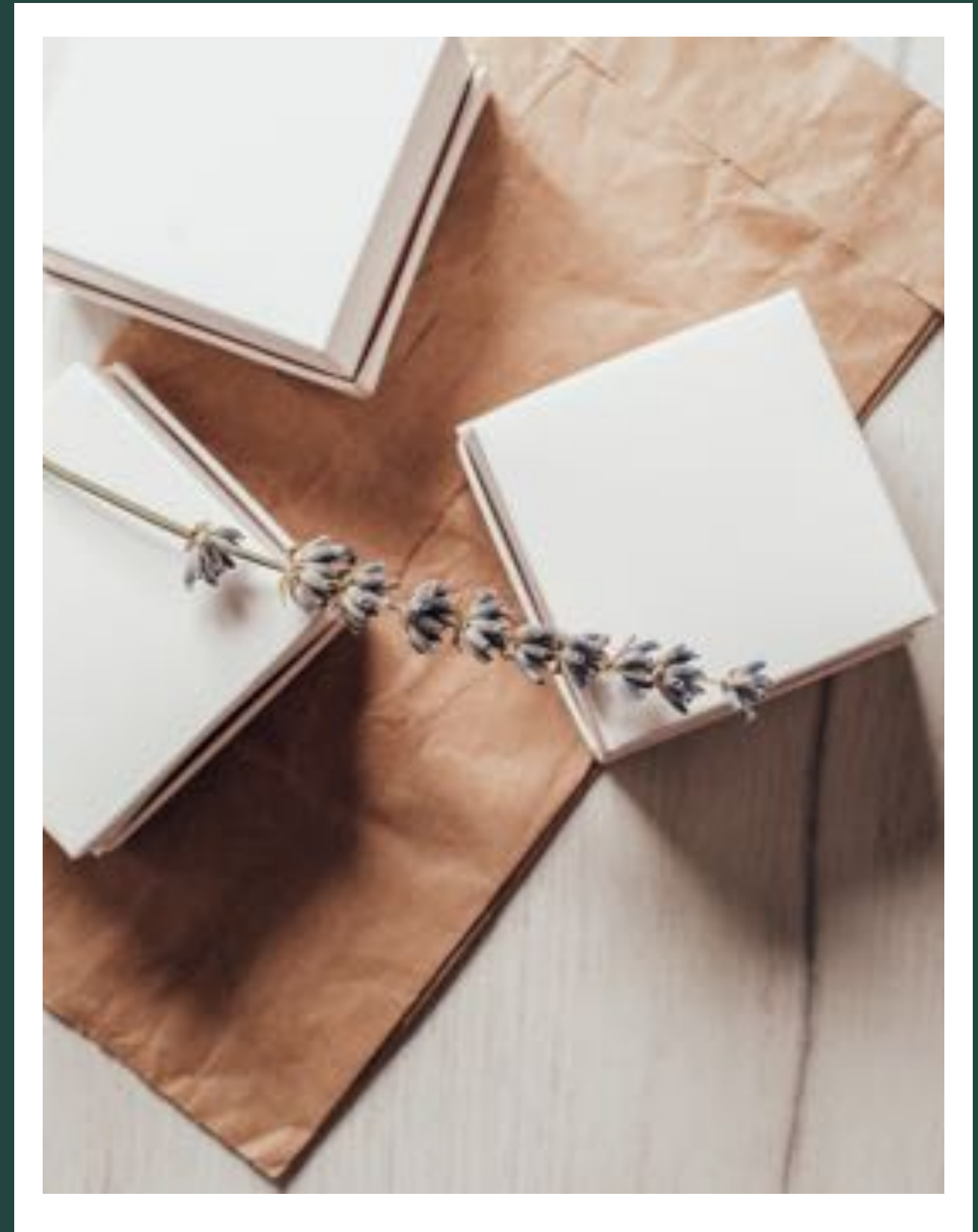
Please engage and ask questions to keep us going.

***Let's do this!***

# Today we will cover:

- How we got here
- How to start small
- How to reduce decision fatigue
- How to clear your closet chaos
- How to downsize estates
- How to combat digital clutter

+ Closing Reflection & Supplemental Resources



# how we got here

A BOOMING INDUSTRY,  
WITH A GROWING NEED

During the Great Depression, scarcity led much of our U.S. population to **save and hoard** everything **out of necessity**.

This mindset carried into the Baby Boomer generation, who, raised by Depression-era parents, many became **“pack rats”** continuing on that similar **mindset of scarcity**.

*Over 35 million people (approx 10% of the U.S. population) utilize offsite storage units for their belongings when **homes become overstuffed***

In millennials and Gen Z, trends such as **minimalism, tiny home living, and the “digital nomad” lifestyle** have emerged, promoting intentional living and **reducing excess**.



# Living Lighter & Letting Go



The average American home contains  
**over 300,000+ items**

Where can YOU  
reduce clutter in your life?

A person is holding a large, vibrant green leaf in front of their face, completely obscuring it. The person is wearing a light-colored, button-down shirt and a tan jacket. The background is a plain, light-colored wall. The overall mood is calm and natural.

# START SMALL

MICRO HABIT SHIFTS CAN  
LEAD TO BIG RESULTS

## ONE IN ONE OUT RULE



**Every time you bring something new into your home, commit to removing one item to prevent accumulation and makes your purchases more intentional**

## CREATE DROP ZONES



**Designate a small basket or bin near stairs/entryway for random clutter that accumulates daily- empty and find homes for things on a weekly or daily basis!**

## USE VISUAL CUES



**Keep a donation box in your closet—whenever you find something you no longer wear, drop it in.**

**Label storage bins clearly to avoid “out of sight, out of mind” clutter buildup.**



*creating "zones"*

**Family calendars**

**Lunches and meal prep**

**Backpacks, shoes, jackets**

CONTROL THE CHAOS



*progress over perfection*

## The One-Minute Rule

- If something takes less than a minute to do, handle it immediately (e.g., putting shoes away, tossing junk mail) to prevent small messes from turning into overwhelming clutter!

## Declutter Daily

- Momentum builds when you start with easy, manageable tasks rather than tackling an entire home at once. Set a 5 minute timer once daily or weekly, decluttering a small space (medicine cabinet, under the bathroom sink, spice rack, car glove box, etc.)



*”but it cost me money!”*

**The cost of an item was the price you paid.**

**Keeping it when it no longer serves you  
doesn't make it MORE valuable.**

WHAT COULD YOU MAKE ROOM FOR INSTEAD?

Try my *D.R.E.S.S. Method*  
when decluttering

**D**onate  
**R**eturn  
**E**liminate  
**S**ell  
**S**to



*the secret  
to an organized home....*

**.... is NOT more containers.**

**the secret is having LESS to contain.**



stop living in the someday

**EACH OF US OWN OVER 100 ITEMS OF CLOTHING,  
BUT WE ONLY WEAR 20% OF OUR CLOSET**

Your closet should serve the present you, not a version of yourself you're holding onto for "someday." If an item doesn't fit, flatter, or feel good, why let it take up space? Ask yourself:

- ✓ **Does it fit right now?**
- ✓ **Do I feel confident wearing it?**
- ✓ **Is it damaged?**

*A cluttered closet equals decision fatigue, stress, and wasted time. Let go of the pieces that no longer serve you and make space for a wardrobe that truly reflects who you are today.*

# reduce decision fatigue

**Set up “book ends” to your day with  
streamlined morning & evening routines**

WE MAKE 35,000-50,000 CHOICES PER DAY!

# Try a capsule wardrobe

## Kris Jenner

- The ultimate “momager” of billionaires doesn’t have time to choose- black blazer, black turtleneck, black pants, black heels = easy & classic!

## Steve Jobs

- Known for his black turtleneck, blue jeans, and New Balance sneakers uniform to focus on innovation.

## Mark Zuckerberg

- Sticks to gray t-shirts and hoodies with jeans to focus energy on important decisions.

## Barack Obama

- Same suit, different day- "I don't want to make decisions about what I'm eating or wearing. I have too many decisions to make."

## Albert Einstein

- Multiple identical gray suits to avoid wasting brainpower on choices.

***Who else do you know?***



*reminder:*

**A short term purchasing high IS NOT WORTH the health costs of having MORE STUFF to manage.**



# Leave a legacy of less

Helping aging parents downsize can feel overwhelming, but it's also an opportunity to **preserve meaningful memories** while ensuring they aren't burdened by excess

- **Start Early-** Downsizing an estate can be emotionally and physically overwhelming, so don't wait until a crisis to begin. Take it one room at a time to avoid decision fatigue and overwhelm.
- **Honor the Memories, Not the Clutter-** Digitize old photos, letters, and documents to preserve them without taking up space. Create a memory box with select keepsakes instead of holding onto everything.



# simplify & downsize

- **Avoid Burdening the Next Generation-** Many millennials & Gen Z don't want bulky furniture, china sets, or collectibles (Beanie Babies!). Instead of assuming heirs want certain items, ask them directly what they'd like to keep.
- **Make It a Family Effort-** Have a "take what you want" day before donating the rest. Share stories about special items to pass down the history, stories, and memories even if the physical item isn't kept.
- **Shift the Mindset from "Stuff" to "Legacy"-** Remember the history of scarcity- you can help our aging population realize that their legacy isn't tied to possessions but to the impact they've made. Less clutter = less stress for them and for future generations.



*in summary:*

**your kids  
don't want  
your stuff.**



## COMBAT DIGITAL CLUTTER

- The average person spends 3.1 hours per day searching for emails, files, and digital documents. (McKinsey & Company)
- The average inbox contains over 10,000 unread emails, contributing to decision fatigue and mental overload. (TechJury)
- 60% of people feel overwhelmed by the sheer number of digital notifications they receive daily. (Pew Research Center)

*so what can you do about it?*



# organize your tech

- Hit “Unsubscribe” whenever you spot a promotional email or use a service like Unroll.Me or Trimbox
- Delete duplicate files and outdated documents you no longer need
- Create a simple folder system on your computer (e.g., Work, Personal, Finance, Photos) to stay organized
- Delete unused phone apps and turn off non-essential notifications to limit distractions



# closing reflection

Reflect on this after today's session or feel free to share your key takeaways with us:

**What are your “golden nuggets” or “lightbulb moments”?**

**What are you going to STOP doing?**

**What are you going to START doing?**

*our CHOICES compound into RESULTS -  
it takes 21x of doing things to make it a habit*



# GO FURTHER, FASTER.

As a supplemental resource for today's presentation, you will receive a digital version of ***“Less Clutter, More Clarity: A Companion Guide”***

which includes 10 pages of prompts and activities to get you started on your decluttering journey or streamline the systems you may already have in place



# DOCUMENTARIES & MORE.

- *The True Cost* - Peacock
- *Wall-E* - Disney+
- *We Rise Up* - Prime
- *Minimalism* - Prime
- *Textile Mountain* - YouTube
- *Buy Now* - Netflix
- *Get Organized with Home Edit* - Netflix
- *Tidying Up with Marie Kondo* - Netflix
- *Tiny House Nation* - Netflix
- [storyofstuff.org](http://storyofstuff.org)





# DONATION RESOURCES.

- Local homeless & women's shelters
- Locally owned thrift stores
- Vietnam Veterans of America - [pickupplease.org](https://www.pickupplease.org)



**Thank You**

*for participating*



*Melisa Meral on LinkedIn  
melisameral.com*