

If I'm So  
Smart™

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# Why Can't I Get Rid of This Clutter?



Tools to  
Get it Done!

Sallie Felton  
Clutter Coach

*"Sallie hit the nail on the head! Hilarious and heartwarming. With no holds barred, this clutter coach shares the mental, physical and emotional struggles seen both personally and professionally."*

Peter Walsh, NY Times best-selling author of It's All Too Much

The World's 1<sup>st</sup> Holistic How-To Series

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As featured on ABC, NBC, CNN and Fox News affiliates across the country, Sallie Felton, President of Sallie Felton LLC is a certified life coach, international radio talk show host, #1 best-selling author, facilitator, international speaker and former hypnotherapist and deep imagery therapist. It is her passion to help individuals who are either in a transition or trying to seek order and balance in their lives. Her unique approach, which is equal parts honesty, playfulness and genuine compassion, is what's earned Sallie accolades from clients, colleagues and radio show guests alike. As she says, "this is a process so let's start where you stand, right now, right here. What do you want, how will you achieve it and when are you going to start?"

Sallie excels in facilitating interactive workshops and her clients include The American Heart Association, Mary Kay, hospital groups, corporations, associations and professional and non-profit organizations.

Sallie's radio shows, "*A Fresh Start*" and "*Light At the End of The Tunnel*" address personal empowerment and combating depression. She hosts the country's most popular self-help authors, asking powerful questions, giving her 525,000 subscribers tip and tools to aid them in their own self discovery. Heard throughout 140 countries, it is broadcast live in Seattle, WA on 106.9FM Channel HD 3, on [ContactTalkRadio.com](http://ContactTalkRadio.com) and [WebTalkRadio.net](http://WebTalkRadio.net). She has also been a frequent guest on several TV programs.

Sallie is a co-author of *Stepping Stones to Success* (2010) with Deepak Chopra and *GPS for Success* (2011) with Stephen R. Covey. She is also the co-author of *Clutter Free and Clear: How To Take Charge of Your Time and Space* and *The Small Business Owner's Assessment Tool*. Her recent ebook, *Start Where You Stand, Finding Your True North in the Life/Work Balance* (2010) is a "how-to-workbook" on finding one's inner and outer balance in the game of life.

In her latest #1 best-selling book, *If I'm So Smart Why Can't I Get Rid of This Clutter* (March 2012) Sallie shares her own private wins and struggles with mental, physical and emotional clutter.

She and her husband, Conway, live north of Boston, Massachusetts with their mischievous Alaskan malamute, Kodi. They have three adventurous grown children.

[www.salliefeltonlifecoach.com](http://www.salliefeltonlifecoach.com)

#### **MEDIA HISTORY**

Forbes, USA Today, Home Magazine, American Chronicle, Entrepreneur, The Examiner, CBS,

Positively Positive, Best Ever You Magazine, Master Heart, Seattle, Chic Galleria, WWLP-Channel 22  
TV News ([video](#))  
[www.salliefeltonlifecoach.com](http://www.salliefeltonlifecoach.com)

## Sallie Felton Intro

Sallie Felton is a popular [talk](#) radio show host, life coach, hypnotherapist, [#1 best-selling](#) author, facilitator and inspirational speaker. Sallie's national radio shows "*A Fresh Start with Sallie Felton*" and "*Light At the End of The Tunnel*" host some of the country's best self-help speakers and authors and provides conscious raising topics that empower her [525K](#) listeners.

Sallie is a co-author of *Stepping Stones to Success* (2010) with Deepak Chopra and *GPS for Success* (2011) with Stephen R. Covey. She also co-authored *Clutter Free and Clear: How To Take Charge of Your Time and Space* and *The Small Business Owner's Assessment Tool*. Her recent ebook, *'Start Where You Stand, Finding Your True North in the Life/Work Balance'* (2010) is a "how-to-workbook" on finding one's inner and outer balance in the game of life, and in her latest #1 best-selling book *If I'm So Smart Why Can't I Get Rid of This Clutter* (March 2012) guides readers through the maze of emotional, physical and mental clutter for a life of happiness.



## If I'm So Smart "Tools"



**Getting Started Tools** – Provide direction without feelings of overwhelm and defeat. The first step to conquering clutter is breaking it up into more manageable chunks – literally and metaphorically.



**Practical Tools** – These are the tools that help with the daily clutter. There is simply no way to end clutter without getting rid of some stuff. What's more, you'll need to find techniques for dealing with new stuff as it arrives. These are tools you'll come back to again and again.



**Feeling Tools** – Show you how to tackle clutter, one heartbeat at time. Oh if only clutter were just about stuff and storage solutions! Things would be so much easier. The real challenge is learning to let go of emotional clutter.



**Motivation Tools** – Get you started. Everyone needs help reaching their goals and maintaining their new mindset. One way to get really motivated is to understand the true cost of clutter.



**Belief Tools** – Show you how to unearth the beliefs you have about yourself - turning negative, self-defeating mental chatter into empowering affirmations.



**Self-Care Tools** - Put you in the driver's seat to your own happiness. Too often we push ourselves, day in and day out, to do more, give more, achieve more. If we don't re-energize and re-vitalize ourselves, we will never be able to give or achieve our best.



**Future Tools** – Build a plan in place for bringing life to your vision and creating the future you want. We'll do this in a way that builds confidence, makes room for life's unpredictable ways and sets you up for nothing less than success.

Let's face it; everyone has clutter to some degree or another! It's how you deal with the clutter that makes the difference between conquering your clutter and allowing your clutter to conquer you. In this practical guide, author and life coach Sallie Felton, walks you through the practical steps and organizational strategies that make it easy to stay organized; but this book goes deeper and uncovers the hidden reasons why it can be so hard to get clutter free and stay that way.

## If I'm So Smart Talking Points

- Clutter comes in three forms: *mental, emotional* and *physical*.
- The **physical** stuff is just that...all the clutter you see around you which has not been put away. In order to clean the clutter, one must take time to put things away and organize. It is way too easy to allow the piles to take over, then it becomes overwhelming.
- **Mental** clutter is the continual list running through out heads. In order to quiet that, begin to delegate some of those items from your list.
- **Emotional** clutter stems from the heart. What have you held onto? Can you bring closure to it?
- Tell me about a successful client in the book. What really helped them to overcome clutter?
- For the person who has had clutter for a while and already tried other books to get organized, how will this book help them?
- What's separates your book from the other books on this subject?
- What would you tell someone who has a problem with clutter and is not sure if they will get this book.... Why do they need it?
- How will this book help people become organized?
- Describe your approach, in the book, that helps people to de-clutter.
- In the book, what are the main types of clutter?
- What are the types of issues found in the book that can cause clutter?
- In the book, who seems to be most affected by clutter?
- I saw on your website that you are trained in hypnotherapy. In the book do you tie hypnotherapy in to getting organized?
- What is your experience in organization and clutter?



## If I'm So Smart Reviews

*"Sallie hit the nail on the head! Hilarious and heartwarming. With no holds barred, this clutter coach shares the mental, physical and emotional struggles seen both personally and professionally. With examples, exercises and testimonials, you'll learn how each of us can clear out our cobwebs, bringing more light and balance into our lives."*

--**Peter Walsh** New York best-selling author, *It's All Too Much, Enough Already! Lighten Up*, TV Host on OWN

*"Who do you know who hasn't said, 'If only I could get rid of that!' or 'I don't know how or where to get started organizing this mess!'" Not just women, either, as I know guys who wish they had a magic wand to organize their garage. Life make-over magician Sallie Felton is the answer to your 'clear my clutter' prayers. She's a sincere yet humorous tell-it-like-it-is coach who empowers you to make organization a fascinating art form. Her personal stories as well as those of her successful clients, engender hope to even the most dramatic hoarders. She is a walking encyclopedia with lists of easy, doable resources igniting you to get it done now. I have never seen a how-to book so power-packed with specific strategies to help you conquer physical, emotional, and spiritual 'stuckitis'. If your life is bogged down in any way, or you need the perfect gift, grab a copy of this phenomenal book NOW."*

--**Judy Krings, Ph.D., CMC, PCC**, Author of *Photo Adventures in Cuba, Unlock Your Power of Positivity*

*"An Eat/Pray/Love for the rest of us ~ Surprisingly funny and tender. Picture this: A successful media personality, mother and wife, whose happy and drama-free life unravels, allowing her clear vision of how her mental/emotional/material clutter is holding her prisoner in her own life. Through her journals, she creates (and shares) really fun tools to weed out the toxic relationships, the unhealthy patterns, even the dusty old sentimental 'stuff' we all collect. No pasta, exciting trips to India and sexy Greek men, but sometimes its the mundane manifestations of years of crap in the closets, the passive/aggressive relationship with family members, or the upwardly inching scale that can teach us the biggest lessons of getting out of our own way."*

--**Suzanna, CA**, reader

*"I encourage you to read Sallie's book and implement all of the tools she recommends. They are very practical and most importantly can help you transform your life. In what can seem like tough times for many people nowadays Sallie's book shows you how to "clear out" the clutter*

*that can create those difficult situations and turn them into opportunities that will benefit you.”*

--**Chaney Weiner**, Founder of The Chaney Institute of Human Potential

## **Television Appearances**

**ABC KMIZ-TV Columbia, MO**

Air Date: Sat 4/21 1130a

**NBC WVLA-TV Baton Rouge, LA**

Air Date: Sat 4/21 530p

**CBS KMEG TV Sioux City, IA**

Air Date: Saturday 4/21/12 @ 1130a

**FOX KPTH (FOX) TV Sioux City, IA**

Air Date: Sunday 4/22 @ 11a