

# PRESS RELEASE

Tuesday 18<sup>th</sup> March 2008

**‘Interestingly, according to modern astronomers, space is finite. This is a very comforting thought - particularly for people who can never remember where they have left things.’**

**Woody Allen**

**As the Easter weekend looms, so does the rush to the DIY stores to improve, perfect and de-clutter our homes. As the nations obsession with the value of their homes, having a clutter free home is, according to the experts, the modern equivalent of keeping up with the Jones’.**

‘Spring is traditionally a busy time for us’ says Clare Baker from the Clutter Clearing Consultancy. ‘with Easter weekend approaching and the traditional DIY frenzy upon us, it seems there’s no let up in the search for the perfect storage solution.’

However, with more people thinking twice about moving due to uncertainty in the housing market, it seems that more people are realising they can create more space by de-cluttering – that is reducing the amount of clutter you have to make more space, rather than buying a bigger house to get more space for more clutter.’

9 out of 10 people (93%) that Clare’s clutter consultants help clear their clutter have more than 2 rooms full of clutter. Now that it’s not so easy to buy more space people are realising they need to make the most of what they’ve got. In the past we’ve helped people who are looking for help to de-clutter so they can sell their home, but now that it’s not so easy or cost effective to do that they’re being forced to make the most of the space they’ve got – which involves de-cluttering.

Clare says that some people think that de-cluttering is all about the perfect storage solution, or getting someone else to do it for you. ‘But just like helping a child it’s best for the child if they learn to do something themselves rather than become dependent on someone else doing it for them. It’s not our place to make judgements about other people’s belongings – what to us would be a worthless piece of paper may be to another person a last letter from a loved one. Storing it away isn’t the answer if we don’t use, appreciate or need the clutter. It’s our parents fault for teaching us to hoard things because they ‘might come in useful’ – but they never do. For many having lots of ‘things’ gives them a feeling of self worth and comfort, it’s nothing to do with desperately needing a copy of the local paper from 1962 because it might, one day, be valuable.’

Clare and her consultants are seeing an increase in the number of clients who are in a divorce situation – having to downsize due to a marriage break-up can be hard. ‘Finding space for all your belongings in a new, smaller home can be difficult. Coupled with that is the emotional strain of starting again, often with children who may be dealing with their own emotional clutter. For many, being able to focus on the practicality of de-cluttering that we teach people is a useful focus or distraction. The process we teach also enables people to learn to assess and let go of their clutter.’

Clare’s 3 top tips for succeeding at de-cluttering this Easter weekend are:

1. Get clear about what you want to achieve by de-cluttering. You know you don’t want your clutter, but what do you want instead?
  2. Make sure you actually reduce the amount of clutter you have rather than creating piles of clutter. You have to reduce the amount of clutter you have to create more space.
  3. Don’t turn it into an Easter weekend blitz – do a little at a time, no more than 2 hours – then take a break for another 2 hours. The clutter has been there for longer than a weekend, so be realistic about how long it’s going to take to sort through.
-

Notes to editors:

1. Clare Baker can be contacted on 0777 5897955

2. Clare Baker runs The Clutter Clearing Consultancy – [www.clutterclearing.net](http://www.clutterclearing.net).

3. Clare Baker is available for newspaper, magazine, TV and radio interviews, discussions, phone-ins etc on clutter clearing issues.

4. Clare Baker has contributed to articles on the issue of clutter for many well known magazines, newspapers and radio stations. (visit <http://www.clutterclearing.net/news.htm> to see a full list)

5. The Clutter Clearing Consultancy is the only clutter clearing business that offers practical help for de-cluttering. We don't do it for people, we enable them to do it themselves and de-clutter for good.

6. Clare teaches people to clear their clutter in several ways

eBooks [http://www.clutterclearing.net/shop\\_ebook.htm](http://www.clutterclearing.net/shop_ebook.htm)

Workbooks [http://www.clutterclearing.net/shop\\_workbook.htm](http://www.clutterclearing.net/shop_workbook.htm)

Home consultations [http://www.clutterclearing.net/shop\\_consultations.htm](http://www.clutterclearing.net/shop_consultations.htm)

Free Top tips <http://www.clutterclearing.net/toptips.htm>

7. The Clutter Clearing Consultancy has a weekly FREE top tip that people can sign up for on-line at <http://www.clutterclearing.net/toptips.htm>