

Get your small biz organized

By **ROGER PIERCE** -- www.bizlaunch.ca

Getting and staying organized is one of the biggest challenges for a small business owner. As a small outfit, you're likely juggling different tasks such as making sales calls, managing your finances and serving your clients. "New entrepreneurs are usually very good at what they do but need help in the organizing area," Cherri Hurst says.

Hurst is a professional organizer who helps business owners to get their act together. Through her company, Hurst Class Organizing (www.hurstclass.com), she acts as an unbiased observer who assesses your work situation and then offers productivity solutions.

A professional organizer will work with a business owner or employees in the areas of file management, workflow, physical office environment and developing productive systems. While each client has different needs, Hurst says she'll typically start by observing how a person works, ask questions and then physically go through items such as a piled-up inbox.

Hurst says many growing small businesses lose money by being disorganized. "It's estimated that people lose six weeks out of every year simply looking for stuff," she says.

Because they work in small space areas, Hurst says homepreneurs can really benefit from her services. "Setting up easy-to-find computer files and physically organizing the home office can reduce stress and help a business owner to get more done," she explains.

Hurst got into the business of organizing others because she noticed how overloaded people are these days. "I realized that many people needed organizing expertise and that I possess that skill," she says. "I really enjoy passing on what I know to my clients."

Cherri Hurst

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