

October 2014

FOCUS: The Power of PERSEVERANCE - Does Your Stuff Scare You?



Perseverance can be very powerful if we just start with one small change of habit and build from that. Often, however, many of us give up too easily. There are just **90 days** of 2014 left for us to clear up some leftovers, fulfill our goals for the year and get on with creating the life we imagine and deserve. Put on your thinking cap – what could you focus on for the next 90 days to complete the year

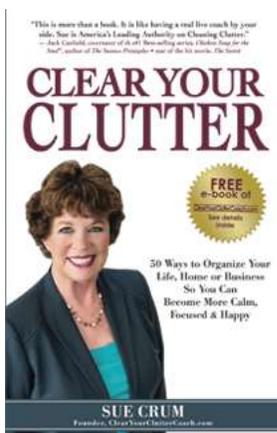
with a streamlined, productive and happy finish?

It's only too late, if we don't start.

It was wonderful to hear from so many of you as to ways you are simplifying your life. Below are the responses from our first three who participated in the September Simplicity Challenge:

Ola O. wrote about the furniture she has released to the universe and how she has repurposed several rooms to better accommodate her needs and her husband's for increased productivity. Furniture that has remained went in different rooms and everything is now much more purposeful for them.

Wendy A. shared how she uses the schedule of her house cleaner to really get ready for her arrival. She gets things off of desks and tables as well as the floor so the cleaner can clean better. As time allows Wendy sorts and organizes as well as releases to the universe some items. After the cleaner leaves, Wendy schedules time to put things away and do more sorting and decision making about what she deems necessary to keep. Even if you are the house cleaner, you can do this, too!



Andrea M. is rightsizing her life and getting her own space after living in a shared apartment. She has downsized the number of plants she has from 158 to less than 30. She is reducing the number of items she owns and working on recycling and repurposing.

Hats Off to these three winners who will each receive an autographed copy of my new book, *Clear Your Clutter: 50 Ways to Organize Your Life, Home, or Business so You Can Become More Calm, Focused, & Happy.*

FUN, FAMILY & FRIENDS:

On the Saturday after Labor Day my darling daughter took me to Glorietta Bay in San Diego for my very first-ever paddle boarding experience. The super son-in-law was working, the weather was perfect,

SPECIAL OFFER:

What ONE THING do you want to accomplish before the end of 2014?

Don't procrastinate – **persevere** instead!

VIRTUAL PHONE COACHING

- 8 phone coaching calls with Sue
- Email support in between calls
- Signed copy of Sue's new book: *Clear Your Clutter, 50 Ways to Organize Your Life, Home or Business so You Can Become More Calm, Focused & Happy*
- Daily De-cluttering Tips Quote Card of Sue's own most popular quotes
- Reminder band to keep focused
- Timer
- EASY button

ALL of the above at a 2014 investment of \$497.

90 Days to a Better YOU!!

What are you waiting for?

This offer is available for the first 10 people who are ready to finish 2014 with a focus!!

Email Sue@SueCrum.com and put in the Subject Line: I am ready to finish 2014 strong. Or call Sue at 760.803.2786 and request a complimentary needs assessment to get started.

UPCOMING PUBLIC SPEAKING PRESENTATIONS:

Declutter Your Life

Oct. 15, 2014
 11:00 a.m. - 12 noon

the water was warm, and I was ready. Or, at least I thought I was ready. I love water sports and started swimming when I was about five years old with my father tossing me from a rubber raft into Lake Michigan and saying to start paddling!

This particular day was perfect, except for the little voice inside me who kept saying, "Let's not have a rerun of wind surfing, okay?" Many years previous I decided our little family needed to learn wind surfing. That's similar to a paddleboard/surfboard except there is a sail one has to get in a vertical position, by pulling it out of the water.

Try as I could that time long ago I kept falling off the surfboard, pulling myself back up, bending over and pulling the wet (resistant - key word) sail out of the water, only to fall over and begin again. This painful project did not end well as I spent Labor Day weekend that year in traction in the hospital, and many months of recuperation afterwards.

So Saturday, September 6 I decided was going to be different. No straining the back. No wet sail to pull out of the water. Just get on the paddleboard on your knees and then stand up, grabbing the large paddle as you stand.

The darling daughter, who's quite a bit younger than I, very athletic, and a terrific teacher, gave me a seven-minute lesson. I got on my board from the shoreline, kneeling on the board. For me, it seemed quite wobbly so I kept waiting for the wobble to stop. Unfortunately, it didn't. She and their puppy (yes, you read that right – their 10-month-old puppy paddleboards, too) got on their paddleboard and took off.



I decided if a 10-month-old *dog* can be standing on a paddleboard I should be able to figure this out! We went across the bay, me following the dynamic duo. However, every time I tried to stand up, the paddleboard would wobble to and fro and I would retreat back to my knees. As I saw the other shoreline in sight, my short term goal was to just reach land and see if I still had kneecaps or if the skin had worn off around the knees! Yes, there was a cushion on my board, but I started

dreaming about my very soft cushiony kitchen mat at home in front of the sink, wishing I had brought that!

Feeling accomplished when we got to shore, I felt like Christopher Columbus, reaching land after being at sea for so long! I plopped in place and planned my route of return. After confirming I still had two knees, red as they were, I concluded there was no way I could return in the same position. I decided I would have to stand up on the stand-up paddle board!

I watched another woman about 10 yards away begin her paddle boarding from this shoreline, with nary a bent knee. That's it – I'm going to stand from the start!

I stood on the board from the shore, found my balance and my focus and with a slight shove I was off. The beauty of this experience was the concentration and perseverance I had to exhibit to stay vertical. My mind could not wander; I had one specific task at hand – to get back to the original shoreline successfully.

Cost: \$5, \$3 members
Click [here](#) for more information and to register.

Organize Your Life: Enhance and Balance Your Life

Oct. 15, 2014
6:30 - 8:00 p.m.
Poway Adult School
Cost: \$29
Click [here](#) for more information and to register.

I'm booking my 2015 speaking presentations right now. So far I have four presentations on the calendar for the early part of 2015. I'd love to present to your company, association or group. Please contact me at Sue@SueCrum.com or 760.803.2786.

FAVORITE QUOTES OF THE MONTH:

What are you afraid of?



"Many of life's failures are people who did not realize how close they were to success when they gave up...I have not failed. I've just found 10,000 ways that won't work." - Thomas Edison

"There is no elevator to success. You have to take the stairs." - author unknown

"Decide what you want; decide what you are willing to exchange for it. Establish



Keeping my core centered, my head facing straight, and my focus fixed I decided I was going to give it my all to stand tall the entire way back.

Did I make it successfully with no falls into the bay? No. I did fall once when I was almost back to shore. A wave runner was in the area and I could hear the motor, thinking he must be right behind me. Whether it was his wave or just my thinking he was, I'm not sure. I lost my sense of concentration and focus for just a second, and bam! I landed right in the water!

I was so close to the shore I just swam on in pushing the paddle board with me.

The water was refreshing; the lessons of perseverance and focus were perfect;
the time with my daughter - priceless!

It wasn't perfect, but I **persevered!**



Sue Crum

Professional Organizing Coach and Speaker
Clearing Your Clutter to Set You Free

*I help busy people turn their house into a home,
make better use of space and time, and get organized for good!*

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your priorities and go to work.” - Randy Pausch

“To fight fear, act. To increase fear – wait, put off, postpone.” - David Joseph Schwartz

“Perseverance is not a long race; it is many short races one after the other.” - Walter Elliott

REMINDER:

If you haven't been saving loose coins to reduce the stress of holiday spending, get started today! Go through your house and wallet and capture all the loose coins. Put them in a clear container and add your loose change whenever you find coins or return from being out. Watch your holiday kitty fund grow between now and the end of the year!