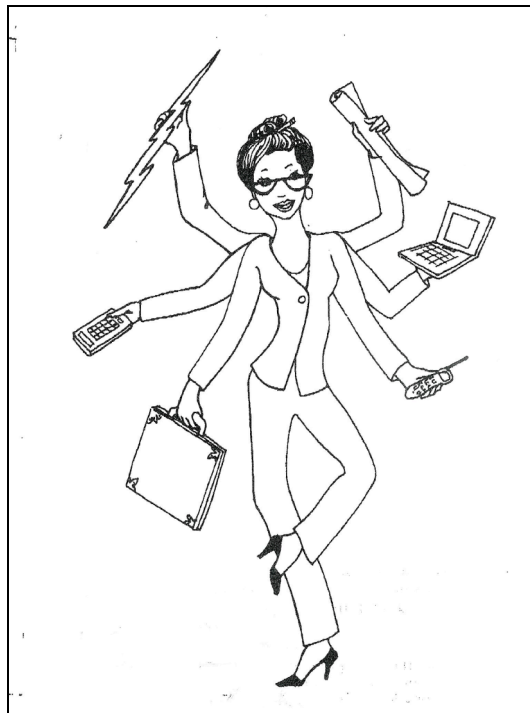


Your Special Organizing Style: Personality Types in the Office

by Liz Franklin
Author of
How to Get Organized Without Resorting to Arson

Miz Liz on  iz



\$10.00

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or call **800-447-3488**

Testimonials

"Wow, you sure deliver more than you promise! You were able to spot and fix a hidden problem that was costing me thousands of dollars. You are worth every penny and more! Thanks again for delivering so much service for such a low price. Please consider this a recommendation to anyone who needs to get organized and more!"

■ Bonnie Cerkleski, Owner, The Primary Source

"Liz brought me directly to the head of the class. I feel more business savvy, I see and respond to things differently, and I'm learning every day. Now I'm light years ahead of my competition. I'm putting checks in the bank. You must call Liz today. She truly knows what she's doing, and there is nobody on the planet like her. I'm grinning from ear to ear; what can I say!"

■ Marilyn Ellis, President, Staging For Profit

"Liz turned us around from break-even to profitability in just a few short weeks. She kept us laughing, and bonded us like never before. Finally I'm once again free to get back to the sales work I love. Liz more than pays her own way. You should be so lucky as to have her. This is one gal who knows her stuff."

■ Robert J. Munoz, Owner, Independent Real Estate Brokers

"Liz Franklin is awesome! She's worth every penny and more. Every meeting with her has been phenomenally inspiring. This woman changed my whole perspective on how to do business! We expect to work with Liz far into the future."

■ Val Schaeffer, Director, MegaMinds Educational Services

"It works! I thoroughly enjoyed your seminar about getting organized you gave at the Office Depot trade show. Your enthusiasm and humor was very refreshing. I wished the seminar was all day."

■ T. York, Rust Environment & Infrastructure

"Your concise straightforward technique helps immensely in getting things done without getting off course or losing sight of the principal objective. It is a privilege to associate with you."

■ E. Hoyt, Materials Scientist, SLAC, Stanford University

"I wanted you to know what a difference you have made in my life. There has been a change."

■ P. Wilson, Martinez, CA

To work with Liz Franklin or for more information

Call TOLL-FREE 800-447-3488 or go to www.MizLizOnBiz.com

Foreword

I've been an Office Organizer since 1979. For years I felt frustrated because the solutions I offered Client A would not work for Client B. Over the years I came to understand that my clients had different needs based on what I now call their Organizing Personalities.

The more I worked with this idea, gave speeches about it, and used it in my work, the more it helped people get organized faster, stay organized longer, and make more money. Best of all, they reported back to me that it improved their entire lives, not just their offices.

In my book, *HOW TO GET ORGANIZED WITHOUT RESORTING TO ARSON*, I wrote about these personality types at length. Apparently they resonated with people from all over the world: after bookstore readings, speeches, and radio and TV interviews I heard from India, Canada, Morocco, Great Britain, Switzerland, Australia—from people all over who told me, “you have totally cleared up my life.”

I get letters and emails on a regular basis saying, “Omigosh! I am so, like, totally a Sparklebrain!” or, “I finally understand myself,” or even, “You saved my marriage.” Yow!

How can something as simple as organizing get such life-changing results? Because knowing your Special Organizing Style means you get to the root of the problem of disorganization and solve it once and for all. And there's more—a lot more.

In this handy-dandy Guide to Personality Types I have updated the Organizing Personalities for your edification—and fun. This guide will explain why your spouse or partner says, “My way or the highway,” why your boss says, “Because we've always done it that way,” and why, on alternate Thursdays, you think you're going crazy. You're not.

Consider this book your Translation Dictionary. It will save you a whole bunch of aggravation. You are in here too: at the end, as befits such a nurturing, giving, wholly altruistic person as yourself. Of course, being as contrary and rebellious as you are, you'll probably read about yourself first. Either way, you'll gain a whole new level of respect for yourself, and some damn-near magical tools for dealing with others.

And what does all this have to do with organizing? It was only when I figured out that, if an obsessive-repulsive like me could leave my groceries

in the bank, lose my glasses when they were right there on my face, and break down in tears because I couldn't find my bank's ABA number (it's right there on every check,) than I'd better pull together some solutions. And when I took these solutions to my clients, certain ones not only benefited from increased efficiency, they also made more money. That's when I knew I was doing something right.

By holding up a mirror to what interests you, we can work backwards and see your reasons for (and the root causes of) your disorganization—if any. And once you understand that you have a reason for everything you do, we can stamp your paperwork with the validation that you are a Mature Yet Fun Adult. And then you can get on with the important things in life.

And there's more—a lot more. When you know your **Special Organizing Style** and everyone else's—your day goes more smoothly, you know what's going to happen before it happens, and when trouble shows its nasty, time-gobbling, grease-smear head, you won't go off the rails nearly as badly as before.

By the way, the subject of Getting Organized will be mentioned, but it's not the primary purpose of this Guide (you can get lots more info on that by going to MizLizOnBiz.com, and subscribing to the [Free & Funny Weekly Organizing Tips](#). While you're there, look at the [free preview of "How to Get Organized Without Resorting to Arson."](#))

Caveat: I am not a psychologist. I can, however, read. And the good Lord knows, I can hold an opinion. So that's what this book contains: my opinions. I hope you like 'em.

P.S. Don't expect other people to respect you more just because you know about them now. They're too busy and wrapped up in themselves to peek over the parapet of their **SOS**. So yes, sigh, once again it's all up to you. But now you have the power in addition to the ever-present responsibility.

So turn the page, and enjoy the circus!

Reprints by permission of publisher Clara Fyer Books: This book contains excerpts from HOW TO GET ORGANIZED WITHOUT RESORTING TO ARSON, which you absolutely must own and can get at MizLizOnBiz.com or by 800-447-3488.

You can also get it at all the usual bookstores.



THE SPARKLEBRAIN

The symbol for Sparklebrain is a Fourth of July-type sparkler, because their brains are always sparking off creative ideas.

Sparklebrains are starters: they are artistic, creative, idea people. They can be found zipping around, high on caffeine, starting projects left and right—but never quite finishing any of them. Following up is not their strong suit—to put it mildly. Bubbly, happy, and as enthusiastic as fireflies during mating season, Sparklebrains shower everyone with laughter, lightheartedness, and spilled drinks.

Sparklebrains make our world beautiful, interesting, and exciting. They bring us gorgeous things like beautiful cars, cool-looking computer equipment, fine fashions, offices that look like operating rooms, and those cute little sweaters for dogs. Sparklebrains are trendsetters, motivational speakers, marketing people, cheerleaders, and psychics.

Somewhere on another planet, Sparklebrains have fun taking jobs where they can start projects. They just hire a couple of finishers and they're done for the day. (Hey! Idea! An employment agency that sends out starters for some projects and finishers for others! Oops—sorry—I sparkled!) Why do I say this? Because Sparklebrains don't finish things. They are happiest creating new things, buying new things, developing new ideas, or adding new embellishments to old things.

Here's how Sparklebrains plan: Planning is so boring. Who can stay still that long? Instead, they envision a project, skip step one, start at step two, pause to visualize their goal (step twenty-three), go into a mild depression because they are not finished (before they even begin), forget where they are (because they are in too much of a big honking hurry), put off step three until tomorrow (which is about where they'd be anyway), abandon the rest of the steps, curse themselves out, and end up at step twenty-one. They drive everybody else crazy, but somehow they create fabulous projects overall because they're *so* creative and because they're *so* great at enlisting others to finish their work for them. Whew! You can breathe now.

So put on your

. . . more . . .

✓ THE LINEAR

The symbol for Linear is a great big checkmark because they do one thing at a time, check it off their list, and move on to the next thing. No sparkling. No distractions. Linears are finishers. They just want to get things done.

Linears are the opposite of Sparklebrains. They are the finishers of the world. In fact, Linears spend lots of time finishing what Sparklebrains start. Linears like things simple and straightforward. Really, really, straightforward. We need Linears to keep us grounded, honest, and able to access the Internet.

You know that U.S. Postal Service motto that states, “Neither wind, nor sleet, nor rain, nor dark of night can keep us from delivering your junk mail”? That’s a good motto for Linears. Nothing diverts them—even when you think it should.

Here’s how Linears plan: They set up their steps. In the correct order. They start with step one. And proceed toward the goal. They do not miss any steps. They keep moving in a straight line. They stick to the plan. Then they’re done. That’s all.

On the other hand, if *you* make a plan, they are fully capable of ignoring it unless it happens to match their plan. In which case it becomes their plan. As if they thought of it. Because they might as well have.

Linears prefer to work alone. If they run across a problem, it will divert them only until it’s solved. Then they will resume where they left off.

The Linear is logical, single-tracking, and not easily diverted. They finish tasks, but not in any time zone the rest of us know or can relate to.

When Linears are disorganized,

... more ...



THE CROSS-DOMINANT

The symbol for Cross-Dominant is the airplane, because Cross-Dominants have an overview as if from up above, and because they're always zooming around at more than 500 miles an hour, unless they're just taking off, just landing, or coming to a sudden dead stop. Just as in a plane, they can't move at normal speed without losing altitude and therefore perspective.

The CD can see more territory. They can communicate to others what the view looks like ahead. They make great scouts, adventurers, and pathfinders; the only problem is that they keep "landing the plane" (stopping their own job to help others, or to do other people's jobs for them.) The challenge to a CD is to "stay up in the plane;" in other words, do just his or her own job and let others stand, walk, or fall as they will.

The Cross-Dominant is a hybrid of the Linear (logical, focused left brain) and Sparklebrain (creative, dynamic right brain) personalities. A Cross-Dominant might exhibit 80% Linear behavior and 20% Sparklebrain behavior, or 60% Sparklebrain and 40% Linear, or any combination of the two, but the Cross-Dominant always embodies both.

A different Cross-Dominant might be 50% Sparklebrain and 50% Linear. She's bubbly, outgoing, and wears those wild earrings—but, surprise! You can always count on her to do exactly as she says. Yes, she leaves early, but did you ever notice that she gets three times as much done as anyone else? That's why she gets praises—and raises—over and over again.

Two Cross-Dominants can be as different as night and day. A Cross-Dominant who is 85% Linear and 15% Sparklebrain can see the entire scope of a project in advance, and can direct others to a very high level of achievement. His Linear traits enable him to finish sixty important things before breakfast, and his Sparklebrain side ties pretty bows on each package before delivery, in order to make the best presentation. He spends too much time worrying about what others think, explaining things to them, or actively doing their jobs for them. The Cross-Dominant will probably die of exhaustion unless he becomes a very good delegator.

Cross-Dominants can use either side of their brain, and often use

... more ...

SPARKLEBRAIN



Sparklebrains are artistic, creative, idea people. Sparklebrains are trendsetters, motivational speakers, cheerleaders, procrastinators, and psychics. They make everybody around them crazy but somehow create a fabulous project overall because they're so creative and great at enlisting others to finish things for them. The Sparklebrain starts many projects but finishes very few. When Sparklebrains are disorganized, they become upset. Nothing gets finished, they are sick a lot, papers get lost, and they are late to meetings and events. They changed the original plan completely, and the objective is now unrecognizable. Famous Sparklebrains include Robin Williams, Goldie Hawn, Bette Midler, Shirley MacLaine, Tinkerbell, Richard Simmons, and probably everybody in Hollywood. On the TV show, "Friends", the Sparklebrains are Joey and Rachel.

LINEAR



Linears are the opposite of Sparklebrains. Some people call them "Plodders", because they just keep plodding away. We need Linears to keep us grounded, honest and able to access the Internet. Linears are the finishers of the world. In fact, Linears spend lots of time finishing what Sparklebrains start. Linears like things simple. Really, really, simple. When a Linear is disorganized, they have too many plans, all of which take more time than they thought. They go into a kind of Alternate Universe where time doesn't matter, and they'll as long as they feel they need to finish each project. You cannot rush them, so don't even try. Weeks turn into months, and even years, and the original project still isn't done, and nobody knows why. Famous Linears include Mother Teresa, Mae West, Ernest Hemingway, Jimmy Carter, Dilbert, Eeyore and Charlie Brown. On the TV show, "Friends", the Linears are Ross and Monica.

CROSS-DOMINANT



The Cross-Dominant is a hybrid of the Linear and Sparklebrain personalities. Cross-Dominants can use either side of their brain, and often use both sides at once. Their brain power is tremendous; when they focus on constructive tasks they can move mountains. Cross-Dominants have a "bigger vision" of what's going on, like the view from a plane. It must have been a Cross-Dominant who invented computer chips and circuit boards - right after taking a cross-country flight. When a Cross-Dominant is disorganized, they feel like they're at the end of a game of Crack the Whip. Their brains switch back and forth from detail to overview, from their own needs to other people's needs, and from Project A to Project Z. With all of this going on they feel like they are hanging on for dear life. Famous Cross-Dominants include Leonardo DaVinci, Albert Einstein, Martha Stewart, Buckminster Fuller, Oprah Winfrey, Madonna, Richard Feynmann, Oscar Wilde and George W. Bush. On the TV show, "Friends", the Cross-Dominants are Phoebe and Chandler.



Liz Franklin started her first business at the age of 15. A capitalist even during the hippie era, she designed and sold her own jewelry. At the ripe old age of 19, she decided that being a business secretary was the key to a glorious future. After telling her bosses how they could run their businesses better, she was heartily invited to join the ranks of the self-unemployed.

Never daunted, she turned her back on free government cash to forge a new career as a business writer.

As people observed her breathtaking neatness, some of them begin asking her for help in organizing. Being the daughter of a rocket scientist and a Virgo, Liz is a natural organizer. You can often find her in better restaurants, carefully placing the silverware at exact right angles and alphabetizing all the floral arrangements.

In 1978 Liz founded The Franklin Organization (now MizLizOnBiz.com), to root out and cure the underlying causes of disorganization. It worked: people stayed organized, which Liz attributes to her special methods that address the roots, not just the surface symptoms, of disorganization.

The better she got at organizing, the more money her clients made. One of them realized a 700% increase in eight months. Another went from a personal income of \$24,000 a year to \$176,000 a year in one year. A third made an extra \$200,000 on one business deal—all due to improved organization.

Today Liz works with individuals and businesses, reducing workloads, streamlining workflow, and increasing incomes.

Liz is the author of HOW TO GET ORGANIZED WITHOUT RESORTING TO ARSON, which she wrote to counter the traditional organizing books that push boring stuff like discipline -- which we all know doesn't work for rebels like you.

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(back cover)

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