

❖ What Are People Saying  
About this Breakthrough Book?

"I love it! I was laughing out loud at 2 in the morning! I'm planning to put as much of your advice to use as I can. Thanks again for the help and the laughs! I'm passing on your information to all my friends!"

— Karen Johannessen

"Since working with Liz my income has increased by 25%; the phone keeps ringing, I keep signing new projects, and I'm making money hand over fist. Liz has put my head on straight and it's the most valuable thing I've ever done in business. To see my dreams come true in such a quick fashion—I'm grinning from ear to ear; what can I say! Now I'm light-years ahead of my competition. If you want your business to grow, if you have a new business, or if you just want to jump start things, you must call Liz today. She truly knows what she's doing and there is nobody on the planet like her. Call Liz today and you will make money too!"

— Marilyn Ellis

"I did what you said, I let the information that you discussed with you simmer in my head for the day and a light bulb went in my head. I finally realized how my brain looks at tasks and the order in how it looks at things. Now each project has a color like you suggested. So at a glance I can get an overview of how much is coming up. An unexpected side benefit is that I am able to refine how I have organized other tasks better as well with this new revelation in the way I think. Thanks Liz for all of your help."

— Karin Johnson

"Wow, you sure deliver more than you promise! When I hired you to organize me, I expected – and got – a clearer desk, some very cool ideas, and a lot of relief and forgiveness that I didn't even know I was looking for. But more, you were able to spot and fix a hidden problem that was costing me thousands of dollars. In a very short period of time, you jumped on it and stopped the money leak, and ended up saving me what could have been thousands more. You are worth every penny and more! Thanks again for delivering so much service for such a relatively low price. Please consider this a recommendation to anyone who needs to get organized and more; who wants to find out the core problem under the disorganization. Hey, everybody! Liz stopped our money and energy leak; she can stop yours too!"

— Bonnie Cerkleski, Owner, The Primary Source

"Franklin's book is full of laughs and useful information for organizing office space—whether it's at home or work, or is used by one person or many...Franklin offers fun ways to test your office mates' personalities. . . Bosses will also benefit from the insight."

-- The Oakland Tribune

"Really long title, pretty funny stuff. Franklin believes you can blame most clutter on your furniture. She has other usefully wacky ideas, too."

-- The San Francisco Chronicle

How To Get Organized  
Without Resorting to Arson

A Step-by-Step Guide to  
Clearing Your Desk without  
Panic or the Use of Open Flame

Liz Franklin, C.A.  
Cubicle Anthropologist

Clara Fyer™ Books  
Alameda, California

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❖ Dedication

This book is dedicated to the memory of

Ruth Ross,  
Helen Campbell,  
and  
Theresa Martin Franklin

So long, and thanks for all the support.

## ❖ Disclaimer

This book is designed to provide humor, education, and information on getting organized. It is sold with the understanding that the publisher and author are not engaged in rendering legal, accounting, psychiatric, psychic, or other mystical services. If such assistance is required, the services of a competent professional or witch doctor should be sought.

It is not the purpose of this book to reprint any information that is otherwise available to those in need of getting organized, or of any other organizers, real or imaginary. We'd like to think this book is completely different.

The organizing techniques in this book take a little time and thought to incorporate and use. Anyone who decides he or she is going to get organized overnight should think again. After all, how long did it take you to get as *disorganized* as you are? Rome wasn't organized in a day, you know. Be more patient with yourself than the people around you have been.

Every effort has been made to make this book as complete and accurate as possible unless we needed a nap 'long about that time. There may be mistakes, however, both typographical and geological in content. Therefore, this text should be used as a general guide and not as a "no-fail, one-size-fits-all" organizing system. There is no such thing. Furthermore, information in this book is current only up to the date of this printing — duh.

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## ❖ Foreword

You're different. You don't work well with traditional methods, do you? No, you're unusual because you don't fit into any common system. In fact, you don't like to be told what to do at all, right? You're not a follower. You march to a different drummer. The usual rules don't apply.

It follows that no traditional organizing system will work for you. You've tried them all, haven't you? If you still haven't been able to get your paperwork under control, here's why: Traditional organizing books propose one system for everybody. You wouldn't think of buying one-size-fits-all pantyhose, golf clubs, or hats, so how could you possibly make use of traditional organizing methods that claim to work for everyone?

That's where this book comes in. Once you know *how* you are different, and *what* your special organizing style is, it all becomes clear. You start to see the methods to your madness. When you realize how to use those methods for *better* organization than before, you're ready to learn a different kind of organizing: one that not only gets your desktop cleaner, better, faster, but makes your whole life easier, more convenient, and even more profitable. Now you can have extra fun, extra time, and even extra money, where you used to have a big mess!

Now here's the extra-special good news: disorganization is not caused by weakness, lack of discipline, or personality flaws. It happens when, over a protracted period of time, there's no flow: paper flow, traffic flow, and cash flow are all about flow. Think about it for a minute: isn't stagnation the theme of disorganization?

My objective in this book is to teach you organizing techniques that will keep your paperwork flowing smoothly, while showing you how to organize with your own special flair. Once you learn these techniques, you can use them to organize any part of your life, anywhere you live, for as long as you live, because they're derived from who you are.

I've been organizing people since 1979, and I *know* how important your work style is. I know what a big impact it has on your entire life. Traditional organizing recommends forcing the round peg of your special self into the square hole of somebody else's system. It doesn't work. Which is why you haven't been able to get organized. Which is why this book will work for you. I hope you find it refreshing.

Liz Franklin  
San Francisco, October 2002

## ❖ Preface

Liz Franklin is definitely not crazy. There will come a point as you are reading this book when you say, “I wonder if this person is just totally a nutball,” but she’s not. I personally have been Franklinized, which is a little like getting a sensual massage and a little like being hit by a cement truck, but it worked.

There was method in her madness. I do not pretend to understand the method, but it works. My office finally makes sense. It has not become “clean,” in the way that word is generally understood, but it has become functional. I have light where there should be light; I know where everything I need is; I have another new workspace created out of thin air and imagination and strange astrological incantations.

I am, in short, a satisfied customer. I believe that Liz Franklin can help you do whatever the hell it is you want to do. You must take some of her ideas on faith, but your faith will be rewarded. You will also have fun along the way, so much fun that you’ll forget what you’re doing is in fact one of the most tedious chores modern life has to offer.

So here’s my suggestion: Curl up somewhere with a notebook, an adult beverage, and this fine publication. Read it with a great lightness of spirit. Write down any idea that occurs to you. Then take a nice nap. The next day, you will begin to change things in your office, and soon you will rule the world—or at least your neighborhood.

Jon Carroll, San Francisco

## ❖ Introduction

The concept of “getting organized” has come to mean “let’s make things all neat and pretty,” but there’s a lot more to organizing than mere neatness. If that’s your main motivation for getting organized, you’re reading the wrong book.

I’ve been organizing offices since 1979, and it didn’t take me long to understand that, when my clients said they wanted to be organized, they really meant they wanted all their stuff to be accessible—just not all at once.

Your office can be neat and pretty, but still you may not be able to find things. In fact, sometimes the more things are put away, the longer they stay out of reach. We have been trained to focus on neatness at the expense of accessibility.

Check this out: If things are made accessible first, they can always be made neat later; but if the emphasis is on making them neat, they may never become accessible. It’ll be too late.

Let’s define accessible as convenient, which means convenient to *you*. Let’s make accessibility the new name of the organizing game.

Accessibility means setting things up so you can find them easily; it means systems that conform to *you* instead of the other way around. It even means enjoying your work again.

This book is about *your* organizing needs. It’s about how you access and how you like things arranged. It looks at how can you get organized in a way that’s custom-tailored, that will work for you forever, and that gets you away from that mad cycle of inconvenience and blame.

Step into my world.

## Chapter 1 The Secrets of Your Organizing Style

Learn about yourself, co-workers, partners, spouse, and others, and why each has a different Organizing Style. Why does each work so differently? How can you support them? What are the best organizing techniques to use?

When I first began organizing offices, I'd make a recommendation to one of my clients and they'd love it. It would work and everything would be great. Then I'd give the same recommendation to another client and they'd hate it. It wouldn't work and everything would be awful.

Why? I had no idea, so I began experimenting. I eventually realized that different people accessed their stuff in different ways, and therefore needed different methods to get organized. Who knew? My mind boggled. Would I need four hundred organizing systems for four hundred clients? I began to search.

Then one day I was working with a totally delightful woman named Susan. She was jumping around frantically, trying to keep up with her own brain, which was spewing out new ideas, new projects, and new subjects before the previous ones had even gotten out of her mouth. We were two or three hours into laughing wildly, at which point I accused her of being a Sparklebrain. Her eyes lit up, she laughed until she nearly fell down, and she said over and over, "I'm a Sparklebrain! I'm a Sparklebrain!"

This led me to examine my other clients under a microscope (figuratively speaking, of course), and after some intensive research I found they could be divided into different **Organizing Styles**. Thus was born a new understanding.

Let's talk about the six Organizing Styles that I found, and which one is yours.

r      The First Part of Your Organizing Style is Your Work Personality

There are two parts to your Organizing Style. The first part is your **Work Personality**.

There are three distinctly different Work Personalities: the **Sparklebrain**, the **Linear**, and the **Cross-Dominant**.

Your Work Personality reflects the way you plan, the way you think (or avoid thinking), and the way you organize mentally. In other words, the way you categorize things in your mind. It dictates how you put things down (literally, *where you put them*), and it results in a specific kind of physical organization (or disorganization—different shapes of messes!).

Which of these three Work Personalities fits you?

s      The First Work Personality is the Sparklebrain

Sparklebrains 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: 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, cheerleaders, procrastinators, and psychics.

Somewhere on another planet, Sparklebrains have fun taking only those jobs where they can start things. 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!)

Here's how Sparklebrains plan: 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 everyone 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.

Do you know any Sparklebrains?

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## FAMOUS SPARKLEBRAINS THROUGH THE AGES

Famous Sparklebrains include Robin Williams, Goldie Hawn, Bette Midler, Shirley MacLaine, Tinkerbell, Richard Simmons, and probably

just about everyone in Hollywood. On the TV show, “Friends,” the Sparklebrains are Joey and Rachel.

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t The Symbol for Sparklebrain is . . .

. . . ☐ because their thoughts shoot out in all directions! If you could open their brains and film the synapses, they’d look like a thousand Fourth-of-July sparklers! Wow, I get all sparkly just thinking about it!

t How to Spot a Sparklebrain

- ☐ Sparklebrains start many projects but finish few.
- ☐ Sparklebrains are highly creative, emotional, and social. Work can wait—until it’s their turn to be in charge, and then *everyone* had better be working!
- ☐ Sparklebrains are easily distracted. (Oh look! Post-its come in earth tones now!)
- ☐ Sparklebrains change subjects quickly and often, and then forget what they were talking about. They’re constantly asking you, “Where was I?”
- ☐ Sparklebrains do well in the fields of entertainment, sports, party planning, modeling, hosting, as office receptionists, motivational speakers, TV talking heads, actors, socialites (does that pay?), fashion, and in all kinds of creative, glamorous, sparkly jobs. Almost everyone in Hollywood is a Sparklebrain.
- ☐ When Sparklebrains are organized they have lots of original ideas, and they work especially well with people who are willing to follow them around and clean up after them. They have colorful offices, delight in serving on committees, and create welcoming work places. They like being part of a group; they get a lot done when there are people around.
- ☐ When Sparklebrains are disorganized they become upset. Nothing gets created, they are sick a lot, they lose papers, samples, and swatches, and they are late to meetings and

events. They change the original plan completely, and the objective becomes unrecognizable. You can help by agreeing with them on the goal ahead of time, and then gently guiding them toward it.

## s The Second Work Personality is the Linear

Linears are the opposite of Sparklebrains. Some people call them *pluggers* because they just keep plugging 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 and straightforward. Really, really, straightforward.

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 Linear motto. Nothing diverts them, even when you wish it would.

Here’s how Linears plan: They set up the steps they are going to take, figuring them out ahead of time and in the correct order, and then they proceed toward their goal. They do not miss any steps. They keep moving in a straight line. If they make a plan, they stick to it. On the other hand, if *you* make a plan, they ignore it unless it happens to match *their* plan.

When Linears are organized they work quietly, and they often prefer to work alone. If they run across a problem, it will divert them only until it’s solved—then they get right back on track.

Most Linears can find anything in their offices. It might take a few minutes, but it’s there and they’ll find it eventually.

When Linears are disorganized it’s because they have made 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 to them, and they’ll take as long as they need to finish each project. You cannot rush them, so don’t even try. Weeks turn into months, even years, and the original project still isn’t done and nobody knows why. But you do. Help our fellow Linears by re-prioritizing due dates on less urgent projects for them .

Do you know any Linears?

Famous Linears include Mother Teresa, Ernest Hemingway, Jimmy Carter, Dilbert, Eeyore from Winnie the Pooh, the men who built the Golden Gate Bridge and Charlie Brown. On the TV show, “Friends,” the Linears are Ross and Monica.

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t The Symbol for Linear is . . .

. . . ✓ because they finish and check off each step before they move to the next. The check mark reflects their step-by-step, focused style.

t How to Spot a Linear

- ✓ Linears are intentional, dependable, logical, methodical, and reliable. They will rarely do what you ask unless they were headed down that path anyway, or unless they see the logic in it. Then they will get to it in their own sweet time. Not yours.
- ✓ If you try to change plans on a Linear, it won't work. They will stick to the original plan. They can't help themselves.
- ✓ Linears are always there for you. They are always there, period. Except when your network crashes; then they're at some computer convention and can't hear their cell phones ringing.
- ✓ Linears work well with any system or person that stays the same. They're even happy to wear the same shirt every day. You might find them wearing mismatched shoes, however, because they were too busy going over the Pythagorean Theorem one more time in their heads while they were getting ready, and because shoes are just not important in the grand scheme of things.
- ✓ Linears make good engineers, computer designers, programmers, architects, mechanics, mathematicians, researchers, electricians, teachers, plumbers, and scientists. Almost everyone in Silicon Valley is a Linear.

❖ A Story about a Linear and a Sparklebrain “Getting It”

I did some consulting with two guys in Hawaii – I'll call them Pete and Jim. They owned a small T-shirt company and were doing pretty well for just starting out: Their first year in business they grossed \$250,000.

Pete was the gregarious, outdoorsy sales-type (Sparklebrain ☐) who brought in 99 percent of the income. Jim was the introverted, indoor, exacting type (Linear ✓), who made sure the paperwork — and everything else in the office — got done, and done right.

They called me because they needed help. They'd fought so often that their partnership was about to break up. When I got there and sat down with them, they weren't even speaking to each other.

To get them focused on the company instead of each other, I asked them to tell me everything that needed to be done every day. From opening the doors in the morning to turning out the lights at night, we listed every single task. By this time their lower lips weren't protruding quite so far, and they were glancing at each other carefully and even exchanging a few nods.

To finish the list, I asked them to tell me who was responsible for each of the tasks we had written down. We put Pete's name to the right of each task he did, and Jim's to the left of his. By the end of the day we had a pretty good start on two very useful job descriptions, and there were only a few tasks left unassigned. By this time they were actually talking to each other.

Because they focused on what needed to be done and divided up their tasks according to their Work Personalities, they finally realized they complemented each other. All they had left to do was to hire out the remaining tasks.

The following year, Pete and Jim grossed \$650,000 — almost three times as much as before. That's just one of the results people get from organizing by Work Personality!

#### s The Third Work Personality is the Cross-Dominant

The Cross-Dominant is a hybrid of the Linear and Sparklebrain Work Personalities. A Cross-Dominant might exhibit 80 percent Linear behavior and 20 percent Sparklebrain behavior, 60 percent Sparklebrain behavior and 40 percent Linear behavior, or any combination of the two. Cross-Dominants can use either side of their brain, and often use both sides at once. Their intelligence is tremendous, and when they focus on constructive tasks they can move mountains. Cross-Dominants have a "bigger vision" of what's going on, much like the view from an airplane.

Here's how Cross-Dominants plan: They look first at the main objective, then fit the rest in like puzzle pieces, filling this over here and matching that over there, figuring out what will work and what must be rejected. They are experts at triage.

Two Cross-Dominants can be as different as night and day. A Cross-Dominant who is 85 percent Linear and 15 percent Sparklebrain can see the entire scope of a project in advance, and can direct others to achieve resounding success. His Linear traits enable him to finish sixty important things before breakfast. He will probably die of exhaustion unless he becomes a very good delegator, which is a really, really good idea for all Cross-Dominants.

Another Cross-Dominant might be 50 percent Sparklebrain and 50 percent 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 raises and praise consistently.

When Cross-Dominants are organized they make great directors, managers, and leaders. Everyone follows them naturally, because their common-sense ability is so attractive and—well, so common-sense. They know how to view both the big picture and the small details at the same time, and they can make all the parts blend seamlessly. They also get a lot more done in a day than either a Sparklebrain or a Linear, in spite of the amount of time they spend helping other people achieve their goals (which is way, way too much time). They are natural nurturers, but they often forget to nurture themselves.

When Cross-Dominants are disorganized they feel as if they're at the tail end of a game of crack-the-whip. Their minds are rapidly switching 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. Be understanding, and try not to get in their faces.

Most Cross-Dominants didn't ask to be leaders, they just sort of ended up with the all of the responsibility and all of the power, and they are always mystified at how much there is still to be done. And most of them try to do everything themselves.

Do you know any Cross-Dominants?

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## FAMOUS CROSS-DOMINANTS THROUGH THE AGES

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