



Organize 365® empowers busy women to learn the functional skills of home and paper organization so that they have time to pursue their passions and share their innate talents with the world.

PRAISE FOR LISA

“Lisa was responsive and incredibly easy to work with. Her goal was to give our attendees the best possible content. Her session was interactive and we received amazing reviews from the participants. They enjoyed her easy-to-implement strategies and real-world experience. Hiring Lisa as a speaker should be an easy decision for any event. You’ll get professionalism, enthusiasm, and passion that your audience will love.”

Danielle Liss, The FASTer Way

“Lisa Woodruff and her team offer helpful tips on the FOX19 NEWS MORNING XTRA, from her blog and right into your home. I love when she comes on my show! Her tips are priceless! She gets me motivated and moving in the right direction without literally stepping into my home.”

Tracey Johnson, FOX news anchor

AS FEATURED IN





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Lisa Woodruff is a productivity specialist, home organization expert, and founder and CEO of Organize 365®. Lisa teaches and motivates women to organize their home and paper with functional systems that work. Lisa has helped thousands of women reclaim their homes and finally get organized with her practical tips, encouragement, and humor through her blog and podcast at Organize365.com. Her top rated Organize 365® Podcast has over 25 million

Lisa's goal is to free each woman to pursue her unique passion and gift with the world.

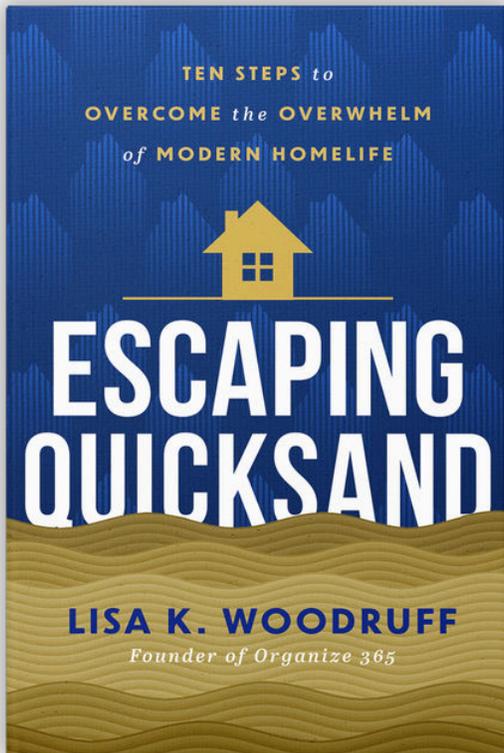
downloads and that is where she shares strategies for reducing the overwhelm, clearing the mental clutter, and living a productive and organized life. She has authored several Amazon bestselling books and is a sought-after trainer and speaker.

As a recognized thought-leader, Lisa's work has been featured in many national publications, in countless online summits, and over 150 podcasts. Lisa is in the final days of pursuing a PHD in applied psychology, Organize 365® has invested in cutting edge research into household management and organization to better understand and define the challenges for contemporary women.

Lisa is also a generational expert and specializes in unpacking common everyday scenarios with grace, reassuring her audience that done is better than perfect. Understanding that organization is not a skill you're born with, but rather one that is learned and which changes over time with each season of life, she made it her mission to redefine what it means to be a woman in the home. Lisa's goal is to free each woman to pursue her unique passion and gift with the world.

BOOK LAUNCH

SAVE *the* DATE



PUBLISH DATE:

6.23.2026

PRESALE BOOK BONUS:

- *Escaping Quicksand Weekly Book Club is now open*
- *Each week, a new audio chapter of the book and a video from Lisa drops into the Book Club*

Chapter 1: My Quicksand Story

Chapter 2: Redefining Self-care

Chapter 3: This Book is for You

Chapter 4: Step 1: Learn to Manipulate Your Time

Chapter 5: Step 2: Appreciate the Economic Power of Your Household

Chapter 6: Step 3: Establish Simple, Effective Morning and Evening Routines

Chapter 7: Step 4: Understanding Why Swiss Cheese Organizing Doesn't Work and What Does

Chapter 8: Step 5: Live 50 Percent of Your Day Organized by Organizing These Three Spaces

Chapter 9: Step 6: You Are Not a Perfectionist, You Are a Woman of Excellence

Chapter 10: Step 7: Let Go of Unrealistic Housework Expectations

Chapter 11: Step 8: Stop Hiding Your Invisible Work and Take Center Stage

Chapter 12: Step 9: Establish Your Weekly Planning Rhythm

Chapter 13: Step 10: Move from To-Do Lists to Productivity

Chapter 14: Escaping Quicksand



In the book *Escaping Quicksand*, Lisa shares how women today are sinking in the complexity of modern life. With each passing birthday, the compounding roles and responsibilities for adults continue to increase, leading to an untenable pace of productivity. Overwhelm multiplies, consuming all free time, with no obligations that can be decluttered. Perfection- never attainable to begin with- is discarded, leaving women feeling defeated. They feel they have failed to achieve the 'perfect adult life' they were striving for.

But what if you could keep your roles and responsibilities without the expectation of perfection and the anxiety that comes with it? Replacing perfection with 'Being a Woman of Excellence' can reduce your anxiety. Women of Excellence put in excellent effort in everything they do, but they do not expect the results to be perfect.

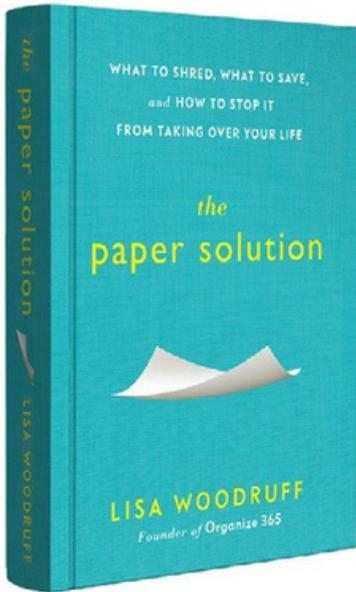
The process of becoming a Woman of Excellence begins with self-care. Academia has defined child care and elder care, but not self-care. Self-care encompasses all the adult years of your life before you need another adult to provide for your needs as an elder.

The lack of a proper self-care definition leaves women feeling like any time spent on themselves is selfish, when in fact it is essential. The first step in establishing supportive self-care is to care for your adult needs first thing in the morning and last thing at night. Bookending your days with simple, curated routines for yourself signifies the importance of including yourself in the many people you care for. You must begin to take care of yourself so that you can continue to take care of others.

Escaping Quicksand is a lifeline for overwhelmed high-performing women who are trying to juggle it all - balancing their own homes, the needs of aging parents, adult children, and modern family complexity.

Through practical strategies and relatable stories, Lisa shows that intentional organization and self-care are not luxuries, but learnable skills that form the foundation of a purposeful, peaceful life. By prioritizing your self-care, you can break free from reactive living, which has kept you trapped in a cycle of freeing yourself from quicksand.

Best-Selling Books by Lisa



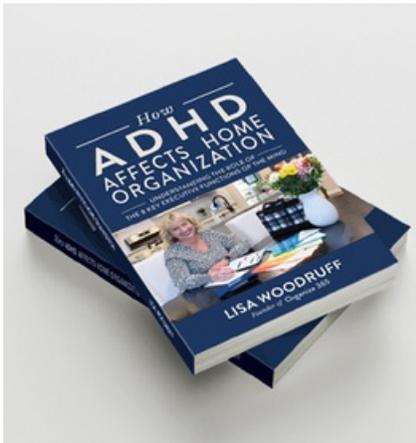
The Paper Solution

Americans are drowning in paper. We keep stacks of it on the kitchen counter, stash it in drawers, and keep file cabinets full of documents that we never even look at. Despite this clear crisis of paper, there hasn't been a book devoted to managing and organizing this single most abundant item in our homes—**until now**.

With *The Paper Solution*, founder of Organize 365® Lisa Woodruff delivers a proven, step-by-step guide for what to shred, what to save, and how to sort what's left behind into easily accessible, structured, and manageable files that won't take over your life.

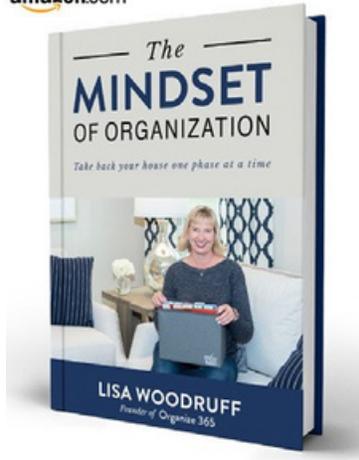
Published August, 2020 • 4.7 Amazon review rating
Over 20,000 copies sold, 514 Amazon reviews

 Best Seller
amazon.com



- Published June, 2017
- Over 37,888 copies sold, 787 Amazon reviews

 Best Seller
amazon.com



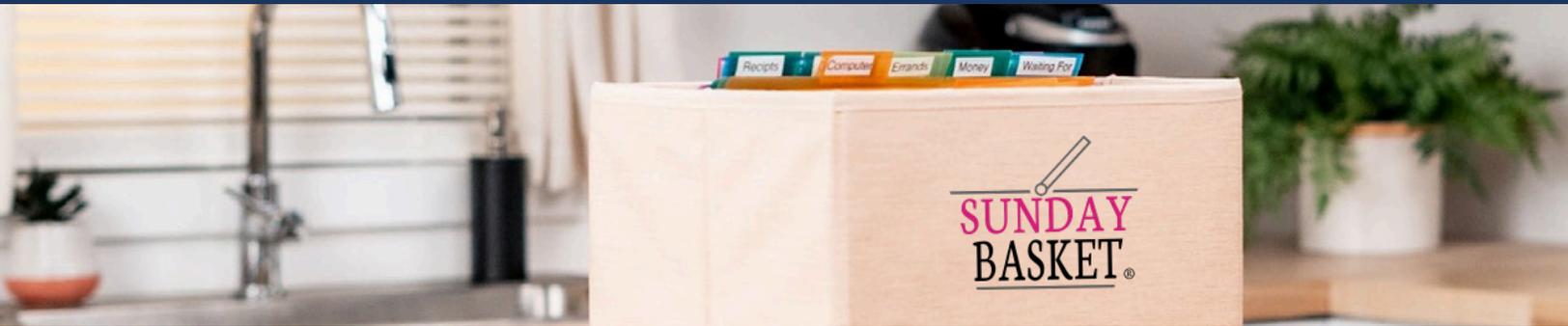
- Published August, 2016
- 4.5 Amazon review rating
- Over 9,779 copies sold, 440 Amazon reviews

 Best Seller
amazon.com



- Published August, 2021
- Over 4,017 copies sold,

Creating systems for your ideas, to-do's, and paper piles that will free your mind, reduce mental clutter, and improve your productivity.



Having hosted a podcast with over 25 million downloads and as a guest on over 150 podcasts, Lisa is both a very experienced guest and interviewer. She is comfortable going off script and following your lead to wherever you would like to take the interview.

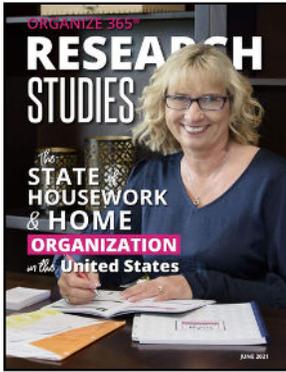
KEY TAKEAWAYS

- Create a weekly routine for household management that will free up 5+ hours during the week
- How to empty your thoughts on paper to clear your mind and make better use of your time, energy, and finances

Here are some background questions to help get the conversation started:

- We use our brains like to-do lists and our to-do lists never get done. How do we create a system to get our to-do's done and use our brain for thinking and the complexity it was designed for?
- I have written things down before, how is the Sunday Basket® different than other methods I have tried for remembering what to do and when?
- How long will it take me to go through my basket on Sunday?
- What if I don't want to, or forget to go through my basket on Sunday?

PUBLICATIONS



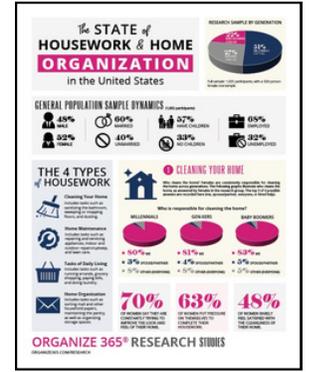
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PHD

Lisa is pursuing a PhD in Psychology so that she can elevate the conversation around housework at an academic level. Her research focuses on operationalizing the definition of housework and the testing interventions for the homeowners. She plans to graduate in December 2025 and looks forward to publishing academic research on themes of housework, planning, and organization in the future.

Let's connect!

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For more information, visit organize365.com or email lisa@organize365.com