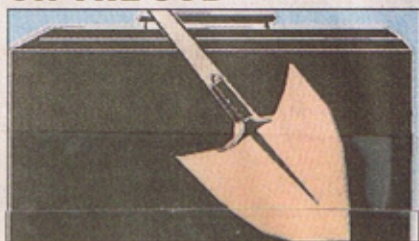


# Helping people get organized, look their best

## ON THE JOB



### IMAGE, SOCIAL, AND OTHER PERSONAL CONSULTANTS

**H**ALIFAX'S Jane Veldhoven is waiting to answer the call from the disorganized among us who can manage to find time to pick up the telephone.

"Everybody's looking for ways to become more productive at home and at business," the owner of [redacted] said recently of the business she launched five years ago after coming across information on the Internet about this new and fast-developing field.

"I have a background in sales and training in the cosmetics industry and also some experience in professional fundraising. A light went on in my head when I realized how the different skills I had accumulated could all come together in this new field."

Ms. Veldhoven has learned there is indeed a big demand for professionals who concentrate on the art of getting organized.

"I think back about my university days and remember there were no courses on getting organized, and what could be more important?" she said of her professional organizing service.

She said there is growing recognition of the need at home and at business of the benefits of bringing in a professional organizer who for a fee brings an objective and consultative approach to a key component of productivity.

Residential calls typically come from people or families in transition. They might be moving into a new area or experiencing a family reorganization that has given rise to "crisis" organizing needs.

Business calls generally involve consultations with middle managers and their support staff.

"Compared to a decade ago, people are often doing the work of more than two people and there is a need to clear away the clutter and set up systems that work," she said.

Interested in learning more about this career path? Read on



Jane Veldhoven [redacted] five years ago after coming across information on the Internet about this new and fast-developing field. (TIM KROCHAK / Staff)

cise, or provide related support services.

#### SKILLS

For this work, you must have good manual dexterity, imagination and creativity. Good communication, organization and interpersonal skills are definite assets. You should be tactful, patient and able to follow directions closely. You must be in good health. Business skills are a real plus.

#### EMPLOYMENT REQUIREMENTS

Specialized training courses for colour consultants, makeup and skin care consultants or weight-loss consultants may be required, along with some experience and expertise in fashion, art and modelling.

#### WORK PROSPECTS

Employment prospects differ for the various occupations in this group. Many people who work in these occupations are self-employed, and oppor-

Earnings in 2005 ranged from a minimum of \$6.50 to \$28.75 with an average of \$14.50

#### WHERE ARE THEY EMPLOYED?

Halifax	77.8%
Southern N.S.	22.2%

■ About half the workers in these occupations are in retail trade; the others are classified under miscellaneous services or arts, entertainment and recreation. Part-time employment is very high at 43 per cent. Self-employment is also high at 22 per cent. Seventy-three per cent of those who work in these occupations are female. Forty-four per cent of those in this group are between 15 and 24. The remaining 56 per cent are forty-five or older. Educational backgrounds are diverse. Thirty per cent have less than high school, while another 30 per cent have university degrees. Twenty per cent have a high school diploma and another 20 per cent have a post-secondary certificate.

TYPICAL JOBS