

# Alison\*s Art, Inc.

## MARKETING BYTES

### BUSINESS ISSUES . . . EVERY BYTE COUNTS!

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## BUSINESS ISSUE #15

### F.O.C.U.S. Part 5: Clearing Out The Clutter

**Clutter** is the third block listed in *Business Issue #8, F.O.C.U.S.* The dictionary definition for clutter is: *a collection of things lying about in an untidy mass*

For the purposes of this discussion, our description of clutter is: *an impediment to progress*

There are three aspects of clutter:

- **Physical**; visible disorder in an actual place or space
- **Mental**; confusion we experience in our minds
- **Emotional**; the block that prevents us from taking action

There are two categories of clutter:

- **Dormant**; the kind we can and do live with comfortably
- **Active**; the distracting type that must be addressed

Let's discuss the latter because active clutter interferes with our ability to take action; it is an impediment to progress for the *F.O.C.U.S. on Your Success*. How do we deal with clutter?

First, we ask ourselves this question: is this *dormant* or *active* clutter? That is where the mental aspect comes in. Once, we have sorted that out, we can consider the next aspect. If the answer is *active clutter*, the next question we need to ask ourselves is: what am I blocking and not dealing with by keeping this clutter? That is the emotional aspect.

Answering this question may require some guidance, the assistance of a Business Marketing Strategist or other qualified professional to delve into the emotional aspects of clutter. But once you find out what the answer is, the block will likely be lifted, you will see clearly and you will be able to face *active clutter*. At Alison\*s Art, Inc. we will work with you on *active clutter*.

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