

Small Business of the month



Pictured in a client's office, Paris Love, founder and owner of Paris Love Productivity Institution says she's a born natural for organization. In 2012, she changed the name of her business, formerly Organize with Love, to reflect her new life-coaching and public-speaking services.

Paris Love: A Friend, Organizer and Therapist

Who wouldn't want to be more organized? After all, organizing your life can save time and money, make you more productive and eliminate stress.

Paris Love, the founder of Paris Love Productivity Institution (formerly Organize with Love) had been organizing friends' and relatives' homes for 25 years before she realized her hobby could become a lifelong career.

Love, a productivity and organizing consultant, established her company in Atlanta before her husband's career brought her to the area four years ago. She works with clients in Pennsylvania, Georgia and Illinois, as well as Alabama and Tennessee. Paris Love Productivity Institution – which recently changed its name to reflect Love's life-coaching and public speaking services – is the Chamber's Small Business of the Month.

Love holds a master's degree in human resource management and business administration. She has two bachelor's degrees in psychology and fashion design. Currently, she is working on her doctorate in industrial organizational psychology. She is also an ex-Army sergeant who spent eight years with the Psychological Battalion Division, and she has taught classes at the University of Phoenix and Huntingdon College.

Love says she approaches all customers' cases in the same manner, no matter their age. Initially she consults with the client over the phone, then arranges a time to visit the location that needs organizing. An average time for a session is three to four hours but can last as long as five days. She organizes projects as small as a closet and as large as an entire house.

Her company's clientele is 70 percent residential and 30 percent

commercial. Many of her friends and relatives have turned into her clients and are instrumental in referring new clients. As the company grows, Love hopes to reverse the percentages.

A solo entrepreneur, Love has a contract team of seven that includes an image consultant and a handyman. The essential tools of her trade include a label maker, twist ties, manila folders, hanging files folders and magazines or catalogs to give clients an idea of how their space could look.

A strong believer in customer service, Love says she will work nights and weekends to accommodate a customer's needs. "I help clients be more efficient so they don't need to look for stuff," she says.

Recently, she was one of three featured organizing professionals on A&E's "Hoarders," helping a family in crisis. "I love what I do," she said. "I get to be a friend, an organizer and a therapist all in the same day."

Go to mobilechamber.com/award.asp to submit a Small Business of the Month nomination, or contact Danette Richards at 431-8652 or [drichards@mobilechamber.com](mailto:d Richards@mobilechamber.com).