

Media Fact Sheet

BOOK PROMOTION

The Floor is NOT an Option!

By Sheila G. McCurdy

This award winning 2nd edition travels through every hidden corner of your home to unravel the mystery of clutter. It goes on to show exactly how to handle all the paperwork: bills, newspapers, magazines and mail, so that it is no longer a burden.

Q: What is this book about?

A: McCurdy offers down-to-earth practical ideas for general organizing as well as specific ideas that would help ADD, dyslexia, hoarding, OCD, and handicapped people.

Q: What is unique about this book?

A: The author, herself, has ADD and dyslexia; she is intimately aware of the daily struggle it takes to maintain a more normal lifestyle. This is the only book that addresses the problems associated with debilitating clutter and hoarding issues that are associated with ADD, dyslexia, and other learning disabilities, in terms that everyone can relate to. Healthcare providers and family members will also gain insight into how to assist people in freeing themselves from clutter.

Q: Why this book, now? Is the topic relevant?

A: We are on the wave of a new phenomenon that is engaging consumers all over the nation. Oprah, Tyra, Peter Walsh of TLC's Clean Sweep, Dr. Phil, as well as the Home and Garden Show and many other channels continually feature problems and solutions to their audiences relating to clutter. These shows seem to be the most watched and talked about. The public wants more. The public wants more.

ABOUT THE SUBJECT

Hoarding and cluttering affects millions of people around the nation. And it is getting worse. The more affluent we become, the more gadgets and widgets we buy, and the ever increasing need to have bigger and better everything has everyone buried in a quagmire of stuff.

ABOUT THE AUTHOR

The author, Sheila G. McCurdy, has worked with clients over 15 years as a Certified Professional Organizer and a Certified ADHD Coach and is a leader in her field. Besides writing articles, she is a local, national and international speaker.

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