

Meet Heidi Solomon of POSH

June 2017

Today we'd like to introduce you to Heidi Solomon.

Heidi, let's start with your story. We'd love to hear how you got started and how the journey has been so far.

POSH was born out of the idea that if you love where you live and work, you will be more productive, happier and less stressed. After trying out several different industries and being unable to find a way to give back and make a difference within those positions, POSH was founded to help others simplify their lives so they can focus on what truly matters. Making spaces sing has always been a passion of mine. There's a reason you are full of awe when you walk into a beautifully curated room. Unfortunately, it isn't a skill that is taught and many struggle needlessly as a result. After casually helping a few people, I realized there was a deep need to help people pull their spaces together and POSH was born in 2006.

We're always bombarded by how great it is to pursue your passion, etc – but we've spoken with enough people to know that it's not always easy. Overall, would you say things have been easy for you?

In the beginning it was challenging to figure out how to run a business having never run a business before. Reading the E-Myth Revisited really opened my eyes to what it takes to be a successful entrepreneur. Having healthy boundaries with clients, figuring out a pricing strategy and how not to burnout were key areas I had to learn.

So let's switch gears a bit and go into the POSH / Professional Organizing Services by Heidi story. Tell us more about the business.

POSH is a full service Professional Organizing company that helps people simplify their lives. Most clients contact POSH because they are struggling through a transition. They could be newlyweds who don't know how to blend their home for two, a college grad starting out in a new job, a family relocating to a new home, empty nesters who are ready to downsize, a couple welcoming their first child or a business woman who travels constantly and feels like her personal life is falling by the wayside. No one calls POSH because they are having a good day, most are struggling and are seeking a solution yesterday. My role is to identify the source of the problem, map out an action plan and then implement it. The goal is to have harmony between the physical space, the needs of the individual(s) and the behavior of the user. Most people focus on the stuff without realizing a multilevel solution is needed in order for it to be sustainable and functional. I'm most proud of my ability to take a chaotic situation and within a relatively short period of time turn it around and make

my client feel better. Having a background in Feng Shui and Buddhism enables me to support my clients on a deeper level by identifying some of the psychological blocks that may have been hampering their ability to move forward. We all bring baggage to the table. Our spaces reflect that. My goal is to help them unpack their baggage so they can move forward. By setting up their physical spaces well, it makes that journey easier.

Has luck played a meaningful role in your life and business?

Hard work, persistence and perseverance are key factors in POSH's success.



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