



SOUTHERN CHAOS

Media Kit



Martha Carol Stewart

organizingsouthernchaos.com



hello@organizingsouthernchaos.com



About the Author

Mom, teacher turned organizer, busy bee, and cheerleader for all things kind.

As a child, Martha Carol Stewart was considered the messy one in her family. She was the youngest of three daughters and grew up in a house with aging great-grandparents, busy working parents, and two very active sisters. To ensure things ran smoothly for her mom, she learned at an early age that efficiency, function, and being organized were key. Her childhood is where Martha Carol's organizational journey began.

Today, as founder and CEO of Chaos Organizing™ (chaosorganizing.com), a professional organizing company, Martha Carol teaches others the same skills she learned as a child. She created Chaos Organizing after thirteen years of teaching because she saw families stressed and overwhelmed due to a lack of home organization. She knew her gift of organization could help these families save time, enjoy less stress, and increase the quality of their relationships.

Southern Chaos (OrganizingSouthernChaos.com) complements the work of Chaos Organizing, which services the unique organizing needs of the southerner.

Martha Carol is a native and longtime resident of Baton Rouge. A graduate of The University of Louisiana with a degree in early childhood education and family studies, she formerly trained preschool teachers through the VOA Partnerships in Childcare program. She also served as a maternity counselor for Gail House Adoption Agency. An active community volunteer, Martha Carol works in support of local nonprofits, is an Emerge Foundation Board member, and president of her local sorority alumni chapter. She and her daughter served side-by-side in the National Charity League from 2011-2017.

As wife to Mike, and mother to grown children Riley and Reed, Martha Carol is also a loving (and organized!) foster dog mom.

Lisa Hutchinson Clement

organizingsouthernchaos.com



hello@organizingsouthernchaos.com



About the Author

Corporate event coordinator turned hustle-bustle organized mom who cherishes beauty in all things, especially Southern things.

One of Lisa Hutchinson Clement's fondest childhood memories is raking pine needles, then using those needles to form the floor plan of a make-believe house. She used her play-time to construct perfectly organized closets for her dolls' extensive wardrobes and pretty vignettes where she staged them as the perfect flaneurs. Creating beautifully designed and organized spaces has been Lisa's lifelong passion.

After her college graduation from The University of Louisiana, Lisa landed her first job as an event planner for Corporate and Convention Services (CCS), a destination management company in Houston. Because CCS was a division of Kerrville Bus Company, she soon found herself coordinating convention shuttle programs in addition to city tours and event planning. While she loved the creative side of events, she equally enjoyed the logistic challenges of the shuttle and tour programs. Her success in that job led to her being named vice president of CCS, a position she held for a year and a half.

Then motherhood called, and she shifted her focus to childrearing, volunteer work, and keeping an exquisitely organized home.

Throughout the years, Lisa has helped friends, friends of friends, and family members renovate their homes. She has managed both large-scale home renovation projects as well as new home builds. She has also staged numerous spec homes for builders and homeowners looking to sell their homes.

Lisa and her husband, Chad, reside in Lafayette, Louisiana. They are the proud parents of three grown children: Ashley, Jonathan and Kelly. In her spare time, Lisa enjoys travel, writing, and DIY projects at home.

Southern Chaos

Organizing the Southern Home



What would you do if you weren't cleaning house, looking for lost items, and thinking about what's for dinner?

If you live in the South, there is a good chance you would be sitting on a porch swing, sipping a sweet iced tea or cocktail while visiting with good friends. Southerners understand the importance of embracing life fully. We savor moments in time just like we savor the rich flavors of our food and culture.

Unfortunately, misplaced keys and wallets, lost library books, and unclean soccer uniforms lead to a whirlwind of chaos.

But it doesn't have to be this way.

Our 5-step CHAOS Method will create time for that juicy gossip session with your bestie, the latest best-selling novel, or an afternoon nap. And you will not have to get rid of all your stuff to do this!

About the Book:

Title: Southern CHAOS: Organizing the Southern Home
Authors: Martha Carol Stewart and Lisa Hutchinson Clement
Format: Case-Laminate (979-8-218-09036-4), \$24.99, 112 pages



Author Q & A

Have you ever wondered what it takes to write and publish a book? Here's a glimpse into the journey of Martha Carol and Lisa, co-authors of a book on organizing.


Martha Carol, the owner of an organizing business since 2013, has always wanted to share her knowledge with others. In 2015, she began writing in a notebook, trying to find the perfect way to write about organizing without making it sound too technical. Her sister-in-law suggested adding a Southern twist to the content, which resonated with Martha Carol.

In 2018, she reconnected with Lisa, when their daughters faced a housing crisis in college. Lisa shares Martha Carol's passion for organizing and being Southern. They quickly realized they had much in common, including their love for writing and organization. This shared passion led to the creation of their book. Together, they decided to write the book, each bringing their unique writing style to the project.

The book combines Lisa's storytelling with Martha Carol's nuts and bolts approach to create a writing style that everyone can enjoy.




Why focus on Southern Home Organization?




With so many books dedicated to home organization, it's natural to question the need for a specific focus on Southern homes. Most of these publications promote a minimalist lifestyle, which is not a common practice in the South. In the region, we cherish our belongings and put them to use. Need eight casserole dishes for Thanksgiving? No problem. Planning to boil crawfish? We've got the pots and boiler on hand. Capsule wardrobe? Unlikely. Our homes tell a story, and we aim to help you organize your Southern home, including all of its unique items, in a way that preserves its charm.

What is the format of the book?




When we first started, we created an outline that was based on the rooms in a home but we soon realized that organization is more than just about space. It extends to all areas of life, including tailgating, carpooling, and more. As a result, we took a holistic approach and developed "the Southern Calendar" to guide our content. The book is designed to start with the fall season, but it's easy to jump in anywhere. It's a stylish coffee table book that's perfect for reading a chapter over sweet, iced tea or a cocktail.

What inspires your writing passion?




Let's talk about what motivates you the most to write within your genre. For Lisa, it is the combination of creating imagery to support technical information. Her passion for writing started in college where she enjoyed both journalism and technical writing classes. After graduation, she became a corporate event planner where she wrote proposals, including creative ideas for events and technical breakdowns of cost and production.

Describe the Most Difficult Aspect of Writing a Book?



When it comes to organization, everyone has their own unique approach. Writing about a topic with multiple solutions can be challenging. It's much simpler to demonstrate the organizing process than to write about it and have readers grasp the concept. This is why we came up with the CHAOS Method and checklists to make the message more accessible and straightforward.



Have you ever used your prior work/educational experience in your writing?

Martha Carol certainly has! As a working mom, educator and organizer for the past decade, she has gained insight into what works best in specific environments and with certain age groups. Her knowledge helps to ensure that her writing is effective and practical.

Throughout Lisa's career, she has always emphasized the importance of both form and function. In her earlier years, she wrote about creative events and provided detailed support to both clients and vendors. Later, she transitioned into design roles where she was responsible for explaining conceptual ideas and DIY steps. However, it was during her time as a stay-at-home mom with three busy children where she honed in on her organizational skills. Balancing household duties such as cooking, cleaning, and managing extracurricular activities requires a great deal of structure to prevent chaos.

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Summarize the book in one line.

"Organize your Southern home to enjoy a better life."

What is your writing ritual?

Martha Carol loves to dance barefoot while taking notes, as if she's at one with nature. Meanwhile, Lisa prefers a cozy environment, snuggled up in her pajamas with hot coffee at her side. She types with lightning speed, capturing all of her thoughts before polishing them to perfection.

What is your favorite line from your book?

MARTHA CAROL:

To us being Southern means happiness and warmth. We talk slow and move slower because we care more about relationships than we do about our to-do lists. We savor the rich flavors of our food along with the culture and traditions attached to it. Family is everything and everyone is family.

LISA:

Beautifully created spaces draw you in and invite you to stay a while. Southerners welcome this concept. We put much effort into creating homes that encourage you to linger. So grab a sweet iced tea and sit a spell as we describe how to create the perfectly organized Southern home.

To date what is your favorite (or most difficult) chapter to write?

MARTHA CAROL:

The Southern Hunter...I had to ask my husband a lot of questions!

LISA:

I agree! The Southern Hunter. I know nothing about hunting!

What the Authors want you to take from their book:

Sure, our book has tidy tips for days, but our big goal is to remind folks that life isn't all about things and stuff. It's about wrangling time with loved ones and giving ourselves a bit of TLC.

We want readers to see their homes as a functional oasis that caters to their unique family needs. With our guide, they can tackle one hot mess at a time and conquer each room over a year. This means basking in a tidy home and more time for hobbies and adventures!

Hobbies and Interests Beyond Writing

A Look into the Lives of Two Authors



Ever wonder what writers do when they're not putting pen to paper? Here's a glimpse into the lives of Martha Carol and Lisa, two creative minds with unique passions and interests:

Martha Carol:

When she's not writing, Martha Carol loves to enjoy the great outdoors. Hiking, walking, and gardening are just a few of the activities she enjoys. Although she admits that she's too old to climb trees, she still cherishes the beauty of nature.

Lisa:

Lisa's interests lie in decorating and hosting theme parties. She enjoys creating stunning tablescapes, vignettes, and beautiful rooms. Her love for travel also inspires her creativity. Whether she's hiking or near the sea, Lisa is always thinking about the colors in nature. In a city, she notices architectural lines and takes it all in.

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