

WHAT'S IN YOUR PURSE

Ladies, I'm talking directly to you. If you are like many women, myself included, your entire life is in your purse. Purse, bag pocketbook, whatever you call it, everything you need is in it. And I mean everything. Items for everyday survival—wallet, cell phone, keys, make-up bag, brush, sunglasses, etc. Then there are the items you don't need every day but might at some point and you want to be prepared - flashlight, ace bandage, nail file, Swiss army knife, screwdriver, kitchen sink...

You can spend a lot of money on your purse, it's part of your identity. But no matter how much dough you fork over (did you catch the food reference, yep, we have food in our purses, too?) there is one recurring problem. Everything falls to the bottom and you can't find what you're looking for. Searching for items that you know are in your purse is frustrating and when that search takes a little too long you get flustered. "I know the keys are in here someplace!" They are—at the bottom. That pen you need, it's at the bottom, too.

This simple trick will help you get your purse in order in a snap. Buy a purse organizer insert. The purse organizer keeps your stuff from falling to the bottom. There is a pocket and space for each item which makes it easy to locate them quickly. Personally, I have them in different sizes because I change my purse to match my outfits. I can swap out in seconds without rearranging or forgetting things. Easy, peasy!