



Artifacts Guide:

# How to Use Artifacts to Boost Your Business

As you work, you hear their stories, you're warned to be extra careful with certain items, collections are given places of honor, and special photos are set aside for digitization and display. Right?

Correct. So how do you honor the history in a home and meet clients' challenges in letting go all while making it worthwhile for your bottom line, too?

We hope these strategies for integrating Artifacts into your work will help you keep your client engagements productive, positive, and profitable. If you have questions or need a demo, contact us at [Hello@Artifacts.com](mailto:Hello@Artifacts.com).

Strategy 1:

## Artifacts to Augment Billable Hours

Offer your clients Artifacts as a part of your services package. The professionals we have interviewed who use this approach usually include the first 2-3 hours along with a one-year Artifacts [membership](#) as a part of their services package. Ultimately, some have reported 10x the 2-3 hours in additional billable hours to continue the Artifacts.

You can either gift your client a membership to redeem in advance or purchase an upgrade when you meet. If you plan to upgrade them in person, instruct your client to [create a free account](#) on Artifacts.com and download the free app.\*

Set aside an hour at the start of the project, the "getting to know you and your needs" phase, to include capturing the stories and memories behind select objects they gravitate towards.

### Why this approach works:

Clients can get overwhelmed, distracted, and emotional, impeding your ability to get the job done to everyone's satisfaction. People in particular who have lived in one location for a long time, have become the family keeper (i.e., they have a lot of family heirlooms and other 'stuff' that they have inherited), and/or are serious collectors, may need and appreciate the hands-on time to get their possessions properly documented to support insurance, sale, estate planning, and other unmet and sometimes unspoken needs.

This approach can help you boost reviews and billable hours. Win-win!

→ [Share the Getting Started with Artifacts Guide.](#)  
Our step-by-step guide covers account creation to setup and the basics of Artifacts.

\*The app is **not required** if a client prefers to use a desktop computer, laptop, or iPad, but the app makes it far simpler to take photos and/or short 30-second videos or voice recordings.



Strategy 2:

## Artifcts Becomes Your Go-To Gift

According to Certified Senior Move Managers® and professional organizers we've worked with, Artifcts is "an inexpensive [gift](#) that offers a powerful solution." There isn't always time in an engagement for you to Artifct with your client. However, when you offer them pre-engagement instructions and to-do lists as well as guidance for after you've completed your work (and maybe them, their move), include Artifcts.

Artifcting is a logical part of a pre-move or major decluttering process. It gets clients to focus on what is what so they can better articulate even to themselves what must stay, what can go. It also helps expedite the process by providing a tool they can lean on to get themselves organized and still honor their histories. They can even print to Excel the results of their Artifcting to give you a handy cheat sheet to reference!

### Why this approach works:

The key here is that Artifcting keeps your client moving along and accountable even when you're not there *and* the process is fun and rewarding.

We also have early evidence that receiving an Artifcts gift membership that they use in any stage of the process encourages repeat clients and referrals. They associate you with the positive benefits Artifcting brings to them. It's easy for them to tell others about your unique process and gift.

→ **Digital gift cards are available.**  
Pick a theme, choose a delivery date, and add a note!



→ **You need more than a moving truck and a dumpster.**  
[Check out insights from Mary Kay Buysse, co-executive director of NASMM >](#)

Strategy 3:

## Follow the Leader

As part of your client experience offerings, let them know how Artifcting will help them organize, sort, and capture the memories and stories.

As with Strategy 1, instruct your client to create a free account on Artifcts.com and download the free app in preparation for your engagement.

At the end of a day, during a short break, or when your client pulls you aside to provide direction about special items, invite them to open the Artifcts app so you can take 10 minutes (tops!) to show them how to quickly create an Artifct to capture the details, functional and sentimental. They can purchase a membership to continue.

### Why this approach works:

This warm approach helps you better understand and support them, shows them they are more than a contract or project, creates goodwill, and hopefully guides them to become self-sufficient Artifcters who can then work at their own pace to keep you all on track!

## 5 Tips from Practice in the Words of Professionals Like You!

### 1. Keep it simple.

"I have them fill in the essential details only. They can always edit to expand the story and other details later. I just want them to see how easy it is to create."

– Professional Organizer

### 2. Tag it.

"We always use tags. My favorite tags are the rooms in the house because then we sort by that tag later to make sure we're not missing anything."

– Professional Move Manager

### 3. Use Excel.

"I forgot you could export Artifacts collections to Excel until my client sent me an Excel list of her Artifacts. It was amazing! She had filled in dimensions for the furniture she planned to take with and marked items as "Too late!" that we agreed to re-home or donate. I matched her list against her new floor plans and my to-do list for items I was helping to re-home."

– Professional Organizer

### 4. Think about the adult kids!

"He had three adult children popping in during the move process. I wish I had him share the Artifacts we created for the items he wanted take with and the ones that he planned to give to them. The kids were asking a lot of time-consuming questions that the Artifacts answered."

– Certified Senior Move Manager® and Professional Organizer

### 5. Share an Artifact.

"I like to share an Artifact of my own with a client before we begin so they can experience the private, social side of Artifacts and start thinking about how Artifacts will help long-term, not just as part of downsizing. It helps to double check that the client remembers how to sign in, has notifications enabled, and are ready to Artifact during our appointment."

– Certified Senior Move Manager®



→ [Artifacts Tips on YouTube](#)  
[Learn about tags and more >](#)

## Need a little help? Have feedback or a new perspective?

We've collected these strategies and tips from professionals like you who have been using Artifacts to support their work. We'd love to learn from you, too. Please share with us on social and reach out!