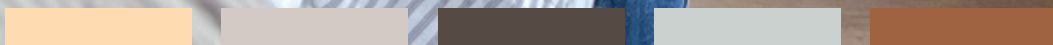


HOME *Made Lovely*

Shannon Acheson

AUTHOR, ENTREPRENEUR,
HOME ORGANIZING AND DECORATING EXPERT

MEDIA GUIDE





MEET

Shannon Acheson

TRADITIONALLY PUBLISHED AUTHOR X2
CO-FOUNDER HOME MADE LOVELY
YOUTUBER, BLOGGER & PODCASTER
ORGANIZING & INTERIOR DECORATING EXPERT

OPRAH.COM HGTV CountryLiving bobvila apartment therapy GOOD HOUSEKEEPING Woman's Day
REALSIMPLE Better Homes & Gardens Country Sampler Farmhouse Taste of Home Living THE 700 CLUB CANADA Woman's World EDECOR

Shannon Acheson is an author, entrepreneur, content creator, interior decorating and organizing expert, and the creative force behind HomeMadeLovely.com - a celebrated blog helping moms declutter, organize, and add style to their homes since 2010. She has collaborated with 100+ brands, including Home Depot, Lowe's, and Starbucks, transforming spaces with her creative vision. Shannon's acclaimed book, "Home Made Lovely," and podcast, along with her popular blog, inspire tens of thousands each month. Featured in prominent media outlets, her work has garnered over 20 million pageviews, solidifying her influence in the home design and organizing world.

HOME MADE LOVELY

Creating the home you've always wanted

Everyone wants a home that is beautifully decorated and clutter-free, but most of us are unsure how to get there without breaking the bank.

In Home Made Lovely, Shannon meets you right where you are on your home-decorating journey, helping you share the peace of Jesus with family members and guests.



OVER 15,000 COPIES SOLD!

THE CLUTTER FIX

The no-fail, stress-free guide to organizing your home.

Living in a disorganized, cluttered home can leave you feeling chaotic, anxious, and even depressed. You want a change, but you don't know where to begin.

Home coach Shannon Acheson is here to help. She has written the only book you'll ever need to get your entire home sorted and organized for good—in a way that makes sense for you and your family's unique, God-given personalities.



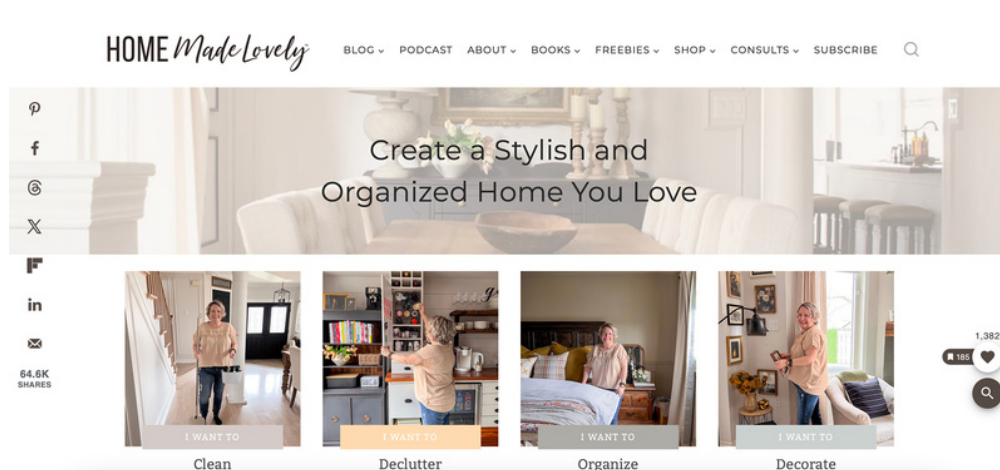
HOME MADE LOVELY (BLOG)

Home Made Lovely exists to help you fall in love with your home.

We understand that not all of us live in our dream home, but we're here to help make the home you have into one you adore.

From learning to embrace an attitude of gratitude no matter where you live, to decluttering and organizing all your spaces, and decorating with your own unique touches, the tips, how-to's, and guides throughout this site will help you to create a more beautiful and functional home that you'll love to live in.

Our aim with Home Made Lovely is to be your trusty friend in your home journey and your go-to place for inspiration, encouragement and help when you need it most.



THE HOME MADE LOVELY PODCAST

If you've ever found yourself staring at an ever-growing pile of who-knows-what, or if choosing a throw pillow feels like making a life-altering decision, then you're in the right place! Author, entrepreneur, and home organizing and decorating expert Shannon Acheson will guide you through decluttering your space and infusing it with your unique style. So whether you're shuttling kids around, tackling another load of laundry, or bravely venturing back into that closet you pledged you'd organize months ago, join us to make your home a place you love. Your journey to a lovely home begins here!

EMBRACE YOUR SPACE

In this hour-long workshop, I introduce viewers to my proven process for creating more style and less mess in their homes. These are the exact steps that I have used for years to create clutter-free, beautiful spaces in my home. I also teach my foundational step to loving the home you live in, including my secret for loving your home as it is, right now, even if it's nowhere near being your dream home. And I guide viewers in how to simplify their space, bringing a sense of renewal and peace to their home.



MORE STYLE, LESS MESS

More Style, Less Mess is my cornerstone approach, a comprehensive, transformational step-by-step blueprint that will show you exactly how to create a home you love, in the right order.

These are the same steps and methods I've practiced and perfected over the last two decades to FINALLY make our home clutter-free and beautiful.

Plus, with More Style, Less Mess you get a Community that will surround you, support you, and help boost your confidence so you can create a beautiful and organized home you love!



“Following your advice has completely changed my mindset and made things so much easier for me! Thank you!”

- Polly O.

“I wish I could download you and take you with me, but you have definitely given me the guidance and filled me with the confidence I need!”

- Zee V.

“Shannon is one of the most natural and gifted teachers I’ve ever known. Her attitude toward loving the home you have and making it as lovely as possible...will leave you feeling inspired, equipped, and hopeful.”

- Dannyelle R.

“From the quick wins, to the right mindset, to the action steps and necessary maintenance of your newly decluttered space, Shannon has thought of everything you need...”

- Melissa Michaels, New York Times Best-Selling Author

“This practical, step-by-step resource will empower you to tackle the task of getting organized so both your home and your mind can finally become calm and chaos-free.”

- Karen Ehman, New York Times Best-Selling Author



Here is the gist of what Shannon teaches about home:

(Basically, what you need to know to sound like you know Shannon's content)

- Practice an attitude of gratitude for the home you have because what you focus on grows. And if you're always focusing on the things you hate about your house, you'll never be able to love it!
- No amount of decorating or organizing will ever fix too much clutter. Free up space using my Decluttering S.U.C.C.E.S.S. Strategy.
- Organize today for a more functional home tomorrow.
- Habit stack your daily routines because habits put your homemaking chores on autopilot.
- Decorating, like baking a cake, needs to be done in the right order - you wouldn't start with the icing, so don't begin with the paint or accessories!

SIGNATURE TOPICS

- Creating a home you love to live in
- Home organizing
- Decluttering & downsizing
- Interior decorating & design
- Home habits & routines
- Seasonal decorating (& organizing)
- Gratitude for the home you have (even if it's not your dream home)

POTENTIAL QUESTIONS

1. What is your process for creating a stylish and organized home?
2. Why is the first step (embracing gratitude for the home you have) important?
3. Why does decluttering have to come next but before anything else?
4. How to create a peaceful and welcoming space in a small home?
5. Tips for decorating on a dime—what kind of cheap or free statement pieces would you recommend?
6. How do you keep your house tidy-looking when it's being used all the time (cooking from scratch, homeschool, hosting)?
7. What free resources do you have for people?



PHOTOS:

- Photos of Shannon are available to download [here](#).

OTHER MEDIA & INTERVIEWS:

Here are a few samples of other recent media appearances Shannon has made in case you want to review them for background.

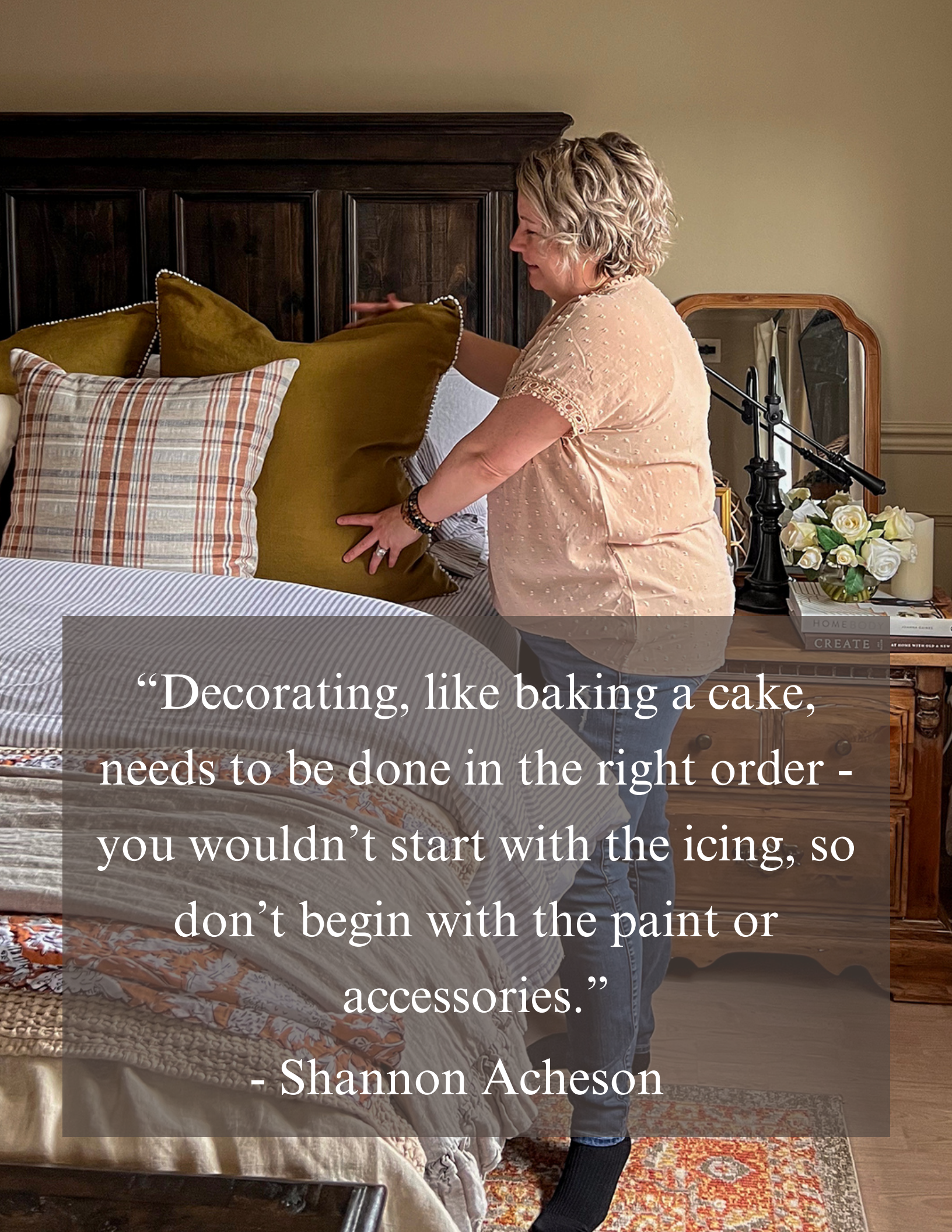
- [Ann Voskamp's Blog #1](#)
- [Ann Voskamp's Blog #2](#)
- [A Beautiful Mess Blog](#)
- [Kurt and Kate Mornings Podcast](#)
- [Our Time to Rise Podcast](#)
- [Simple Farmhouse Life Podcast](#)
- [It's About Time Podcast](#)
- [Oprah.com article mention](#)
- [Apartment therapy home tour](#)

TECH INFO:

- Shannon will do interviews from her home office with front lighting, a MacBook Pro, Blue Yeti mic, and headphones (when requested).

A woman with blonde hair, wearing a pink blazer and a light pink t-shirt, is smiling in a room. Behind her is a large painting in a gold frame, flanked by two lamps with beige shades. The text is overlaid on a semi-transparent dark grey box at the bottom of the image.

“No amount of decorating or
organizing can fix too much clutter.”
- Shannon Acheson



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homemaking chores on autopilot.”

- Shannon Acheson



STATISTICS

SOCIAL MEDIA STATS

 45.5K
monthly page views

 9.4K
email subscribers

 33.4K
@home.made.lovely

 13K
facebook fans

 47.1K
pinterest followers

LET'S WORK TOGETHER!

Please feel free to contact Shannon for any
clarifying questions or to book her for an interview!

 media@homemadelovely.com

 HomeMadeLovely.com