

#101 Declutter Like A Mother with Allie Casazza

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SPEAKERS

Michelle Glogovac, Allie Casazza

- Michelle Glogovac 00:01 You're listening to the mind simplified life podcast and this is episode number 101.
- Michelle Glogovac 00:12 Welcome to the mind simplified life podcast, a place where you will learn that your past and even your present. don't define your future. Regardless of what stage of life you're in, I want you to feel inspired and encouraged to pursue your dreams, simplify your life and start taking action today. I'm your host, Michelle Glogovac, and I'm excited to share my stories and life lessons with you will taking you on my own journey. This is my simplified life. Hey friends, welcome back to another episode. I'm your host, Michelle Glogovac.
- Michelle Glogovac 00:50 It's rare that I have had a guest come back for a second interview. So today's guest really stands out with her third appearance on the show. I'm honored to be able to not only call Allie kasasa A collaborating partner, but my friend as well. I watched the alley land book deal, tirelessly write that book, and today she's launching it out into the world. declutter

like a mother is out today. And if you haven't already, you need to run out to target and buy it. Now I'll be honest with you, I've never decluttered per se nor did I think I really

needed to, but I picked up Ali's book, and a fire was lit inside of me. I felt inspired to take action in my home. And to enjoy the space I am spending 99% of my day in. This isn't about simply cleaning the house getting rid of junk or becoming a minimalist. What Allie in her book is about is finding joy in the way you live, recognizing that you deserve to walk into a room in your house and smile. Because it's exactly how you envision it looking and being used. It's about setting intentions for every room in your home and seeing them come to fruition. I'm so grateful I got the opportunity to chat with Allie about her book and how it came to fruition. So go grab your coffee or wine and join us.

- Michelle Glogovac 02:16
 Hello, friend.
- A Allie Casazza 02:17 Hey, I'm
- Allie Casazza 02:19
 so happy to be back. I am so happy to have you back on and to get time to chat with you one on one even though eventually others will be listening in. But
- Michelle Glogovac 02:29 this is such a treat.
- A Allie Casazza 02:30
 Yeah, for sure. So, so easy and flowy to do these episodes with friends, you know?
- Michelle Glogovac 02:36
 Yes and no showers required.
- Michelle Glogovac 02:38
 But nobody.

- Michelle Glogovac 02:40

 But I guess we should let everyone know who you are before.
- A Allie Casazza 02:45 Yeah, totally. I'll
- A Allie Casazza 02:46 just, I'll just give them a rundown.
- A Allie Casazza 02:49 Yeah. Okay, cool.
- Allie Casazza 02:51

So I'm Ali. And my work online is geared towards women, especially mothers, I'm really it's just like lifestyle, what is causing you to feel heavy? What is at the root of the issue I love, love, love helping women really, really dig deep and figure out the root cause of what's got them stuck, what's making them feel, like I said, just super heavy, really burdened. And I kind of just over the last six years have built out this method that spans over everything that encompasses a woman's life. But we always start with the home the physical environment. And there's a lot of layers to the reasons that I do that. But the main one is time and time again. And the time that I spent doing one on one clients and doing all these courses that have raped like 10s of 1000s of women, the one thing that I've seen over and over again, is as much as I would like to kind of dive into the mindset and, and do the inner work first, a lot of the time, especially for moms, it is just not going to happen. They are so overwhelmed. And so literally like just like bottlenecking, like barely making it through the day and like running against the clock, that stopping and doing the inner work, while that would be beneficial is just much too big of an ask. So when we start with the physical environment, it's very tangible. You can do it right now it feels productive. Like you're already putting your hands on the things that are in your home, you might as well like, get rid of what's taking up your time taking up your energy, unnecessarily. And then I also find that when we work on the physical environment first, you It's so therapeutic, like you are literally when you get rid of things, you're giving yourself more time in your week, which is huge. And then you can use that time to do that inner work to focus on mindset to look at like what's going on with your schedule and your relationships and all that other stuff. So I love to start there and my this is my first book my first traditionally published book is a is out decoder like a mother comes out September 7? And would you when this is airing, perfect, perfect. So go get it. But yes, that is where we start in this book, it is all about the physical space, how it affects you what to do about it, it This book is like and this message in this method is about freedom for women who have been bogged down for far too long and feel like they're the problem. And you're not. There's a lot of other factors. And I love to look at the environment as the first one.

Michelle Glogovac 05:36

And now I'm going to give my testimony for your book, because I knew it was coming out. So I was excited about it. I have not taken your course. So full disclosure, like I have not taken declared like a mother, I pick up the book. And I read it superduper quickly and I felt this inspiration to get off my ass and go, literally declutter and I hands in the house. There. There's definitely like the toys, we can get into that. Yeah, that's just like a chaotic show in the family room. And it's overwhelming. And I can do every Saturday, I could go through it and clean out things and throughout things, and it doesn't make a difference. So in the book, you say start with the bathroom. And I was like, Yes, this is genius. We have two and a half bathrooms in our house and the main bath upstairs. Nobody really uses because my stepkids it was their bathroom. And they've left all of their stuff in there. But they literally have not used it in like two years. So I went, Okay, this is it, I'm tackling this. And I went in with the mindset of if you have, I'm going to make this like the guest bathroom. And if somebody comes over, I love this part of your book, you know, you can have all of the necessary wonderful things like the shampoo, and you know, the nice towels and everything like that I threw out the nail polish, I got the kids involved. And I was like, Damn, I'm good. And it just started the trickle effect of Okay, now I'm going to tackle the kid's closet, and you would be amazed at stuff, do my own closet, and I'll post a picture on Instagram

- A Allie Casazza 07:10 to go next. But
- Allie Casazza 07:12
 there's definitely it's such a weight lifted off your shoulders. And I've noticed that I get anxiety when there's too much
- A Allie Casazza 07:21 stuff,

- Allie Casazza 07:22
 like on the kitchen counters. Just if there's stuff I'm like, Ah, you know?
- A Allie Casazza 07:28 Yeah, absolutely.
- Michelle Glogovac 07:31
 How did you discover this?
- Allie Casazza 07:32

Yes, go into this. How did you discover like, this is where we should start? Yeah. So okay. I'm gonna go back to like, kind of near not the beginning of my business, really. But like the beginning of my I had been blogging for like, years and years before I ever turned any of us into a business. And I was well into my blogging journey. And I had started to share, like, I was figuring this out for myself. So my whole business and the and then what turned into like this method, this framework for women's lifestyle, like solutions came from my own personal struggle, which I think I think most businesses that when they really work, they always come from the founders personal struggle, because our stories like they write our lives, and we better them and we figure things out. And we share that with others. So for me, I had like three really little kids, babies and toddlers. I hadn't had that yet. So I only had three. And I was just like, Okay, I'm literally like I wanted this, I wanted to have these kids and live this life and be in the place that I'm at right now. But I was so like lackluster. I was so struggling with depression, I woke up feeling like that dread in my gut, like, I don't want to do this day, I'm still exhausted from yesterday. And all the days before it just felt like they just kept stacking up. And it was causing this like massive amount of overwhelm. And then as a mom, of course, I felt guilty for feeling those feelings. And there was like no solutions. Like I read mommy books and read blogs and watch videos and googled and I was even asking around and everyone was telling me like this is just motherhood It is so freakin hard. And like you'll get through it barely, but you will get through it. But also just like make sure you soak up all the days because it just flies by. And that was the message that was it. And it was this like hopeless. Try to find joy in the mundane, good luck kind of situation. And I sat with that for so long, and accepted it as truth and lives that way. And it just like literally wasn't working. And I got to a point where I just because of my personality. I'm like, okay, I actually like cannot get behind this anymore, and I'm just gonna find a different way. And so I started to notice Like, what is it exactly? Like, you know, Michelle, like when you get into those seasons of life where you're just like going



Allie Casazza 10:11

Just like, it's like driving the car and you don't remember getting there. Like, you don't remember driving it. Oh, yeah. It's like that. And so I was in that I was like, Okay, I'm gonna stop that. And just notice, and I didn't, you know, this is it's crazy, like, we naturally are solution creators, like I was just naturally, awareness is power. Awareness is the first step to change. So just naturally was like, I'm just gonna become aware of what I'm actually doing. And what I noticed was, it all had to do with my physical environment, I was literally picking up stuff we didn't really need or use, it was just getting pulled out by the kids or getting pulled out by us because it existed, but we didn't necessarily need it. Or if we did need it fine. But most of the stuff we didn't, it was just crap everywhere. Every drawer I open, I had to sift through it to try to find what I was looking for. Like, I noticed that my physical environment was all I spent my time on trying to catch up trying to clean trying to get ahead of the kids while they're behind me ripping things to shreds, because they were Toddlers and Babies. And there was stuff everywhere. And so I had the thought like, what if it was just not like this? What if it was just last or like gone? Like, if I didn't have any of this stuff? I would obviously be able to focus on my people and myself. And we can't have nothing. But what if we had like the next best thing? What if we just had like way, way, way less than we stopped this American typical cycle of the giant house full of stuff that no one needs, and the garage that's embarrassing to open, because it's full of shit. And the you know, the storage unit that you pay for every month on top of that, because your 3000 square foot house isn't big enough for all of your crap. Like what have we just stopped doing that. And so I did, and it absolutely changed my life. My kids played better, they got along better, I got along better with them, I felt lighter, my depression lifted and didn't come back, my relationship with my husband got better because I wasn't stretched so thin all day, every day, I continued to blog, I turned it into a business like I had space for figuring out who I was, and it freed up my entire life. And so from that story, that experience of realizing your environment affects you. I drove all the way into researching that. And Marshall Goldsmith says if you do not create and control your environment, your environment creates and controls you. And I found like books like that's the from the book triggers, by the way, an amazing read. And I found research and articles and studies like the one at UCLA that showed women's stress hormone is equal to the amount of excess in their homes, like I was obsessed with this. And then figured out there's this thing called minimalism, and it just spiraled from there. And I started to teach the women on my blog and turn it into a business and grow it to this multimillion dollar company. And it's grown that way, because this is meted, this works. It's real, it makes so much sense that what takes up your space also takes up your time. So you're not crazy, you're not bad at this, you're not the problem. You don't need to be a better mom, you just have too much physically and metaphorically on you. And we can clear that out and create space.

Michelle Glogovac 13:35
Preach, Yeah.

A Allie Casazza 13:39

In something else that I want to point out so that people don't think that this is all about clutter and stuff. And that you go into in the book and I'll share

Michelle Glogovac 13:48

with you how I took this to heart too, is that it's not just about stuff, but it's about treating yourself to what you deserve to getting the right pair of underwear to getting a bath mat that you know you really enjoy in your space. And I did this because I noticed that in our bathroom here it upstairs for me. And I didn't like the carpets. I was like this is so and so I'm like well, what would Alli do? Forget why would Jesus do? What would Allie do? She's going to anthropology and go see what kind of Bath rugs they have. And now I have something that is this odd shape and it's blue and white. And I'm like, this makes me happy. And it's about what makes you happy. And it's you know, it's okay that I went out and I bought that because it's you know, making me feel lighter when I walk into that bathroom and you know, take my shower and get ready for the day. And I love how you put that in the book too, that it's so it's not just about go through all of your crap and your shit and get rid of it. But make sure that you get the things that really light you up and make your insight happy.

Allie Casazza 14:58

Yes, it's not about luck. Just for the sake of having less, it's about let's look at your environment and set an intention for it like you're paying. Most people are paying the bulk of their monthly budget to the space they live in, whether it's a rent or a mortgage, and you're doing that and like, Is it even supporting you? Do you feel good when you're when you're there, like everyone knows home is home, and people like to be home? But is this house working against you or for you. And it's sometimes like in the act of simplifying and aligning your environment with who you really want to be shopping is involved and get and it's not about minimalism at all, I don't even really like using that word and don't really identify with it anymore, because it's got all these yucky stereotypes that don't feel good attached to it. So forget it, if you need to forget it. What does it look like for you to

love your space? What do you need? And like really sit with that and women need to give themselves space to ask what do I need, and then to provide that for yourself. Even if it inconveniences someone else, even if it means spending some money, God

- A Allie Casazza 16:03 forbid,
- Allie Casazza 16:04
 on something that just purely makes you happy and like your space better. Like the book is about freedom, the book is about environment and setting yourself free from everything that's not working. And that can look like
- A Allie Casazza 16:18
 like you said a lot of different ways.
- Michelle Glogovac 16:21
- Michelle Glogovac 16:22
 I really, I was like this, your book blew me away, it was so motivating. And I am so proud of you. I am really lucky to get to call you friend and then to have this in my hands and it's gonna make me cry. Thank you saying you're so sweet. I appreciate that so much. It's, it's, it's something that we need more of. And it's not just for moms, it's, you know,
- Michelle Glogovac 16:50
 I wish I had this when I was single. And you know, before I collected all of this stuff. And when I moved in with my now husband, I got rid of a ton of stuff like I was a book hoarder,
- Michelle Glogovac 17:05
 I now I'm like, Well, if the book really means something to me, then I'll hold on to it. But otherwise,



A

Allie Casazza 17:12

I I truly decluttered when we joined our houses together, and I could have had a lot less instead of you know, the single person who had a three bedroom condo to herself, because I could fill every room. So you know whether you're single, you're married, you have kids, it really does not matter. This is a lifestyle. Yeah, absolutely. And I I want women that are going into college to get this book, I want people that are going through life transitions to get this book like this is a load lightener through and through. And you think you're you know, there's I'm holding a trash bag on the cover. And you see the titles, the clutter, like a mother and you put it all together and you think it's one way. And it's not so much deeper. It's so expansive, like this book will expand you as a human and help you see you are not the problem and you are in ownership over what the problem actually is. And then we'll get super, super practical and I'll help you actually carry this out and your life is going to shift it's going to be so much better and happier and full of what you want it to be full of not what you feel like it has to be full of. And then you have challenges and courses that go with this right. Yeah, absolutely. So okay, declutter, like a mother is actually the name of my free challenge that I normally run every January. And I started it about five years ago. And I'm immediately like, declare, like a mother was like, put my name it put me on the map, so to speak like it. It just started picking up so much speed. And at one point, we had, like 80,000 women signed up one year. And it was insane. Like no Facebook ads, just word of mouth, it was so crazy. It's grown that much. But the so we do that every year to just try to like spread the word and help people that are already already know about me and this message, like just get a big surge get a good push forward at the New Year. And then the program that I have, I mean, there's lots of different programs and they span over like I was talking earlier about my method. And your included home is the paid program that I like to tell people to start with if they can, because that is the one all about your environment. And it's got a lot of visuals and like audio and it's just much more immersive than a book can be but the book also makes it super available and like Easy, easy access for anyone in any budget. You know, pretty much everyone can get a book and that was my goal with this with this book. I love it. Now how often should we say we've decluttered I've gone through the entire house now once we revisit it. So I like this is just what I do once I felt like okay, like I've gone through all the areas of my home there are no more like secret I call them clutter crutches like secret hidden areas where I can just throw shit and forget about it like everything is I've gone through everything I've made the hard decisions, I've got my sentimental stuff under control, I'm happy with what my choices then I'm, you know, I guess, done. I like to go by the seasons. So whenever we're entering a new season, I kind of just take a look at my

environment and ask myself, what's feeling a little heavy, what needs to be gone through again, I would say pretty much every season, we revisit the kids toys, just because their birthdays are really spread out. So there's always someone that had a birthday, or some people gave them things or a holiday has happened. And I feel like the kids are I have four of them. And they're so well loved, they often have new things coming in. So we usually do the tways I usually do my wardrobe, pretty much every season just rechecking where's my body at have I shifted Do I need to like, take care of myself there, like let some things go bring some new things in, what's the vibe. And then, um, I don't know, I guess the other season, sometimes the kitchen will stand out to me like hitsville like, I don't know how this happened. But we have too much stuff in the kitchen, I'm gonna do that and just kind of like checking in and seeing like, you know, stuffs just coming in all the time. And so you can you can protect that you can guard it. But you know, as well as I do, it still happens kids paperwork, kids toys, just things that you thought were really cute that you thought we would love in your house. And turns out you live in it for a few months. And it's not really working and you need to donate it like just things like that. I like to just check in every season and make sure that my environment is still supporting me. Because the worst thing that can happen in terms of your environment is that you're spending all that time they're paying all that money for it and it's it's hurting you instead of supporting you. And you mentioned the kids and I love that you brought this up in the book because I thought it was the most unique idea ever. I'd

- A Allie Casazza 22:03 never heard of it. But
- Allie Casazza 22:04
 when you have like a birthday party, instead of people bringing gifts saying hey, just give \$5 and they're on present. I'm like, that's genius. And it reminded me of we went to a birthday party over the summer. And it was kind of funny because the mom, I think I texted you this she came up to me and she goes, Oh my gosh, I heard you on Ali's podcast. I didn't even know. So now I'm following
- A Allie Casazza 22:32 fame. But
- A Allie Casazza 22:34 as we look,

- Michelle Glogovac 22:36
 - instead of giving us these goodie bags with you know, the dollar spot stuff, she just gave everybody a \$5 gift card to Baskin Robbins. And I thought that was genius. And like, great. I don't have more crap to go, you know, throw out here in a week is something that we can use. I thought it was absolutely brilliant. And it remind me of your fiber
- Michelle Glogovac 22:57 parties. Yeah,
- Allie Casazza 22:59

we do those all the time. We're actually like, My kids love their birthdays. I love my birthday tea. Like we're a big celebrating family, we celebrate everything. And we're like make a cake. Anytime as an excuse to make a cake. We'll make a cake. But it's interesting, because we don't really do gifts, people still bring them like grandparents can't help it that will still like bring them something. And I think that's why sometimes things just, I'm like, Okay, let's revisit the toys because it just always is happening. And that's fine. Like I talked about that in the book, too. I just approach that with gratitude. Like my kids are so well loved. I don't see it as a setback. I'm not controlling about my space. I'm just in ownership of it, you know, but when we do the fiber parties, it's really, really great. One year one of my kids got so much money. We had a really big party before COVID. And they got themselves a new bike. I didn't even know he wanted a new bike, but he was like I my knees hit the handles when I'm ready. I need a new bike. And he just went and got himself like a \$200. But it was awesome. So you just like you just don't underestimate the power of five bucks. And like two I kid even like getting 30 bucks is a really big deal. So it's a win win. The kids love their birthday. They know it's like money time. It also helps us teach them how to manage money. Like it's just a win win all the way around. I feel like more people need to know about that fiber parties, fiber parties or just start giving money.

- Michelle Glogovac 24:22
 That's totally fine. Yep.
- Michelle Glogovac 24:24
 I think it's genius. I love that. I'm like, Why? You You came up with all of these wonderful ideas. It's just, this is why you built the empire that you have, because it is and it's

amazing. You're changing lives. I hope you understand that and recognize that right. Thank you. It's so good to hear that and I think like I think for everyone that does it is leading any people of any kind. It's you kind of get so deep in it that you can't really like you can't see the forest for the trees. It's so convoluted. And messy to like, run something like this. And I know that you know that from doing what you do. And sometimes you forget. So it's really encouraging to hear you say that. Thank you. Yeah, absolutely. And, you know, the fact that you can change the lives of women and mothers, and then it's going to trickle down. You know, this really has the potential to change generations.

- A Allie Casazza 25:21 Yes.
- A Allie Casazza 25:22 Yeah, it does.
- A Allie Casazza 25:25 Oh, crap,
- Michelle Glogovac 25:26 huh. Yeah, yes.
- Michelle Glogovac 25:30
 So what's next? You have another book. You're right. You've written right? Yeah, I finished the children's book. Like I would say like a month ago,
- A Allie Casazza 25:40
 I finished it
- A Allie Casazza 25:40
 in a hotel lobby, because I had just moved. champagne toast photos. Yeah, leave remembering that. Yes. Good job. Haley. Always boomeranging me,

- Michelle Glogovac 25:53
- A Allie Casazza 25:54 finished it, it's, it's like for ages,
- A Allie Casazza 25:57
 I would say like,
- Allie Casazza 25:58

the youngest is seven, the oldest is 13, to read that book, and it is really just teaching kids to take ownership over their own spaces. So speaking of the next generation, like there it is teaching them how to do this for themselves. The biggest thing for me when it comes to kids and kids stuff, and teaching this stuff is I don't want to give mothers another thing to micromanage. I want the way that I teach parents like in the uncluttered kids course. And in all the time that I'm live, and like teaching on the podcast and everywhere, I'm always teaching it in a way that they can teach their little ones or older ones, whatever, wherever they're at, how to do this, how to live this way, and how to make decisions in their space and about their stuff for themselves. So that the mom is not having to also like make sure you do your chores, and then also decluttering and making sure that we're living this lighter life, like I want this to become a part of your family culture, so that the kids grow up, empowered and have a healthy relationship with things and are not a part of consumerism, but are also not miserable, minimalist, that don't feel like they can't shop, you know what I mean? Like I want to make this healthy relationship with our environment and are things a part of everyone's family culture, so that the burden is actually off of the mother. And the whole family is understanding even if your spouse is not supportive, that you're that you know how to do this, that your kids are being raised with a healthy relationship with things no matter who you're raising them with. No matter where you live, no matter how unsupportive relatives are how much they over give, like there's always a solution to deal with all those things. And it's important to remember that it's your life, you know, if like, if someone outside of your household doesn't agree with it, tough luck. You know, this is your environment, your life, your livelihood. And we need to remember that we

Michelle Glogovac 27:52

have to put ourselves first.

- Allie Casazza 27:54
 Absolutely, absolutely. And I think like as women, we, we really like
- Allie Casazza 28:00 give away our power a lot.
- Allie Casazza 28:02
 I mean in little ways, like it is your space. And if there's like a mother in law, or a parent or whoever a great aunts, like whoever trying to, oh, this is just how I show love and like it's inconveniencing you like that is
- A Allie Casazza 28:18 your time, this is
- Allie Casazza 28:19
 your motherhood, this is your space, they're not the ones that have to clean it up, like you do. So it's about taking your power back and finding your voice and speaking your truth. decluttering is never about clutter, it is always about a deeper issue. You can you will always go into someone's home and see, see physically with your eyes, what their space looks like. And you can find that it's always going to be connected to a deeper issue, whether it's a lack of self worth, a lack of being able to speak up for yourself a lack of boundaries, whatever it is, it's always a deeper issue. So it's, you know, if you can for yourself, those who are listening, figure that out, like what is this tied to? What is I was having a conversation with Greg McEwen, the author of essentialism, and he was saying,
- A Allie Casazza 29:11
- A Allie Casazza 29:12
 what have you hired clutter to do for you? What

- A Allie Casazza 29:16 is this? How
- Allie Casazza 29:16
 is this protecting you? What is it protecting you from what what are you benefiting from having the clutter? And that's so true, because there's always a deeper reason. It is just a physical manifestation of what's going on within you. So as your decluttering you know, I said we start there, and we do the inner work later, but actually, it's my sneaky little way of getting you to do the inner work through the physical work because it is all connected.
- Michelle Glogovac 29:43 Yes. Oh, I
- Michelle Glogovac 29:45 love this. And I'm looking
- Michelle Glogovac 29:47 at my closet. I'm like your next station.
- A Allie Casazza 29:52
 Have I enter Shane? I am done.
- Michelle Glogovac 29:55 Yes.
- Michelle Glogovac 29:58
 I can't wait to tackle it all. The rest of the house for you. Yeah, you are such a joy. I love you friend, and I am so freaking proud of you and this book, everyone's gonna get it, you gotta go go to Target, because it's gonna be in target. It's gonna be in target. All of that. All that pushing and praying and trying.

- Michelle Glogovac 30:21
 I wouldn't have Daniel q some Yay.
- Michelle Glogovac 30:29

 And it is out today. Yeah, I'm saying this a month in advance or so. So this is exciting to say this, I am so proud of you. Congratulations. Thank you, friend. And thank you so much for giving me space on your hard work hard earned, hard built platform to talk about this. I appreciate you so much.
- Michelle Glogovac 30:48
 I appreciate you. Thank
- Michelle Glogovac 30:49 you.
- Michelle Glogovac 30:51

I can't begin to tell you how much fun I had talking to Ali. Hopefully you could tell by our conversation. The clutter like a mother is so good. And I promise you will want to start setting intentions for your home before you even finish it. Friends. This isn't just a book for moms. And Heck, I'd venture to say it isn't just for women. We all deserve to set the intention for the way we want to live. And this book is the start to helping each and every one of us do exactly that. I'm still a work in progress. But I've started the process and I'm going to keep at it. Allow yourself to do something for yourself. Start by getting yourself a copy of Ali's book today and let it set the tone of what's to come for you. You deserve this. I promise. Until next week, friends, allow yourself to spoil yourself in your home, in your mindfulness and in your body.