



TRANSCRIPT

Episode 34: Less Stress and More Peace For Your Photos

MISS FREDDY *from* MISS FREDDY

WELCOME

Tasha: Welcome to the Get Organized HQ podcast. I'm your host, Tasha Lorentz. Every week we share practical strategies for less stress and more peace as we dive into all topics life and home organization. I'm so glad you're here for this week's episode.

TODAY'S GUEST

Well, this week on the Get Organized HQ podcast, we have a very special guest, Casey, also known as Miss Freddy, who is the queen of all things photo organization.

If you want to organize your digital photos, if you want to organize your physical photos, if you feel overwhelmed about what to do with your photos or aren't even sure why you want to organize your photos, you just feel like it's something you should do.

GET ORGANIZED HQ VIRTUAL

Miss Freddy is definitely your go to resource for all things photo organization and she is actually one of our keynote speakers at this year's Get Organized HQ Virtual.

And so if you don't have your free ticket to Get Organized HQ Virtual yet, definitely check the show notes because there is a sign up there where you can grab your free ticket.

TOPICS COVERED

You're going to be able to hear from Miss Freddy all more about photo organization and over 100 others on topics like digital organization, decluttering, meal planning, finance management.

Any topic that you can think of that covers and touches on your life and home running smoothly. We are talking about it at Get Organized HQ Virtual.

PHOTO ORGANIZATION

But for now, I want to dive in to this episode with Miss Freddy where we are going to talk about photo organization and some of the motivations behind it.

So if this is something that you've been thinking about doing and you've been thinking, I really should probably get my photos sorted out, but it's overwhelming. Right?

There's a lot to do. I think that Miss Freddy is really going to speak directly to you in this episode and make you feel better about the process and probably help you to see that maybe this isn't quite as daunting as we might have first thought that it would be.

So thanks so much for being here and listening in this week. Let's dive into the conversation.

MEET MISS FREDDY

Okay. Well, Miss Freddy, thanks so much for coming onto the Get Organized HQ podcast with us today.

I am excited to talk to you not just about photo organization, but almost. I think of it as a little bit of a persuasive, like, why go through the trouble and the process of organizing photos? And I know this is something you have shared a lot about.

WHY IT'S WORTH IT

Miss Freddy: Yes. I'm asked this all the time because it is a lot of work to tackle your digital photos or your physical photos or both.

My best answer I can give is that it is so worth it when your photos can become something that you can enjoy easily and they become fun.

AN EXAMPLE

So I could give so many different examples of people saying, oh my gosh, I followed your steps. I organized my digital photos and last week when my 19 year old had his birthday, I was able to pull up a picture from every year of his life in a few minutes and put up a collage for his party.

MAKING IT FUN AGAIN

There's so many different instances where photos feel like so much of a chore that maybe we skip it or we don't use it, or we just dread it and. But if you can do the work to organize everything becomes fun again.

I can just make a video because I want to. I can share something on social media because it's

available to me and I have them organized and accessible. I can share my baby photo on my big milestone birthday.

It's just fun to use your photos again when you get them organized.

WHY ARE WE TAKING PHOTOS

Tasha: Yeah. And that makes me think back to, like, why are we taking the photos in the first place, not even why are we organizing them, but like, what was your thought process?

Or if you're the listener, your thought process. Right when you took these photos? It probably wasn't. I want to take this photo so that it can go be part of a camera roll that has 57,000 photos in it.

That pretty much all it does is tell me that my ipod storage is full.

HOPES OF REMEMBERING

Miss Freddy: Yeah. Yes. I mean, that is a deeper question of like, why do we take the photos?

But I think a lot of it, especially in motherhood, stems with how fast it goes and how lacking our memory can be as all the memories come. It's just a fire hose. Right.

And so I think we take a lot of photos in the hopes that it will help us remember everything.

But what's happening is they're just getting buried in our camera roll. And the more we take, the more overwhelmed we feel.

NEEDING AN ORGANIZING SYSTEM

Miss Freddy

And so I do think we need to have an organizational system or we need to have a final output, like a purpose for our photos, which might look different for everybody.

For me, I make one photo book a year where like the best photos go in it, it's printed, it's in our living room. I sometimes see my kids enjoying it.

I sometimes see them referencing memories from years and years ago. And then I'm like, oh, that's why I took the picture. That's why I made all the effort to make the book, is so we can remember these things. Because my memory is not getting better with age.

GETTING STARTED WITH PHOTO ORGANIZATION

Tasha: That's right. Definitely. So when you first got into sharing about photo organization, was this something that you were tackling yourself?

Is it something you'd already done? Like, how did. How did you come to be the queen of photo organizations?

MISS FREDDY'S START

Miss Freddy: Good question. How did I get here? I was a professional photographer at the time, and I also had a corporate job with. I was taking no photos.

Every day looked the same, and I didn't have a lot of stuff. I didn't have kids. I didn't have a pet yet. I didn't have a lot of things to photograph.

DISCOVERING PROJECT LIFE

And I stumbled upon a concept called Project Life, which was in the scrapbooking community. And it was like, you take a picture a day and you make a photo book out of it or a scrapbook. And I thought, I can take a picture a day.

I can find different things to document in my life. Even though it feels mundane and the same every day in this corporate world.

DOCUMENTING LIFE

I found the silliest things to take photos of. I took a photo of my first pair of skinny jeans. I took a photo of my first Mac that I received because I was just getting started in photography.

I took a picture of my book club. I forced them all, I told them about the project, and I was like, guys, today my picture is going to be a book club. So I need you guys to all smile and take a picture.

And I love those old random pictures that I forced myself to take because I had a project.

THE MOTIVATION

Now, that was before. All this is on our cell phone now. And now I don't feel like we have any problem taking photos or finding, like, we have plenty of photos.

But it was the output that motivated me back at the time to make a book of, oh, I must take a picture of one day as every day of my life and make it into a book.

I don't do that format anymore. But that was what started it all. I was like, that's a fun project to do for a year.

And I loved the photo book. It's a little cringe now looking back at like, oh, my first pair of skinny jeans. Like, that would never make it in the book now. But at the time, that was my life.

Tasha: It was monumental at the time.

Miss Freddy: It was, now we can't wear skinny jeans anymore. I don't think. I don't know.

Tasha: Don't worry, it'll come back in another decade or so. You can take another picture of your next first pair of skinny jeans.

HAVING A PURPOSE

Yes. But I really like that concept of having a purpose for your photos. And in this context, even having a purpose for your photo organization, it can be really daunting to do something because you should do it. Like, even if you kind of know, like, okay, well, like, I would be less stressed if my photos are organized.

I mean, that's, that's great. Like, I want that. Like, we're all about less stress and more peace. But, like, it's so easy to close, out of the computer browser, like, lock the iPhone, not look at it. Out of sight, out of mind.

And so having a project like that, I think is a great motivation to say this is something I'm seeing come to fruition as a result of me organizing these photos.

MAKING PHOTOGRAPHY A CAREER

Miss Freddy: Oh, yes, 100%. The second part to, like, how did I turn this into a job? Was I was doing photography. I was taking pictures of everybody and seeing them do nothing with them.

They weren't. Sometimes they would put them on the wall. They weren't making photo books. I would get emails from them saying, oh, my computer crashed. I lost the photos from our photo session. Any chance you can recover them for me?

NOT KNOWING WHAT TO DO

It was like, very obvious that people weren't knowing what to do with their photos to properly manage them and back them up. But they also weren't doing, like, they weren't making a book to put on their coffee table.

They weren't doing the canvases to put in their living room. They weren't making a video. They doing things.

NEEDING TO SEE FINISHED PRODUCTS

And so that's when I sort of started sharing what I was doing with my photos online. Like the one a day project. I was sharing these online. And then as I had kids, I shared their baby books I was making.

And people really resonated. I think they needed to see the finished product or the idea to decide whether or not that interested them and something that they would do with their photos.

THE VOLUME OF PHOTOS WE TAKE

Tasha: Definitely. So I'm curious, as not only a photo organizer, but a photographer, can we talk a little bit about the volume of photos that we take in general?

Like, what are your. Like, how do you decide what to take a photo of? I mean, that's like a deeper question than it should be. I mean,

Miss Freddy

obviously you can just pull out your phone, be like, oh, I'm going to snap a picture of this. I do this all the time.

I screenshot things so I can text it to my friend. I take a picture because I want to remember something. I need this number off of a receipt or something.

WHAT IS PHOTO WORTHY?

But it is so easy, like you said, to take photos. How do you decide? I guess what is photo worthy when anything like it's not hard, you know, you're not, it doesn't cost anything. You're not using film. You're not like going through any process to get these.

WORKING WITH OTHERS' PHOTOS

Miss Freddy: Yes, I think. Well, I have kind of a unique job where I am in other people's photo libraries organizing things all day, every day.

And so I personally have absorbed some of the overwhelm of what I see and it's helped me take less photos.

Whether that's good or bad. I feel less motivated to take a ton of photos because I'm living in people's photo mess all day.

MONTHLY MINI CHAT BOOKS

That's not the case for most people, but that the mindset I have now is okay, what do I need to do to document that this happened today? One thing that I do with my photos is get a monthly mini chat book.

So every month I get automatic subscription where 30 photos come in a book and my kids enjoy it and it sits in our living room. So I don't

necessarily take a picture every day, but like I should take something to document this event.

CAPTURING EVENTS WITH FEWER PHOTOS

So if we went to go see the fireworks at the local park, I'm going to try and take one picture of my kids, maybe with their face paint or maybe in their fourth of July outfits or maybe sitting on the picnic blanket.

I'll try to take one picture to capture the event and then I'll put my phone away because I feel like I've checked that off.

So I don't need a picture of her getting her face painted and her in line at the food truck and her on the bouncy house and them with the fireworks. Just one is enough to bring back the memory.

IT ONLY TAKES ONE

Now if I don't get a great shot the first time because these are children and they're not always cooperative and I don't know, the lighting might be weird, I might take a couple more.

But in my mind it's like it only takes one to evoke the memory or preserve the memory. I only need one to go into my monthly book. And so that has helped me scale back the volume.

There are certain events though where there's a lot happening and there's a lot I might want to document.

IMMEDIATE PHOTO REVIEW

And so my trick there is I in the moment or after the event later that day as I'm going to sleep, I just look at what I took and make decisions right away.

So I thought this was going to be the best one from the day. Well, things got better later and this is cuter. I'm going to save this one or I'm going to save these five, but I'll make decisions right away.

If I took 10 that look similar, I pick my favorite and get rid of the rest so that it's not snowballing quite as much over time.

MULTIPLE SHOTS VS. SINGLE SHOT

Tasha: Right. So are you a multi photo taker when you take. Cause I know for me, if I take a picture, I take seven.

I don't take one. Like, what if my hands moved? What if someone blinked? What if it was blurry? And this is how you get the exact same shot 7 to 12 times.

Miss Freddy: And then when you want to make a photo book or want to make a calendar as a gift at the end of the year, it feels so overwhelming because you have to make all those decisions. You can't just put one in the book. You got to review all eight.

DEPENDS ON STAGE OF LIFE

And so, I am not. But I can say that as my kids are now 12 and 10, when they were little, I had to take a lot of photos because toddlers eyes are closed or they're not looking or they're smiling. I had to take a lot to get one that was good.

And so I think it's changes at different stages

of your life or changes based on what you're photographing. But no, I am a take one and be done.

VACATION EXAMPLE

We just got back from a big trip and there were so many instances where I handed my photo, my phone to a stranger to like, take a family photo.

And they would take 14 and they'd hand it back to me and be like, oh, great. I mean, like, I appreciate what you were doing. I appreciate that you took the photo, but now I have to review 14 and make decisions.

And if you do that multiple times over the day, suddenly you have 150 photos that you have to review.

HEART ONE, DELETE THE REST

And so my approach with that, which this might be controversial, is as soon as I find one I'm happy with. All four of us are looking are smiling, eyes are open. I heart that one and I delete the other 13. I don't even need to look at it.

I found one that met my criteria and I'm happy with the rest of those thirteen are none of my business. I just delete them.

LET GO OF PERFECTION

Tasha: Yeah, I love that because I've definitely gotten stuck in the like, oh, like, is my smile better there or there? Like, my eyes are a little bit more open. But if you'd never seen the other option. Yeah, I think that's.

Miss Freddy: I wanted a picture of the four of

Miss Freddy

us at this landmark. Are we all smiling? Am I happy with the way that I look, let's be honest, am I happy with my smile and, everyone's eyes open? Okay, check. I don't need to know about the other 13.

Tasha: I love that. That's a great trick.

TAKING ON THE OVERWHELM

So, what would you say to someone who is wanting to organize their photos and maybe has even tried before? But I mean, we have had cameras in our pockets for probably well over a decade now.

I mean, there are a lot of photos and there are a lot of photos living a lot of different places. Whether it be on physical hard drives or on a variety of different digital just photo storage services that are out there. It is a really overwhelming task.

And so, like, how do you take off the edge of that overwhelm before even getting started?

IT'S NOT A PERSONAL FAILURE

Miss Freddy: Yes, I would say I'll take the edge off by telling you that it's not something that you did wrong.

We all lived through that progression of technology. And so our photos are in different places because of the way that it evolved over time.

And so it is not something that you personally failed at. That's just what happened during that duration of time.

THE VALUE OF MODERN TECHNOLOGY

So our work now is to bring the old photos that live in other places, because that's what the technology was at the time to the modern technology.

And it is worth it because the modern technology is awesome. So when I open my phone, I see pictures all the way back to when I was a child because I also scanned all my childhood photos.

And so if I search for my name, I see my whole life of photos. I could take it deeper and search Casey, Dog. I see myself with all the dogs that I've had in my life. I can search locations and find, different trips that I took from all different points in time.

EASIER TO ORGANIZE

Once it's all in the modern technology, it's actually a lot less work to organize because technology has evolved to a point where it's doing so much of it for you.

All those search features are not things that I had to manually name. I didn't have to type the word dog into a file name or into a folder name like we used to have to do.

So if we can just get it all from the places into the modern technology, everything's easier because the technology has been built to do a lot of this for us, but we have to get it there.

FALLING INTO THE TRAP

Tasha: Yeah. And I think it is the same trap. It's so easy to fall into with our physical organization and spaces.

So, I mean, we talk about, like, it doesn't have to be Instagram perfect and all of that, you know, you get online and you search for pantry organization and what are you going to find?

PANTRY EXAMPLE

Lined, up color coded Lacroix bottles. I mean, that is, you know, the classic pantry organization. And it looks great because there's all these different colors and you can get them in this beautiful little rainbow. Never mind. If you like Lacroix.

Miss Freddy: Yeah, never mind if you like Lacroix.

Tasha: At room temperature, on a shelf, you know, like all of that. And, it's the type of thing where you have to stop and think, is that practical for what I'm actually trying to do?

It looks really nice. But do I actually want room temperature Lacroix on my shelf in every single flavor? Do I even like all these flavors of Lacroix?

APPLYING THIS TO PHOTO ORGANIZATION

Miss Freddy: Yeah.

Tasha: And I think the same thing can happen with photo organization. That we can have this idea in our head that photo organization needs to look like really nicely labeled folders.

Like, if you open up my computer, you're going to go here and you're going to see them and they're all going to either be in alphabetical order or timeline order and they're all going to be labeled and there's nested folders inside the other folders.

TECHNOLOGY DOES THE WORK NOW

And it's like, we think we have to create a beautiful digital organization system, in order to be organized. But what I'm hearing you say is a lot of that work is done for you without any of the folder making, labeling, all of that stuff.

Miss Freddy: Yes. That is an amazing analogy. I don't know that I've ever heard somebody phrase it that way, but that is exactly what's happening on my phone in my photo library.

I'm a professional photo organizer. I will say to anyone, my photos are very organized. This is what I do. I think people think that means that my camera roll is perfectly clean at all times.

REDEFINING ORGANIZATION

And so I think they'd be surprised if I open my phone and I'm scrolling it. There's screenshots, there's, you know, different projects I'm working on. There's things that I shared on Instagram, stories like, that's just what the library looks like.

I think we need to reframe. Organized means that you can find your photos when you need them and you're doing something with them. You're doing like you're achieving your goals or things that you want.

And so I can find any photo, like in a few seconds in my library because it's organized. I know how to use search. I've used albums to set aside things that matter to me. But my library does not look perfect. It looks like anybody else's as I scroll through.

WE NOW HAVE AWESOME TOOLS

So I do think in the past, it looked different. It

Miss Freddy

looked like very specifically named files and folders.

And now in this current technology, it looks a little messier. But the tools are so robust and awesome that if we use some albums to organize ourselves or we use search to find what we need, we're still organized, even if it doesn't look pretty and perfect.

HOME ORGANIZATION VS. DECOR

Tasha: Definitely. I've often differentiated home organization from home decor. They can really get merged. And there is some home decor that looks like organization systems that I love.

If you watch the podcast on YouTube instead of just listening, you'll see every single week my shelves with my woven baskets behind them. And that is much more a decor choice than it is like, those could be organized and look absolutely nothing like that.

AESTHETIC ISN'T ALWAYS ORGANIZED

It's just that for my style, for my home, like, that is the aesthetic that I like. But I think it's really important to point out, where are we working on aesthetic, which is great and fine.

I'm all for working for aesthetic. I think that's part of loving your home and loving your spaces. But it's not the thing that makes it organized. Something being organized, you know where it is, and you can use it when you need it.

WHAT'S IMPORTANT TO YOU?

And so when it comes to your photo organization, I think it's really important to boil it down and say, is the aesthetic important to

me?

Like, am I going to have less stress in my life if I get my photos organized in some specific way? So when I open up my camera roll or I open up my hard drive or wherever I'm storing my photos, like, is the aesthetic what's going to make this?

Or if I literally can just functionally use them, is that what I'm going for? And to realize that that is also organized.

TWO SEPARATE STEPS

And I just think that's a line that gets blurred so often. Separate the two, and there's no right answer. Like, if you say, like, no, I want the aesthetic, like, that's important to me, that is fine.

Just realizing that might even be a separate step. Like, there's the organization and then there's the beautification of the organization system.

OLD METHODS VS. NEW TOOLS

Miss Freddy: That is an incredible point. It's so true. And I lived through the transition of all the technology, too.

And so what we might have in our minds now in 2025, as what is perfect beautification might be completely irrelevant and not necessary anymore.

But we think, oh, I got to drudge through these 50,000 photos on my phone and give them that treatment that I used to do 10 years ago where I renamed everything that I transferred off of my camera and I added keywords for grandma and grandpa and soccer.

GET IT ALL IN A MODERN SYSTEM

And all of that's automatic now. And so I think, I think if you strip it down and you just do the work of getting everything into a modern system and just to like, give a specific.

For me, I'm a Mac user, that's Apple Photos for PC users, that's often like Google Photos or something else.

LIVE IN THE SYSTEM FIRST

Then live with it there and see what this new version could look like. Because we don't necessarily need to do all the work that we used to do to beautify things. We could have the very functional output that you're talking about with a lot less work.

Tasha: I love what you're saying, to live in it first. So if you're skeptical, if you're thinking, I'm not really sure, it's kind of like, the whole, if you're going to continue the home organization analogy of buy the containers last, right.

It's not the first thing that you do. And so do the thing that is less effort actually, that's going to give you more function. See how that is. See how you feel with that after a while.

GIVE IT TIME

I think anytime that technology evolves, it can feel a little shaky at first. Like really, like, is it really this simple? Is this actually going to stick? But try it for six months, a year.

I mean, your photos will still be there and they will be more organized than they are now. So that, if you decided you wanted to take an additional step, you're in, you're, you're still moving yourself in that right direction.

But I love what you said about like, let's, let's do this piece first and see how it is when we get there.

BURNED BY TECHNOLOGY

Miss Freddy: And the reality is all of us have been burned by technology at some point, right?

The system we were using, well, they closed down the cloud service we were using to buy photos or share photos. They're no longer in existence. Apple Photos completely revamped their program and we had to relearn some things, right?

That stuff happens. But the underlying thing is if we get all of our photos in one place, well, then we can learn the changes or we can decide to take the photos that are one place and try something different, move somewhere else, try a new cloud service.

IT'S NOT HARD WORK

But we have to get the photos into one place first. Because as we're living now with them scattered across old computers and old cloud services, it's not serving us to actually do anything with the photos.

So it is work and it's tedious. It's not hard work. It's just time consuming and tedious to just gather from all the places. But it's so worth it. It just makes everything so much easier after you get it into one place.

GET ORGANIZED HQ VIRTUAL

Tasha: For sure. So we're going to continue the

Miss Freddy

conversation about photo organization at Get Organized HQ Virtual. And you're actually one of our keynote speakers this year, which I'm really excited about.

That means that not only will you be able to come and see Miss Freddy's session, but also we're going to have some live Q and A time.

So if you're listening to this episode and you're like that sparks a question, well, I have the place for you to go because the Get Organized HQ Virtual, you can come join a live Q and A after her session airs.

SESSION TEASER

But I was wondering, without like giving away, you know, all the details of what you're sharing, can you give us a little teaser of what you'll be talking about in your session at the Get Organized HQ Virtual, specifically?

CONTENT OVERVIEW

Miss Freddy: Yes. So in prior years I focused on organizing digital photos specifically, but this year I have a little bit of variety.

So I'm going to talk some tips about digital, but then I'm going to talk about organizing physical photos as well because I know everyone has that project, right, the box in their basement or their closet.

And then I'm also going to talk about what we do with them after we get them organized. So photo books or different projects. So I'm going to kind of cover from start to finish what it could look like if you really make your photos a priority.

GRAB YOUR FREE TICKET

Tasha: Yeah. Awesome. Well, that is all part of Get Organized HQ Virtual. So if you haven't grabbed your free ticket to that yet, the link to that is in the show notes.

OTHER RESOURCES

But Miss Freddy, can you also tell us what other photo organization resources do you have available for people who are maybe ready to dive in and get started on this right now?

COURSES AND ONLINE HELP

Miss Freddy: Yeah, they don't want to wait till September. That's fine. Yes, you can start anytime at missfreddy.com.

I have courses to lead you step by step through all of the tech when it comes to organizing photos digitally, making photo books, they're all separate courses. And you can find out more @missfreddy.com.

Tasha: Perfect. We'll have a link to that in the show notes as well.

LESS STRESS, MORE PEACE

I wrap up every episode by asking our guests this question, so I might put you on the spot a little bit, but we'll just see what comes to mind.

So what is one thing that's bringing you less stress and more peace in your life right now?

SUMMER BREAKS WITH FAMILY

Miss Freddy: Oh, less stress and more peace. Good question. I take the summer off of my day job, Miss Freddy. Right. So I take June and July off of client work so that I can be at home with my kids for the summer.

And as they get older and probably want to spend less time with me, it is bringing me more joy and peace to know that I prioritized these summers with them.

So I have another couple days left before I head back to work, but that has been making carving out space for my summer breaks has been a huge blessing.

THANK YOU

Tasha: Yeah, I love that. Well, thanks so much for sharing some of your time with us today, and we will hear from you again very soon and Get Organized HQ Virtual.

Miss Freddy: Thank you.

Tasha: Well, thanks so much for tuning in to this week's episode of the Get Organized HQ podcast.

I'm so glad that Miss Freddy was able to sit down with us and that you were here to listen along with us, and we will see you right back here for another episode next week.