



SYNOPSIS

Episode 34: Less Stress and More Peace For Your Photos

MISS FREDDY *from* MISS FREDDY

PHOTO ORGANIZATION

In this episode, Tasha sits down with Miss Freddy to talk about photo organization and the motivation behind tackling a task that can feel so overwhelming.

Miss Freddy believes organizing photos is worth all the work. When photos are organized, they become something you can enjoy and actually have fun with.

WHY DO WE TAKE PHOTOS?

Life moves fast, memories get lost in the “fire hose” of everyday moments, so we take photos hoping they will capture and preserve those memories. But without an organizational system, photos just get buried, and the sheer volume becomes overwhelming.

A SYSTEM OR PURPOSE

Miss Freddy stresses the importance of having a system or purpose for your photos — a “final output” like a printed photo book, which makes the effort feel worthwhile.

For her family, she creates one photo book each year featuring the best photos. Her kids often flip through them and reference memories from years ago. It’s a tangible connection to memories that makes the work meaningful.

HOW MISS FREDDY GOT STARTED

When asked how Miss Freddy became the “queen of photo organization,” Miss Freddy shares that she was a professional photographer but also had a corporate job.

She discovered a scrapbooking community called Project Life, where you took a photo a day and created a photo book with the pictures.

Even though life felt mundane, she documented it by finding interesting, even silly, things to photograph. This project forced her to look for moments worth capturing and gave her motivation to take photos every day.

PHOTO ORGANIZATION BECOMES A CAREER

Miss Freddy explains that while working as a photographer, she noticed many clients weren’t doing anything with their photos after sessions. Sometimes they’d hang a few prints, but often they lost files due to crashes and didn’t have a backup or an organized system.

People didn’t know how to manage or preserve their photos properly, nor did they create photo books or other projects that would bring their photos to life.

Seeing this need, Miss Freddy started sharing her own photo organization process online. She shared her one-a-day photo project, and later,

baby books she made for her children.

THE POWER OF FINISHED PROJECTS

People really resonated with seeing actual finished photo projects. They needed to see the finished project or idea to decide whether or not that interested them and was something they would do with their photos.

THE VOLUME OF PHOTOS WE TAKE

With phones always with us, snapping photos can be automatic — whether it's a quick shot of a receipt, a screenshot to share with a friend, or just capturing a moment. So, how do we decide what is truly photo worthy?

Miss Freddy explains that because her job is organizing other people's photos daily, this has actually helped her personally take fewer photos. She now approaches photo-taking with intention — thinking about what truly needs to be documented.

MONTHLY MINI CHAT BOOKS

One system she uses is a monthly mini photo book subscription. She doesn't feel the need to snap a photo every day but tries to take at least one meaningful photo to document an event.

For example, if they go to see fireworks, she might take a single picture of her kids in their outfits or sitting on a picnic blanket. Once she has that one photo, she feels like she's captured the moment and can put her phone away.

IT ONLY TAKES ONE

Miss Freddy emphasizes that just one good photo is enough to preserve a memory. Certain

events may require more documentation, and for those, she reviews photos immediately or the same day, deciding which to keep and deleting the rest.

The approach can be different depending on your stage of life. With toddlers, she says she took many photos to capture one good one. Now, with older kids, she tends to take one shot and move on.

THE OVERWHELM

Photo organization feels so overwhelming, especially with photos spread across devices, hard drives, and different cloud services. Miss Freddy says that this is not a personal failure. Technology and photo storage have evolved quickly, and our photos naturally ended up scattered over time.

THE VALUE OF MODERN TECHNOLOGY

The goal now is to bring all those photos into one modern system. Once photos are consolidated, organizing is actually easier because technology does much of the work. Features like automatic tagging and search mean you don't have to manually name files or create folders like in the past.

REDEFINING ORGANIZATION

People think photo organization must mean perfectly labeled folders and alphabetical order. But Miss Freddy points out that's not how modern photo libraries work.

Instead, organization means being able to find what you need quickly and actually use your photos, even if your library looks messy.

Miss Freddy shares that even as a professional,

Miss Freddy

her own photo library isn't perfectly tidy. There are screenshots, project photos, and social media shares mixed in. The key is functionality. She can find any photo within seconds using search and albums.

her day job to spend time with her kids has been a huge blessing, allowing her to prioritize family summer breaks while they still want to be with her.

BURNED BY TECHNOLOGY

Miss Freddy acknowledges that many have been burned by tech changes — cloud services shutting down or software updates forcing us to relearn things. But having all photos in one place makes it easier to adapt or move to new systems.

Gathering photos from multiple places is tedious but not difficult. It's a worthwhile investment that pays off by making photo management easier going forward.

GET ORGANIZED HQ VIRTUAL

Tasha shares that Miss Freddy will be a keynote speaker at Get Organized HQ Virtual this year, offering live Q&A time for attendees. This is a great opportunity for anyone to ask Miss Freddy their photo organizing questions.

Miss Freddy gives a sneak peek of her session — covering organizing both digital and physical photos, including what to do after organizing, like creating photo books and projects.

For those eager to get started right away, Miss Freddy offers courses and resources at missfreddy.com, with step-by-step guides for digital organization and photo book creation.

LESS STRESS, MORE PEACE

To close, Tasha asks what's bringing Miss Freddy less stress and more peace right now. She shares that taking June and July off from