Dana K. White

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Dana K. White (born January 22, 1974[1]) is an American author, blogger, and podcaster known for her work in the field of decluttering and home management. She is the creator of the "No-Mess Decluttering Method" and the "Container Concept", and has authored several books, including *Decluttering at the Speed of Life: Winning Your Never-Ending Battle with Stuff*, which was recognized as a Wall Street Journal bestseller in 2018.[2]

Dana K. White	
Born	January 22, 1974 (age 52)
Citizenship	United States
Occupations	Author · blogger · podcaster · YouTuber
Years active	2009–present
Known for	*A Slob Comes Clean* No Mess Decluttering Method The Container Concept
Notable work	*Decluttering at the Speed of Life* *How to Manage Your Home Without Losing Your Mind* *Organizing for the Rest of Us*
Children	3
Website	www.aslobcomesclean.com

Career [edit]

White launched her blog, *A Slob Comes Clean*, in 2009 under the pseudonym "Nony" (short for anonymous). The blog documented her personal "deslobification" process and was noted for its departure from traditional organizational media by focusing on "reality-based" cleaning, targeting individuals who find traditional systems overwhelming.

In addition to her blog, White hosts a podcast of the same name. Her work has been cited by lifestyle publications as a foundational shift in decluttering philosophy, particularly for those who struggle with "clutter thresholds" or chronic disorganization.[3][4]

In 2023, she appeared as a guest on *The Mel Robbins Podcast*, where her methods were discussed as a psychological approach to managing household order.[5]

Methodology [edit]

White's decluttering framework is distinguished by its focus on immediate progress without creating an "organizing disaster" during the process.

No-mess decluttering method [edit]

The no-mess decluttering method is a five-step process that prioritizes making permanent decisions about items immediately, rather than sorting them into temporary "keep" and "toss" piles that can become new

sources of clutter if a project is interrupted.[6]

Container concept [edit]

The container concept is a principle positing that storage areas (shelves, drawers, rooms) should be viewed as finite containers that limit the quantity of items a person can own, rather than as spaces to be "organized" more efficiently.[7]

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