

IMAGE CONSULTING

WHAT IS IT?

Image consists of your clothing, body language, and grooming. It isn't superficial or shallow to invest in because it is your main mode of communication. When you speak, 90% of the message others receive is purely from your appearance. Research indicates that we begin to form preliminary judgments about people within 3 to 4 seconds. Within 30 seconds, we have made at least 11 different assumptions about them, such as their ability to succeed, work ethic, and level of education. Your appearance affects your ability to get jobs, build a business, or find a romantic partner. All your interactions with others are heavily influenced by the way you look and your body language.

Image consulting helps clients polish their image through education and action. It builds confidence and assists them in reaching their potential by teaching them how to effectively communicate through clothing style and color, attractive grooming, and appropriate body language.

"One of the areas I struggle with in putting my look together is trying new pieces that I wouldn't normally choose on my own, but I would if I knew they would look great. Annie helped me in choosing outfits and accessories that I now love to wear and cannot wait to wear again!"

Deseri, business coach

ANNIE'S PHILOSOPHY

It isn't Annie's job to make you look like a magazine model; it is her job to help you find your message, your style, and who YOU are. She then helps clients portray that in the most attractive manner comfortable to them. What's important is bringing out your unique characteristics. Image consulting is an investment in your life and your future. Your appearance directly affects your self-esteem, which in turn affects how others react to you.

WHY HIRE AN IMAGE CONSULTANT?

Clients typically hire Annie because they want help with their professional or personal image.

Professionally:

They don't know what to wear for different business occasions.

They don't know how to shop for a quality wardrobe economically.

They don't know if their "look" is consistent with their brand.

They don't know how to use color to influence their environment.

They leave the house daily feeling that something about their appearance is just "off."

Personally:

They don't know what styles of clothing are attractive for their build.

They haven't cleaned their closet in few years and don't know what is still in style.

They have experienced a life change, such as weight loss, and don't know how to dress their new physique.

They are afraid to try new hairstyles and grooming techniques because they don't know how to do them.

They don't know how their clothing should fit.

BENEFITS OF IMAGE CONSULTING:

Increased confidence = increased success.

Know exactly what you want to say nonverbally and how to say it.

Save money by purchasing only what works for you.

Spend less time shopping by knowing where to go for what you need.

Have an organized closet containing only clothing and accessories that promote confidence and allow you to quickly get ready.

"The most helpful thing I got from our time together was a renewed sense of confidence. Confidence in my current wardrobe choices, and the confidence to try some new things. Something else that really helped and was a bit of a surprise, was our ability to zero in on what I needed—this will help me focus my attention, effort, and funds for the next round of clothing purchases I make."

Kerry, accountant

SERVICES

All services are personalized to fit your needs and are available for men and women.

Wardrobe consultation—This includes finding your unique style by completing a questionnaire and discussing the results. Recommendations regarding where to shop and what to purchase are made so that every item you buy fits your image perfectly. Next, we clean out the closet. Now that we know your style, anything that doesn't match it is discarded. We also check the condition of your clothing and discuss how to care for it. You will learn what colors and shapes of clothing and accessories are most flattering. We "reshop" your remaining garments, finding new and exciting outfits from what you already own. We then construct a list of needed items, and Annie teaches you how to budget and shop for them. Along the way, you are invited to ask questions about anything at all regarding fashion, style, and shopping.

Special Event Styling—Is that high school reunion, office party, or wedding coming up? Let Annie help you feel confident and look stunning by putting together an entire ensemble with you. This can be done either in your closet, or at the mall. If it is done in your closet, Annie makes recommendations about where to shop and what to buy to complete your look.

Travel Packing—Taking a trip for business or pleasure? Make packing a breeze by allowing Annie to help you create the best wardrobe for your travel.

Shopping Companion—Need an objective set of eyes to honestly tell you what looks great and what doesn't? Don't know what to buy or where to go? Annie makes shopping a productive pleasure by knowing how to easily purchase what you need, quickly, and at the best price. A coupon aficionado, Annie will also share her coupons to stores such as Macy's and Ann Taylor.

Image parties—Not the same old house party with the girls! Annie gives you and your friends the fun and relaxation you crave by tailoring an evening to your interests. She can present on a topic, do a question and answer session, have your bring items from your closet and learn how to wear them—the possibilities are endless. Annie also can bring clothing from a local consignment shop to your home, or friends can swap items they no longer want. Cosmetic and jewelry consultants are available to come along also.

Classes—Annie teaches classes regarding various aspects of image consulting, such as how to build a professional image and shopping strategies. Please consult the Classes and Event section for a current listing. She is also available to teach a class specialized to your group or company.

Business Presentations—Annie is available to speak about the value of a high quality professional image and how to attain it. She can also work one-on-one with employees whose performance may be struggling due to poor image.

Girls Day Out—Want to try out some unique boutiques in Indianapolis, or hit an outlet mall? Annie loves to organize a day of shopping for pals. With her driving and making lunch reservations, all you have to do is relax and enjoy. Great for bridal parties, or a group of friends graduating from college who need to put together their first career wardrobe.

Special service for men—Some men enjoy dressing as women. Annie is there to respectfully assist you find clothing, cosmetics, and hairstyles that flatter your feminine side. She will discover what size and style clothing you need and call the appropriate store ahead of time to ensure it is conducive to an enjoyable experience.

FAQS

Does Annie make me get rid of items that I don't want to toss?

Absolutely not. You are welcome to keep any item she advises you to discard because sometimes it isn't easy to get rid of things. Usually, as time passes, clients find they are ready to release those items that no longer serve them. We all make changes when we are ready, and not a moment before. Annie respects this right.

How long does the image consulting process take?

It depends. Your friend may only need to spend two hours with Annie, while you may need ten. Factors such as how long it has been since you have cleaned out your closet, how many items you own, how aware you are of what items work for you, and how much you know your own style affect this decision. Annie will provide a written estimate of services if there is a large amount of work to do. She can also help you budget your time and money for this investment. Annie asks that you schedule a minimum of 2 hours consecutively so that there is plenty of time to accomplish goals.

I have seen the image makeover shows on TV. How much is working with Annie like one of these shows?

The only similarity is that we clean out the closet and shop. Annie strongly believes in treating clients respectfully and with dignity. She will never make fun of you for any reason, or try to make you cry. If you do become emotional during any part of this process, Annie is a trained counselor and can assist you in expressing and releasing emotions regarding your wardrobe and the memories

associated with it. She also has a great sense of humor that helps time pass quickly and alleviates anxiety associated with the closet.

Isn't image consulting just a luxury?

Not at all. You have roughly 7 seconds to make an excellent first impression. When seeking employment or building your business, it is critical that you look and feel your best. If you don't, opportunities are lost. You NEVER get the chance to make another first impression. Especially in the current economic climate, standing out from the crowd by appearing appropriate and stylish is vital to your success. Research indicates that employers know immediately if they will hire a candidate simply by looking at them. Body language authority Kevin Hogan found that participants during a speed dating event knew within 6 seconds if they wanted to date the person across the table from them. Ensuring your success by having the right image isn't a luxury, or only for the rich and idle. It is for everyone who wants to make the most out of life.

QUIZ-- DO YOU NEED AN IMAGE CONSULTANT?

Do you feel overwhelmed when shopping?

Do you have a closet full of clothes and nothing to wear?

Are you uncertain about which colors, styles, and designs are most flattering?

Is your confidence level low when you leave for work because you don't know if you look your best?

When was the last time you updated your hair, grooming, and wardrobe?

Do you hate to shop?

Is this statement true or false for you? "I know exactly what message my clothes, grooming, and body language send to others. I also know just what to do to tailor my message for different occasions."

Do you worry that your current wardrobe doesn't provide business credibility?

If you answered yes to most of these questions, haven't updated your look in 5 years or more, and question #7 is false, then we need to talk! I offer a 30 minute complimentary consultation to see how my services can benefit you.

"Annie has a gift, that's all there is to it. I don't know how she does it, but somehow she's able to help me see the items in my closet as they really are

rather than how I've seen them in the past – as items which must be hung onto no matter what.

I can't even begin to tell you how freeing it was to walk into my closet after she left. I actually enjoyed being in there. It felt incredible to be surrounded by items I actually enjoyed. And since Annie helped me assemble some new outfits before she left, I felt I had not only cleared out the old but also brought in the new. And did I mention that it was even fun!?!

Thank you Annie, so much! I feel like a new woman! Huzzah!"

Shannon, animal communicator

IMAGE CONSULTING ARTICLE

No More Closet Bloopers!

Do you have clothes hanging in your closet with the tags still attached? Do you routinely experience shopper's remorse, wondering what on earth possessed you to buy chartreuse pants or yet another navy tie when you already have 5? The following tips will promote happy and productive shopping excursions, resulting in purchases that you are thrilled to wear.

Avoid the seduction of the word "Sale."

"It was on sale." "I paid only \$5 for it." "It was the last one on the clearance rack."

These are common remarks from clients as they share why an item hangs forlornly with its price tag still attached. It doesn't matter if the item is only \$1. You have just wasted your money buying an item based only on the fact that it is cheap. When confronted with a smashing bargain, ask yourself these 3 questions:

Do I love it?

Does it flatter me?

Does it say what I want it to say?

If you can't answer a firm, resounding yes to each question, put it back on the rack. It is no bargain if you never wear it.

Know what you need before you shop.

Clean out your closet spring and fall. Get rid of items you haven't worn in a year and ones in poor condition. Ditto for clothes that you just don't feel right in when you wear them. Make a list of what you need to be well dressed for the coming season, and keep it in your purse or wallet. When you enter a store, you will know if you need the item that is catching your eye. Also write down some of the key garments or shoes in your wardrobe so you know what you have to work with. For example, if you already have two red dresses or ties, make a note of that so you don't buy more of the same type of item.

Shop during slow retail times.

The best time to shop is when the store first opens, preferably through the week. This ensures that sales people are fresh and helpful, and that the store is clean and organized.

Prepare for shopping.

Eat a good meal and wear comfortable shoes. Wear easily removable clothing so it is simple to try on prospective purchases. Bring a small snack to so you don't get ravenous and inhale junk food. Shop alone and take your time to get what is best for you, rather than rushing and buying whatever because your husband or wife is sighing and staring at his/her watch every 10 seconds.

Know where you will go to get what you need.

Shop on line at common retailers like JC Penney or Nordstrom to peruse their selection before you leave the house. You won't always find the same merchandise in the store, but it will give you an idea of what they carry. That way you won't wander aimlessly from store to store, getting cranky because you can't find anything. Frustration and being tired generally lead to poor purchases.

Always, always try it on

We all know that no two store's size 10 is the same. Annie has also found it is common for there to be discrepancy between the same size, in the same store. Make it a habit to try on everything. Sit down in it, bend over in it, look at yourself from every angle. A sweater may not seem low cut until you bend over and discover that your breasts are on full display. Taking time to try on items reduces the amount of time spent returning them.

