



# Telling our story





It's not the products we sell, it's the stories we tell! The stories in this book are more than content and a narrative. These stories go beyond what's written in the copy on a website, the text in a brochure or the presentation used to pitch to customers. Our stories aren't just what we tell people they are the complete picture made up of facts and feelings. If we want to build a successful, sustainable business and a brand that will garner loyalty, it starts with our stories. Because without a story we are just another commodity, a replaceable cog in the consumption machine with no way to differentiate our brand or our industry. The stories in this book are not simply about standing out and getting noticed they are about building something that people care about and want to buy into. Our stories are the foundation of our brand and a strategy for future growth.

**Jane Seaman AICI CIP · AICI International President**

*"The best brands are built on great stories"*

- Ian Rowden

Chief Marketing Officer, Virgin Group



Español

# Liliana De Luna

## La historia del hombre que no creía en las mujeres

La historia empezó en el año 2005, cuando un hombre de 64 años me llamó para trabajar con un plan de expansión de su propia empresa, a la que había dedicado más de 30 años y que deseaba fuera conocida en el mercado mexicano. Un hombre de cabeza blanca, tez clara, cuerpo delgado y ligeramente jorobado; Su formación como ingeniero, lo hacía una persona relajada pero iracunda cuando alguien se oponía a sus ideas.

Educado por la vieja escuela, pensaba de forma decidida que las mujeres debían ganar menos y no aspirar a un puesto mayor al de gerente. Lo curioso era, que para iniciar su vida pública había decidido contratar a una mujer de tan sólo 24 años de edad, que ante sus ojos era inexperta e inocente, sin conocimientos suficientes para poder apoyarlo en una tarea tan dirigida.

Los meses pasaron, y entre gritos, desesperación y muchas ganas de dar a conocer su esfuerzo profesional ante los ojos de las autoridades y de la competencia, se desarrollaron sesiones de entrenamiento para hablar en público, estructuración de discursos persuasivos, imagen personal, relaciones públicas, manejo de crisis personal y corporativa. Un año después de un gran esfuerzo, fue nominado a presidir una de las asociaciones más importantes que agrupaban a los socios mexicanos de la industria. 9 meses adelante fue elegido presidente de la cámara de toda la industria, incluyendo nacionales y extranjeros.

7 años adelante, atravesando algunas vicisitudes, se convirtió en el laboratorio biotecnológico más importante de América Latina y con mayor presencia en medios nacionales e internacionales, destacando la imagen de su Presidente como uno de los 300 personajes más influyentes de México. Sin duda, una historia que enseña el valor de tener un consultor en imagen de forma adjunta.

Toda historia tiene un inicio y un final, y ésta no fue la excepción. Luego de varios años de trabajo arduo, un día decidimos que era tiempo de dar término a la rutina, de forma temporal o permanente, aún no lo sé. Sin embargo, en una conversación llena de agradecimiento y con lágrimas en los ojos, ambos reconocimos la gran transformación que nos trajeron estos años de convivencia y de reto continuo. La mujer ingenua e inexperta, se había convertido en su aliada para llegar al objetivo de tener una imagen pública reconocida.

Hoy soy consultora independiente.

# Raquel Aragón



Mi nombre es Raquel Aragón, tengo 25 años de edad, soy originaria de la ciudad de Puebla México, actualmente vivo en Houston Tx.

Una de las cosas que mas me apasiona en la vida después de mi familia es mi profesión, poder ayudar a las personas a superarse, a alcanzar sus objetivos y marcar en su vida un antes y después es algo que me llena de enorme satisfacción.

Siempre tuve en mente que un asesor de imagen exitoso, no es aquel que logra grandes conquistas ni el que tiene muchos títulos, y sí aquel que inspira, ayuda y marca la diferencia en la vida de las personas. Y es a partir de este pensamiento que he trabajado arduamente sin desmayar un sólo día, siendo ejemplo de vida para otras personas, y así formar esta imagen de credibilidad, respeto y confianza que son mi mayor respaldo.

Hoy por hoy puedo ver el resultado de mi trabajo. Actualmente tengo mi agencia de imagen "Successful Woman" enfocada principalmente a la mujer. También me dedico a impartir talleres de belleza y superación personal a mujeres de habla hispana aquí en Estados Unidos y el impacto que mi imagen ha causado en la vida de las personas ha sido principalmente de inspiración. He podido influenciar en la vida de muchas mujeres: jóvenes solteras que no tenían la fuerza para cuidar de su salud, de su peso, ni de su imagen, al conocer un poco de mí, cambiaron su forma de pensar, comenzando a valorarse más, a cuidarse, a ponerse nuevas metas, cómo bajar de peso y muchas de ellas lograron sus objetivos. Otras, mujeres casadas que por vivir tan ocupadas en los quehaceres del hogar y familia, dejaron de cuidar de su imagen, pensando que era imposible cuidar de su hogar y al mismo tiempo tener una buena imagen, al conocer mi historia y con algunos consejos, lograron cambiar su manera de pensar, y ahora puedo ver a mujeres felices consigo mismas que cuidan de sus hogares y de su imagen.

Cabe mencionar que soy mamá de cuatro niños, ama de casa, esposa y profesional, y es precisamente esto lo que ha inspirado a familiares, amigos, conocidos e incluso personas desconocidas, a cambiar para ser más responsables, para cuidar de su imagen, de su salud, de su peso (que es con lo que muchas mujeres después de ser mamá luchamos), y alcanzar sus metas.

Gracias a Dios hoy tengo la dicha de continuar con mi preparación, ayudar a más mujeres a superarse con los talleres de belleza y superación personal ya que a través a estos talleres hemos logrado grandes cambios en la vida de muchas mujeres, amas de casa, profesionales y mamás.

Son precisamente estos testimonios los que me motivan a seguir preparándome para continuar ayudando a más personas. Por ahora continuo esforzándome para no dejar de ser ejemplo de: Sí se puede! Y cambiar la imagen negativa que tristemente se tiene de la mujer casada, ya que hoy mujer casada-ama de casa, es sinónimo de descuido.

# Vanessa Simonetti

Por diez años trabajé en el sector corporativo, en finanzas, riesgo e inversiones; en empresas líderes en el mercado peruano. Fortalecí mis conocimientos técnicos y desarrollé habilidades blandas gracias al contacto con múltiples personas y entender sus necesidades. Pero mi verdadera vocación era combinar el diseño y el arte con los conocimientos de imagen para ofrecer un servicio de asesoría de imagen. Asistí al London Image Institute, donde llevé el programa “Advanced Image Consulting & Professional Development”, luego decidí dejar atrás mi puesto en el mundo financiero, abrí mi propia empresa y empecé a dar el servicio de Asesorías Individuales, Corporativas y Programas Ejecutivos para profesionales. Mi nombre es mi marca, no puedo fallarles a mis clientes.

Me asocié a Institute of Image Training and Testing International (IITTI) y coordiné la firma de un convenio con un centro de exámenes local, siendo este el primero en Sudamérica. El Programa de Capacitación para el Primer Nivel de Certificación otorgado por IITTI, es ofrecido con la finalidad de generar un factor diferenciador entre ejecutivos con similar perfil profesional.

En asesorías individuales, genero en mis clientes la confianza para contar sus aspiraciones y sueños, integrando la imagen, coaching personal y profesional. Según el servicio elegido el entregable es un reporte personalizado con ilustraciones de ropa, accesorios y fotos según sus características, utilizando herramientas auspiciadas por instituciones internacionales de asesoría de imagen. Resultado: clientes felices.

En asesorías corporativas detecté que entre compañeros de trabajo es difícil lograr la sinceridad en temas de consistencia de la imagen, por ello diseñé el Programa Gestión de la Imagen Personal en los Negocios dirigido a ejecutivos, donde cubrimos la gestión de la imagen, etiqueta, protocolo en los negocios, currículum vitae, estrategias de networking y entrevistas de trabajo. El Programa cuenta con 18 horas de dictado de clase, paralelamente cada participante es evaluado y en cada sesión elaboro un reporte con los resultados. Asimismo, genero la confianza suficiente para que los participantes fuera del horario de clase pregunten en privado consultas personales. El clima del Programa fomenta el networking entre los participantes, creando grupos en las redes sociales donde me incluyen. El resultado son ejecutivos que proyectan una imagen consistente con la formación profesional y posición jerárquica; el cambio es visible y tras finalizar cada sesión, lo ponen en práctica y comentan que sus compañeros de trabajo les dicen “Luces diferente”, ¡y ellos se sienten muy bien!

# Nadia Valdivieso



## How I Have Impacted My Clients' Lives Through Image Consultancy

### Ana Me Abrió Los Ojos

Llevaba apenas pocos meses desempeñando mi nueva carrera como consultor de imagen. Mi primera profesión fue la auditoría y había trabajado en eso casi diez años.

Es curioso el camino que recorrí para convertirme en consultor. Un día desperté sabiendo que quería hacer algo más que la contabilidad de una empresa. Quería ayudar a los demás... Entonces comenzó mi búsqueda interior. A qué me dedicaría de ahora en adelante? Con el tiempo descubrí que siempre me había sentido atraída por la consultoría de imagen. Cuando iba a un local de ropa o accesorios y nunca faltaba una mujer desconocida que quería saber mi opinión sobre lo que ella iba a comprar. Podía pasar horas hablándole de porque ese color no le quedaba, porque esa blusa le lucía mejor, etc. Entonces se acabó mi búsqueda, de ahora en adelante sabría qué hacer con mi vida, de ahora en adelante sería un consultor en imagen!.

Ana llegó a mí en octubre del 2012. Cuando la conocí, sus ojos mostraban una profunda tristeza. Escondía su belleza tras unos pantalones tipo cargo, una camiseta y zapatos deportivos. Ella era dueña de su propia empresa de explotación minera en Ecuador.

"Nadia", -me dijo- "trabajo con tantos hombres a mi alrededor que me he olvidado cómo lucir femenina. He alejado inconscientemente a mi esposo de mi lado. Ya no sé lo que es sentirse atractiva".

Luego de escucharla atentamente, trabajé en un plan para ella. Nos empezamos a ver tres veces por semana en su oficina. Llegó el día de la sesión de maquillaje. Nunca lo olvidaré... Debo admitir que realmente yo estaba nerviosa de no hacerlo tan bien debido al poco tiempo que llevaba haciendo asesorías de imagen.

Enseñé a Ana paso a paso a maquillarse. Cuando terminamos ella me pidió una vez más el espejo. Se lo acerqué inmediatamente. Entonces... empezaron a brotar lágrimas de sus ojos. Yo me sentí desconcertada. Que hice mal? Me preguntaba. Por qué no le gustó el maquillaje? Después de unos minutos reuní fuerzas y le pregunté: Ana, te sientes bien? Tranquila que lo podemos solucionar.

Ana puso suavemente el espejo sobre el escritorio y caminó hacia una caja de madera decorada en seda roja que guardaba en un estante de cristal con llave. Lo abrió y luego de coger algo con sus manos se dirigió hacia mí. Miró mis ojos. Yo, vi los de ella. Ana ya no parecía triste. Ana se sentía feliz consigo misma. Tomó mis manos y depositó sobre ellas un cuarzo bellamente pulido. "Mi primer cuarzo explotado en una mina!" -Me dijo con orgullo- "Sé que cuidarás bien de él. Este es mi regalo para ti por hacerme tan bonita".

Ana había abierto mis ojos... a partir de ahí supe que ser un consultor en imagen es más que una profesión... es un servicio que ayuda a transformar las vidas de las personas.

Esta bella experiencia yo la viví: Nadia Valdivieso, consultora de imagen

# Lorena Saca

## Apostando en contra de todo

Con ilusión, pasión, perseverancia y entusiasmo inicié con charlas gratuitas para dar a conocer los beneficios al contratarme como asesora de imagen integral certificada.

Enseñar y demostrar la importancia que tiene la forma en que nos ven y perciben los demás no ha sido tarea fácil. En El Salvador no se tenía claridad sobre la importancia de la imagen.

Tuve una gran oportunidad cuando una periodista me propuso ser conductora de un reality show, que ayudaría a demostrar mi trabajo con ejemplos concretos de “renovaciones totales” de imagen. En el 2012 lo propuse al Canal 33 de El Salvador. Sin embargo fue hasta el 2013 que con mucho esfuerzo y sin patrocinadores lanzamos una prueba piloto.

Así nació Renuévate con Lorena®, teniendo gran aceptación. Los resultados de la primera ganadora fueron tan evidentes y emotivos que las televidentes se identificaron. Ganamos audiencia y Unilever se subió en el barco con “Pond’s Age Miracle”. Posteriormente más patrocinadores se incorporaron, y en cada temporada más de 1000 mujeres deseaban ser la afortunada y feliz ganadora, quien recibiría asesoría en imagen y nutrición, trabajos de ortodoncia, guardarropa, cremas para el rostro, salón de belleza, sesión fotográfica profesional y un regalo sorpresa. El reality se ha convertido en un éxito de reconocido prestigio en la televisión salvadoreña.

Uno de los casos fue el de Daysi Navas, quien encontró trabajo después de un año cesante. Pero el caso más emblemático fue el de Lizzette de Cañas, para quien su regalo sorpresa fue especial: Cesar, su hijo menor, necesitaba un aparato auditivo. El programa se lo regaló, facilitándole el hablar y aprender como cualquier niño de su edad.

Palabras de Lizzette:

...“Además de haberme bendecido materialmente con todos los premios, Renuévate con Lorena® me enseñó a quererme a mi misma y a lucir bien, conociendo las prendas que me favorecen. Me ha ayudado a tener más confianza en todos los ámbitos de mi vida. Me enseñó que una buena imagen, combinada con humildad en el corazón y respeto hacia los demás, puede abrir muchas puertas”

A cada ganadora le mejoró su vida, han influenciado a las personas en su entorno, deseando imitarlas al darse cuenta de la transformación integral positiva de cada una.

Lo gratificante es que cada una descubrió y desarrolló su potencial de belleza mejorando su autoestima. Ellas han reconocido que la imagen no es un accesorio sino su mejor carta de presentación.



# Ana Vasquez



## Consultoría de Imagen para estudiantes de bajos ingresos

En México hay una universidad pública del alto reconocimiento, el CIDE, que hace unos años se propuso brindar oportunidades a las mejores mentes del país, sin importar su origen social. Visitaron muchos estados y reclutaron tanto a chicos privilegiados, multilingües, educados en las mejores escuelas privadas, como a jóvenes de comunidades alejadas o marginadas que, a pesar de ello, habían logrado destacar académicamente.

Para compensar las carencias de estos chicos desfavorecidos, el CIDE les pagó manutención, clases especiales de inglés y otras materias, así como una beca. Después, todos recibieron la misma esmerada educación por parte de profesores con maestrías y doctorados de las mejores universidades del mundo.

Al final de cuatro años, los resultados hablaban por sí mismos: académicamente no había gran diferencia en los trabajos y calificaciones de los alumnos que siempre estudiaron en escuelas privadas y los chicos de origen modesto.

Pero se graduaron y empezaron las diferencias: los chicos privilegiados conseguían mejores empleos y becas que los chicos pobres.

Y allí empieza mi historia. La directora académica de la universidad me pidió ayudarles. Sabía que se sentían cohibidos en las entrevistas laborales, o que no lograban “venderse” en sus ensayos para aplicar a universidades.

Le propuse un plan de “Fortalecimiento de Imagen, Comunicación Interpersonal y Habilidades Sociales”.

Fue un programa breve, pero intensivo. Empecé con una entrevista a profundidad para conocer su historia de vida y que pudieran apuntalar sus fortalezas y rehacer sus ensayos. Les puse ejercicios ante cámaras para que pudieran expresarse con más soltura en entrevistas con potenciales empleadores o evaluadores; les enseñé a usar los colores idóneos para su tono de piel, cabello y ojos, y les ayudé a idear un guardarropa para vestir –aun con bajo presupuesto- adecuadamente para cada ocasión. Hice mucho énfasis en su autoestima y en cómo proyectar más seguridad. Por, último les hablé de etiqueta social y de negocios, y sus diferencias. Ello incluyó llevarlos a un restaurante formal y hacer simulacros de presentaciones, entrevistas laborales y otras situaciones potenciales. ¡Y funcionó!

Fue muy grato ver los resultados. En pocas semanas, ellos simplemente florecieron. Su autoestima se elevó, sus capacidades comunicacionales mejoraron notablemente y su seguridad aumentó. Se convirtieron en una mejor versión de sí mismos.

Fue una experiencia maravillosa. Estoy agradecida por haber podido poner mi granito de arena en el futuro de estos jóvenes tan esforzados.

# Jessica Cascante

## Mi experiencia con el cliente que me cambió la vida

Recuerdo con cariño a Iván porque fue la primera persona que creyó en mí, y quizá yo fui la segunda que creyó en él. Motivada por dar lo mejor de un servicio que es nulo en mi país, decidí buscar todas las herramientas para ayudar a Iván a cumplir su meta: Lucir como un profesional.

Iván tenía todas las capacidades técnicas para realizar su trabajo y el de 5 personas más. Su buen desempeño y preparación le hicieron merecer un ascenso estelar. Tan solo llegar a ese puesto ya era todo un honor.

Iván, no consideraba que la imagen era importante, sabía que sus capacidades eran suficientes para llegar al puesto. Lo que nunca se imaginó fue que sus jefes me buscaron para ayudarlo con su imagen. En su versión anterior, puedo decir que había mucha tela por cortar: usaba prendas demasiado holgadas, no se mostraba seguro de sí mismo, no sabía combinar colores, y mucho menos sabía qué ponerse para cada ocasión. Él tenía un buen cuerpo, una bella sonrisa y una personalidad bellísima que hacía que todos nos sintiéramos a gusto con él en cualquier plática.

En poco tiempo Iván comprendió el significado de unos zapatos de peso, de una camisa bien ajustada acorde a su tipo de cuerpo, así como la importancia de un pantalón con el largo apropiado, y ahí empezó a valorar la confección de una camisa.

Hoy día me siento satisfecha de ver a ese hombre ejemplar que ha sabido llevar su estilo a otro nivel para generar impacto, para generar sonrisas y para vestirse de sofisticación pura.

Digo con orgullo que me cambió la vida, porque me mostró que cuando se quiere, se puede. Su esencia siempre fue la de un ganador. Ahora todos lo saben.

# Nelly Villaroel



## Mi Historia

La belleza siempre me ha gustado, y pienso que una mujer, cualquiera sea la actividad que desempeñe, debe ser femenina, proyectar belleza y lucir impecable, aún en circunstancias extremas o situaciones adversas a su condición.

Soy chilena, del norte del país donde la principal riqueza es el cobre, y donde tenemos grandes Compañías Mineras que extraen el mineral. En una de ellas trabajé durante 20 años en mi profesión de Ingeniero, formando parte de una dotación femenina de sólo 3% del total del personal. Trabajábamos en la mina a 170 km. de la ciudad, en un ambiente muy árido, muy frío y con largas jornadas de trabajo. Y siempre rodeada por mis compañeros de trabajo, todos varones, mis queridos amigos mineros, a quienes nunca voy a olvidar.

Mi pregunta era: cómo hago para trabajar en este ambiente tan duro y verme siempre femenina usando mis bototas de seguridad, y lo que es más, usar el detalle que distingue, un accesorio, un par de aros, una bufanda, para comunicar lo que para mí era muy importante: "Soy minera, pero soy una minera bonita. Yo no soy un minero más".

Se acercaba el momento de dejar la minería y debía prepararme para otra actividad. Quería hacer lo que más me gustaba para hacerlo con el corazón. Debía estudiar algo relacionado con la belleza, pero no sabía qué.

Entonces investigué, y así fue que estudié Asesoría en Imagen y luego Maquillaje Profesional, formé mi propia Empresa y comencé a entregar cursos en "Desarrollo de Imagen Personal" a diferentes Compañías, y me di cuenta que me encantaba enseñar.

Un sector al cual enseño, donde están mis clientas favoritas, tiene una característica común: son mujeres maduras, casadas, trabajadoras, que aún tienen mucho por entregar en su rol de mujer, pero no tienen la oportunidad porque están preocupadas del resto y se han olvidados de sí mismas. Ellas saben que esconden una mujer muy linda que quiere mostrarse, pero no saben cómo, e incluso sienten que ya no tienen la fuerza suficiente para hacerlo.

Es tan motivador enseñarles a potenciar su imagen, destacar sus atributos e invertir tiempo en su persona. Ellas tienen que aprender a mostrar su mejor versión, independiente de cuán ocupadas estén. Sólo así podrán aumentar su confianza y autoestima y sentirse bien consigo mismas.

Me siento tan bien cuando ellas piden consejos, participan e interactúan, y por iniciativa propia toman un tratamiento estético. Y es tan gratificante cuando se atreven a cambiar, cuando deciden sacar el beige y el gris del guardarropa y comienzan a usar color, su propia paleta de colores!!!, o cuando me dicen "Yo no puedo usar hombreras porque soy triángulo invertido".

Que mejor que escucharlas decir: "Profesora, mi esposo quiere conversar con Ud.". Y luego se acerca el esposo y me dice... "Ella realmente ha cambiado, se ve muy linda, ahora también va al gimnasio".

Me gusta mucho ayudar a este segmento de personas que es un sector con mucho potencial, joven todavía, sin embargo se siente un poco olvidado, quizás por la sociedad, o en sus propias familias.

Que mejor que inyectarles un poco de confianza, de optimismo y decirles que siempre es posible cambiar.

Yo me apoyo en mi propia experiencia. Sí se puede cambiar.

Esta es mi historia.

# Beth Bores

## RENACER : UN VIAJE A LAS ENTRAÑAS EN BUSCA DE LAS EXTRAÑAS

Una de las voces de Extraña en el diccionario refiere a “que es ajeno a una cosa, que no tiene parte en ella. Que tiene algo de extraordinario, inexplicable o singular que excita la curiosidad, sorpresa admiración. Extravagante”. Entrañas refiere a la parte más esencial, aunque oculta y escondida, de una persona, objeto o asunto.

La tristeza y la melancolía reinaron meses y años y lustros en la vida amputada que él dejó al partir. Y ella seguía esperando, como cada día, que llegara a su vida ese huracán que todo destruyera para dar paso a un renacer. De viuda a madre coraje para salir del país que le robó la vida, los sueños y un futuro prometedor para la familia que había fundado. Esa familia que se convirtió en su centro y su razón, su pasión y devoción. Emprendió viaje rumbo a la Tierra Prometida en busca del sueño robado, de la vida sesgada. Y lo recuperó. Se forjó un futuro para ella y para sus hijos. Pero olvidó a la mujer en su Colombia natal. Y sin ella, se olvidó de vivir.

Yo la conocí en Atlanta, USA, en el año 2010. La vida nos volvió reunir en el 2011. Durante ese segundo encuentro, ví en sus ojos un halo de vida ausente el primero. Y le propuse iniciar un viaje para rescatar a esa mujer inerte que yacía en las profundidades de su ser, lista y deseosa de aflorar y renacer a la vida de la mujer maravillosa que era.

Un Consultor de Imagen tiene como profesión trabajar al servicio de las personas y organizaciones para hacerlas crecer en seguridad y carisma a través de la mejora en su apariencia, su comportamiento y su comunicación.

Un Consultor de Imagen tiene el privilegio de testimoniar en primera fila el renacimiento y crecimiento de una persona. A través de un intenso e íntimo adentramiento a las profundidades de sus entrañas, el Consultor acompaña de la mano a su cliente en el descubrimiento de sí mismo, educándolo y guiándolo en el nacimiento de un YO renovado. Una notable mejora en su imagen global da paso a una persona cuya seguridad y autoestima le hacen brillar y resplandecer por encima de todo y de todos.

Y así es como, una vez más, Olga personificó la grandeza del ser humano. Capaz de reconstruir una vida rota a través de un viaje a sus entrañas para rescatar a la mujer que la vida había aniquilado en unos minutos de un día maldito. Orgullosa de su condición de mujer, vestía y honraba su apariencia proyectando al mundo el alto valor que tenía para ofrecer. Y la vida le respondió. Y le respondió bien.

Gracias Olga por haberme invitado a ese tramo de tu viaje. Gracias a la vida por darme la oportunidad de ejercer tan maravillosa profesión.

# Rosario Galindo



¿COMO HAS IMPACTADO A TUS CLIENTES A TRAVES DE LA CONSULTORIA DE IMAGEN? A través de una vida de lucha constante por el aprendizaje y la enseñanza, por el acompañamiento, por dar todo lo que puedo dar reafirmando que: “Mientras más duro trabajo, mas suerte tengo”, eso lo compruebo cuando leo testimonios y resultados de alumnos o clientes satisfechos al paso de tantos años, cuando veo mis manos vacías y debo seguir llenándolas para poder continuar...” “CONTANDO NUESTRA HISTORIA...”

Hace mas de 33 años cuando mis hijos se fueron a la escuela me sobraba tiempo, empecé a hacer demostraciones en las casas, “vendiendo cremas” gane premios de ventas en esa empresa a donde llegue a ser Directora de capacitación en 1994. Me gustó el maquillaje, tomé cursos sobre el tema y fue en 1990 que abrí Armonía y estilo, siendo una de las pioneras en el norte de la ciudad, donde llevábamos a cabo un curso con duración de una semana en el que hacíamos un análisis personal para saber lo que más les favorecía. En ese tiempo no se llamaba Asesoría de imagen, quienes nos dedicábamos a esto habíamos leído libros o estudiado en el extranjero algunos cursos sobre imagen y les transmitíamos lo que sabíamos apoyándolos en su arreglo personal. Había algunas escuelas que estaban dedicadas a formar modelos y cursos de maquillaje, pero no a dar asesorías ni a “instruir ASESORES DE IMAGEN”. De pronto me llamaron de una empresa grande para apoyarles en capacitación ¡“Y emprendí el camino que nunca imagine”! En 1992 estude la carrera de esteticista graduándome como Cosmiatra. Conocí a Michel Dumas, quién radica en Toulouse, Francia, nos hicimos socios. Con él, impartí las primeras conferencias en Estados Unidos, Paris, así como en Rusia; después me invitaron a Argentina y Chile. Mi sociedad con Dumas, el capacitarme en Francia y Estados Unidos, aunado a la experiencia en la dirección que adquirí en la empresa donde trabajé y la solicitud de las personas por aprender, me dieron la idea de enseñar a más gente a hacer lo que yo hacía y nació entonces en 1996 la primera generación de “Asesores en Imagen” En 2004 conocí AICI, fui a EU a presentar mi FLC y reprobé a causa del idioma. NO ME RENDI, estudié nuevamente y volví a presentarlo APROBANDO. Después demostré los requisitos para ser CIP, nivel que conservo orgullosamente.



English

# Wendy Buchanan



## Beautiful Glasses! Something so Simple...

Fitting eyewear as a fashion accessory and part of total image has been my passion since starting my company 18 years ago. As a Licensed Optician and trained Image Consultant my focus has been on building relationships with clients and offering a unique personal shopping experience so clients feel comfortable and relaxed and we can then explore new looks in eyewear. My consults are always about the client: the image they want to project and complimenting facial features and personality so they can be perceived in a way that helps them build relationships in their professional and personal life. My story demonstrates how you can have surprising results that can positively impact lives and are bigger than we can predict or imagine.

Last Fall, I worked with a new client and we had a fun first appointment selecting her new eyewear and sun wear. It was important to Deb that her glasses were colorful, professional and accentuated her eyes. Together we selected a beautiful trendy royal blue plastic frame with turquoise metal accents. She was thrilled that her new eyewear would accessorize with her wardrobe colors and create an element of fun.

With many client success stories over the years, I have learned that eyewear can attract a new date, get to the next interview and increase credibility but had no idea that one day they could be part of something much more memorable and important for someone until I heard my clients' experience after wearing her new specs.

Deb had only been wearing her new glasses for a few days when I received this message by email, " Hi Wendy, just had to tell you what happened this weekend. Not sure if I ever mentioned it, but my mother has Alzheimer's. She doesn't know who any of her family are. She recognizes us, but she doesn't know our names or that she has kids or grandchildren. And her vocabulary is very garbled, but she is always happy to see us any time. I went to see her on Saturday and I had my glasses on. Her eyes lit up and she kept saying, "oh pretty" and touching my face and glasses. She kept staring at me and saying "how nice". If anything could make my day, it was to see her light up and smile.

Thank you for helping me with that moment. There are few times that we can make her smile like she did and put a few words together that we can understand, something so simple..."

It's rewarding to be in a profession that can have such a profound effect on a person's life. I am grateful to be able to do what I do!

# Katherine Lazaruk

## Change Me, Change You

“That’s a real job. You could do it.” Those eight words, spoken to me eight years ago, changed my life.

If you’ve ever been in a place with your career where you stood at the bus stop just hoping for the bus to jump the curb so it would all be over and you wouldn’t have to go to work, or anywhere else ever again, you know how it felt to be me.

Stifled by highly practical parents and locked down into a teaching and performing career that felt like a jail sentence, I’d come to the end of my rope. On stress leave and working with a coach, I got some great advice and since then, have been living the idea that I could create a life I loved. I could change other people’s lives by first changing my own, doing work that mattered, that made a difference.

Just how big a difference I could make didn’t really occur to me until a recent conversation with one of my program graduates. She came to me in 2011, seeking more responsibility at work.

What she didn’t expect was a promotion to a global position, a complete renovation of her apartment, and a total overhaul of her communication skills such that she was able to repair her relationships with her sister and father and come to grips with the death of her mother, all while negotiating a very tense work situation and looking ahead to the end goals. In a very real sense, she moved into her life. Then she looked me in the eye and told me it was because of me.

Because I was a catalyst and a strong source of safety and support throughout the process, she felt she could fly.

It was then that I realized this is absolutely where I belong, changing and growing and encouraging others to do the same. I hear a lot of consultants get into it for the glamour and fashion and get out just as quickly because of the workload of running a practice, but for me, this is the sweet spot; plenty of autonomy to keep me happy, plenty of challenge to keep me busy and plenty of joy in my work, seeing clients soar.

Making a living is good; making a difference is great. Big or small, it’s up to you. Inspire someone today.



# Jane O Smith



## Jane O. Smith, 3/13/15

After I lost my right breast to cancer, I knew that my body image was central to my recovery and that fashion was a part of reconnecting to and expressing my new normal. So I worked at Talbots, sold Avon, did makeovers for Shiseido and produced seminars and a podcast about still sassy living after setbacks and surprises (often times with Hair Cuttery). My background was in strategic communications and marketing – I knew that dressing for success was the mantra for honoring one’s beauty. However....

However I needed more. I didn’t have confidence. I didn’t feel radiant. That’s why I attended a Washington D.C. AICI education day in 2012. Everyone seemed so glamorous. I sort of fitted in...but there was this aching for something that would take me farther than my appearance. I kept searching.

I joined “She’s No Plain Jane” at another event.

Fast forward. I wrote, watched TED talks, purchased books about renewal, staging your comeback and found Brenda Kinsel’s books ...I was hooked. Building confidence and feeling charismatic wasn’t just about colors and lines and textures. Brenda is a cancer survivor and I found a comrade in my journey.

She had an interview with Evana Maggiore – a teleclass. When Evana spoke about intentional dressing based on desire...I was really hooked. Sign me up! I took Evana’s “transformational dressing” on-line class. It opened a magical mirror into a new way of viewing my body, my energy and the power within my “natural” state. Breasts be damned. With two, one or none...it didn’t really matter!

Evana and I never met in person, but we exchanged e-mails during her journey with cancer. I wrote an e-guide about New Normal Living (she was so grateful), I organized the TEDx Bethesda Women event, and I wrote blogs and gave interviews for cancer-related organizations --- I mentioned Fashion Feng Shui in all of them, as a profound resource in the face of health-changing crises.

Last year I presented 70 seminars about stress management and work-life balance to federal agencies. I spoke about image and personal presence as the foundation to knowing, owning and showing one’s changed (and best) self.

As a new board member of the AICI Washington D.C. chapter I am paying my vision forward. How very precious that AICI is there to help us to revere our physique as the core of this human experience. It will be a beautiful ride!

## Neha Malhotra

I am Neha Malhotra; I completed my Certification as an Image consultant from Dr. Joyce Knudsen at The Image maker Inc. on completion of my training modules, I was amazed to see a positive change in my own personality both externally as well as internally. It was a transformation as well as a self-realisation programme for me. On completion of my course I was determined to utilise my expertise and to change at least 1 person's life around me.

I was fortunate enough to have come across an NGO "Samuel foundation" who run a Fashion design and product merchandising college for under privileged children. They got in touch with me through Facebook and were looking out for my training courses for their students. They wanted to bring about a change in personality and Image of the students and help them get placed in good companies as the previous year's placement records were below average. I thought this opportunity will actually help me change lives of so many children who really deserve to be happy.

I decided to go ahead with this project on a very serious note and made sure I would pay personal attention to each one of them. I conducted workshops, on improving interpersonal and interview handling skills for the upcoming campus placement sessions. I prepared very easy and understandable presentations for them and at times, even translated the course in regional language, so that they could understand everything. My training with Dr. Joyce came up to me as my strength; I could help these students understand the importance of possessing good personality in their overall success.

During the training programme, I could see a change in terms of positive attitude, better communication skills, grooming and increased confidence level with a different outlook towards adverse situations.

Finally At the end of the semester we had 100% placement of all the students, in few of the best companies listed in panel.

I really feel as a professional Image Consultant I possess the power to help people improvise their choices in terms of right appearance, Behaviour and communication (ABC of personality) I now, strongly believe "An Image Consultant can not only help people expand the possibilities of their Image but, can also contribute a lot to the society in terms of creating responsible individuals who can leave a long lasting impression"

# Jacqueline Whitmore



## A Woman Named Carol

Last November, I was invited to present a seminar on image and etiquette to a group of students at the China Foreign Affairs University in Beijing.

One student's life was forever changed by my presentation. Her name was Carol.

I shared stories about my childhood. I talked about my humble beginnings and how I was raised by a single mother and grew up in a small town in Central Florida. I told the students how my failures in life led me to find my passion and my success. I encouraged them to get a good education, follow their passion, and never give up on their dream.

At the end of the evening, Carol thanked me for my kindness and my inspiring stories. Later, she sent me this heartfelt email:

"Dear Jacqueline,

It was a great honor to attend your lecture and learn from you. I felt so lucky to be your assistant tonight. It was an experience I'll never forget. Your speech meant a lot to me, for I no longer feel disappointed in myself and no longer feel confused about my future.

I also come from a small southern village where people barely know the outside world. Your story sounds so familiar to me, and what you have achieved inspires me.

I wrote about your speech in my blog: <http://bbs.chinadaily.com.cn/blog-1812420-24384.html>. "

In her blog post, she wrote more about the impact I had on her life. Here's an excerpt:

"Honestly speaking, I was quite confused about education. Was it worthy of time and money? Was my pursuit of learning right? I am now a postgraduate, but back to my hometown, a small village, girls are not encouraged to pursue higher education, or she will be considered to be unfilial. My parents continue to support me and cheer me up when I decided to go on further study. I am also lucky to have parents who always wish their children the best. Jacqueline shared a similar story, which inspired me to carry on my study instead of giving up. I believe sooner or later I can be the one I want to be, and live a life I want to live."

In January 2015, one of Carol's dreams came true. She emailed saying that she was accepted as a member of the Chinese Program in Korea (CPIK) and will be teaching Chinese in a Korean public school this spring!

# Carolina D. Tan

## **'TRANSFORMING LIVES FROM THE INSIDE OUT'**

A provincial girl growing up in Puerto Princesa City, Palawan from 1974 to the mid 80's. Transferred to a Chinese school in Manila after. Trying out new activity which is modeling. Finished Cum Laude taking Bachelor of Arts major in Communication Arts at the University of Santo Tomas. TV Host. Resource Speaker. Freelanced with an image institution which lasted as a contractual facilitator for 16 years. Who would have thought I will be making a solo business out of Image Consulting? By God's grace, now 2015 we are being blessed entering our 4th year to operate independently under ENHANCE YOUR IMAGE TRAINING CONSULTANCY.

ONE-ON-ONE COACHING: 'Impacting clients one at a time' takes a great deal of commitment from both Image Consultant & Client. The 2-Hour Ten (10) Session minimum customized program sees them through a process from Imagination Management to Personal Shopping. The end result of seeing each man, woman, teenager & child more confident of self, acting positively, expressive in words, refined in body language & improved over-all appearance - inspired to be a better person every single day of their school, work & family life - 'shining effortless' as is where is.

GROUP TRAINING: 'Impacting clients a few at at time' takes proper coordination & right matching to achieve results. For a minimum of 5 people who can only spare a certain amount of days or limited weeks, this 2-Hour Eight (8) Session intensive program is given to a focused group sharing similar or common interests. The aftereffects are varied ranging from progress to do 1-on-1 coaching to add-on sessions at a later period. What happens to these people? 'Changed lives' as an effect of voluntary willingness to evolve in character plus a positive perception of self brought about by enhanced appearance, behavior & communication.

CORPORATE WORKSHOPS: 'Impacting clients one company at a time' is the lifeblood of the business. Various industries from A to Z are covered with commitment from medium to long-term. Here we see a chain reaction brought about by training people from entry level to top management, culminating in higher productivity output, more assertive work force & favorable corporate image among others. What comes as a surprise? In spite of the time allotment anywhere from 4 hours to 1 week, with participants ranging from 25 pax & up, each one is able to showcase an 'Inside Out Transformation' that becomes more positively obvious as time passes :-)

# Olen Juarez – Lim



It was a natural order for me to be in training and development and I'm lucky I found my passion to be my job. Helping others develop and gain skills to be the best they can be has encouraged me to grow and learn personally and professionally. My image consultancy journey began in 2006, I was looking for a challenging and meaningful professional development goal and while I was practicing a few years early on, I thought AICI would be a good way to learn more about the Image Consulting profession and certification was another way to hone my professional skills.

I recognized this passage would take substantial effort, as I knew nothing great comes easy. After attending my first conference, I felt like a whole new person. I was inspired, equipped and confident with work and it was highly evident with my dealings with clients and the programs I ran. I was able to create a competitive advantage by leveraging AICI's competency models, applying and achieving high performance strategies serving as framework for program development. Proven approaches, instructional aids, and other resources helped me enhance my programs becoming my strategic tool. As the years passed, my vision as an Image Consultant was never the same.

Based on our relationship with new and repeat clients - that we define as family at the OJL Consulting Group, we consistently represent our abilities and share values to form a powerful bond of transporting their vision into a reality. There are 3 distinct impacts we make with clients: 1) the ability to discover the beauty and excellence within them; 2) the proficiency to connect with their inner selves and others meaningfully and productively; and 3) the power to use the beauty, excellence and communication to achieve breakthroughs in their personal and professional lives. That's the impact of Image Consulting – it resonates, it's robust and it leaves a significant mark.

Thank you AICI for being a key part of my career journey, for the opportunity to challenge myself and helping me showcase my talents. Its been an odyssey of sorts: I've gone from being a newbie nervous trainer to an experienced public speaker, a skilled training professional, and a creative instructional designer. My AICI certification proves that this has been a worthy journey and I hope it motivates others in the profession, to begin their own career journey.

# Daphne Magna

## The Unusual Suspect

Two years ago I was approached by a fitness trainer who was working with a young athlete with professional football ambitions to improve his image, both visually and verbally, help rebrand him, and get him the well-deserved opportunities to try out for the National Football League in the US.

This young gentleman was a Harlon Hill trophy winner and NCAA record holder in American college football, but had lost the attention of NFL recruiters, as he was absent from college sport for over a year. After a few devastating years of his mother's death, becoming a father at a very young age, and a failed marriage, his significant career opportunities disappeared. All of this topped an already challenging childhood growing up in poverty, with drug-addicted parents on the rough streets of Pontiac, Michigan.

After our initial meeting, it was clear this young man had the passion, drive and resilience to overcome the barriers so apparent in his life. Through our time together, visualizing his ideal brand, developing his professional image and crafting his incredible story, he began to better understand his own personal values, his purpose and how he could best serve. Both his physical and mental dedication paid off, as he began playing for semi-professional teams, creating fans like never before, and getting closer to trying out for the NFL.

Then one day this winter, he called me to say, "I need my brand manager now more than ever"! He came to the conclusion that he was destined to share his story with other young underprivileged kids, who needed to know that they're worth it and that they too can achieve their wildest dreams. He finally realized his personal story was compelling enough to inspire others, no matter his poor educational record.

From pro athlete to pro motivational speaker, this young man was born into the career he really was destined to perform. He is now using his voice to spread hope, motivated by the sheer pleasure in the smiles of the kids he talks to, and feeling great about himself as a result. For fear he would sound stupid, for fear people would think less of him, for fear he wouldn't make the cut, he reached out to me. I was able to guide him to where he could be his best self and know his own self worth. My greatest achievement so far!

# Ann Lindsey



How has my Image work affected others?

My best work, my most inspired moments, my most empathetic consultations, my most driven leaps forward professionally can all be linked to similar experiences in my own life.

I suffered from obesity most of my adult life. After the departure of my husband of 16 years I began to lose – three years of therapy and 100 pounds later I regained my self esteem and wanted to shout from the roof tops – Damn! I could have been beautiful at any weight!

During this same time period my mother was battling cancer with the related appearance agonies of lost hair and removed breasts. This was a daily painful reminder of how much emphasis is placed on appearance and how much of a woman's self esteem depends upon it.

These were the defining moments from which I started my image business - the desire to show women their own beauty could and should shine through how others saw them. I wanted to simplify, educate, give a powerful feeling of empowerment that follows a woman as grace from the boardroom to the bedroom, and everything in between.

I have helped women of all ages and walks of life, but my favorites are the ones who might be considered the most challenged. Joy Charity was a U.S. Navy and Air Force chaplain who was scarred and disabled in a line-of-duty accident on an aircraft carrier. Our 6 months of work together convinced her for the first time in 15 years the world saw her natural beauty, and not the scars. For JC, a short sleeve top, a low neck sweater, lipstick and mascara were life changing powerful moments akin to walking down the red carpet. She attested it was of a greater value than her years of physical and behavioral therapy.

In conclusion, I have clearly felt that what I have done that is been the most meaningful to my client begins in the place that is what I am most passionate about in my own life. From helping men – captains of industry (who can you ask??) to graduate students about to forge their future; from cancer surviving menopausal women to overweight girls – I LOVE that this work has the ability to bring a new way to see and celebrate our natural gifts, and add feelings of beauty, handsomeness, desirability and success to those who experience it!

# Cherrise Tan

## My stories in Image Consulting

I have been in Image Consulting for 9 years. When I first started in the industry, I look at it very shallow. However I like it very much because apart from making people looking beautiful, I can make myself more beautiful.

Over the years, I have gained more experience in the industry. With yearly AICI Conferences and activities has helped me a lot to gain my knowledge. It's not shallow, it's a noble industry.

I have been into corporate training and personal consulting for past many years, whether on my own or with team members, I realized that we can give many tips and inspire people but the result doesn't last for long. I have done my job but I am not satisfied.

It crossed my mind 2 years ago, instead of only providing training for adult, why not to younger crowd such as teenagers. I started to design the program. I wanted the students to benefit the program to unleash their potential and boost up the confidence level.

They are young blood with more creativity mind and willing to accept new information. When they were sent by their parents, some of them were unwilling, however what motivates me was, they like the program and started to open up. Apart from understanding their personality more, they have managed to learn to speak. Speaking to their family members with open heart. Just a simple theory for them to follow. They started laughing and unable to do the exercise. Until trial and error, they managed to speak confidently with their friends. Then they will be given a chance to speak to their family (brother or sister). When they burst in tears, I was shocked! I never expected it. After understand further, not all family members can speak with open heart and to give compliments to each other is the hardest things to do. When tears dropped. It was because after living in same roof for more than 12 years, they have never communicate with each other with openness.

One of the student shared with me that she has never felt her brother cares about her that way. That open heart talk, they learned to express more. This exercise also help them to communicate with their parents better and clearer.

I am glad to find my passion in life. Blessed to have masters who groom me from stone to diamond. My passion continues to inspire and help more because if we learn from young, everyone is a gem.



# María Eugenia B. Villegas



## Awesomeness of Image Consulting

I first heard of a professional image consultant when I watched in the movie “The Kid”. Ironically, Bruce Willis portrayed a crabby image consultant – someone you wouldn’t exactly like to approach. I thought to myself, “If he can be an image consultant, why can’t I be one?”

Actually, I’ve always had a penchant for fashion and style. After getting a degree in Fine Arts from UST, I mused about studying Fashion Design abroad, but ended up doing NGO work. With flexibility in my work schedule, I decided to be a freelance image consultant. When I finished a course on personality development from John Robert Powers, I mustered enough courage to give modules and seminars on image enhancement to establishments. In 2013, I set up FLAIR Image Consultancy to expand my practice and services.

So far, my experience as an image consultant has been enriched by the lives of those I’ve touched through trainings and coaching. Being a member of the Association of Image Consultants International (AICI) Philippine Chapter for the past 3 years has been most beneficial for my practice and development.

I got to know about AICI in October 2011 when I bumped into Delby Bragais, founder of the AICI Philippine Chapter who invited me to be a member. I signed up soon after, assured of the support of my colleagues in the industry and the continuous image education through conferences and forums.

As I reminisce how I started and look forward to countless possibilities in the future, I can say that the image profession is awesome! As an image consultant, I’m not just another training vendor, but rather an image coach and mentor. It’s true some are born with good looks and a magnetic personality. However, it is great to witness the transformation and increase in confidence and self-esteem of participants and clients after a seminar or individual consultation. Total image enhancement requires guiding clients to raise their standards of beauty, courtesy and propriety in keeping with one’s dignity. In fact, etiquette can be defined as “aesthetic behavior”, emanating from respect for oneself and others.

Whenever someone avails of my corporate training or individual coaching services, at the end of the day, what matters is his or her resolve to make an impact through image. Conviction, confidence and consistency are vital to achieving a power image.

# Dina H. Loomis

## Brand New Eyes

I received an urgent call from a lady friend last November. She insisted that I see one of her colleagues for coaching and image consulting. My calendar was already full, but she convinced me that it will be worth my time and effort.

My first meeting with Mary Ann Gonzales was very pleasant. She is a soft-spoken, friendly and humble person. She is also a single parent of four girls and two boys. She wanted to share her time and resources with the underprivileged women and children in her community by becoming a leader in her Rotary International District 3820.

In spite of her impressive credentials, she felt uncertain and nervous with her possible nomination as District Governor-Elect. I quickly discovered that her lack of self-confidence was due to the fact that she has never delivered any speech in public and she did not have a sense of style. She only dressed in blouses and jeans.

I conducted a series of coaching sessions with Mary Ann on public speaking and gave her my guidelines on choosing her own individual style.

After three coaching sessions and personal style assessments, I gave her “new voice” my stamp of approval. She lost her monotone voice and she started to wear appropriate business suits to her business meetings and her own personal best feminine style dresses to her Rotary Club meetings.

The warm smiles, hearty applause and favourable feedback that she received after her first stint in public speaking dressed in her new feminine style worked like magic for Mary Ann. She also accepted an invitation to be interviewed on radio and TV, and won the nomination for District 3820 Governor-Elect.

Because of her humble beginnings, Mary Ann entertained self-doubts and always thought that “she was just lucky” in business.

Her change of mind set and winning attitude surfaced when she discovered that she was appreciated for being herself. Her new-found self-confidence also endowed her with a brand new pair of eyes—she is now looking at herself as a woman with infinite possibilities, a masterpiece in the making.

# Carmina Iturriaga



## Ana Stefany Ramirez Estudillo

### A Life Challenge Achieved Through Image Consulting

Stefany is from Poza Rica, Veracruz, in eastern Mexico. Her family could not afford a high level education. This young lady left home for better opportunities in Mexico City. She had no relatives to stay with, and very little money. Somehow she got to a ladies' residence where she stayed in exchange for math classes in a school linked to the residence.

She applied to the IPN Technical College and got brilliant academic performance, deserving a good position in business world. The first time she went to an interview, she left crying. No recruiter took her seriously. Stefany remembers this episode as one of the most painful experiences of her life.

After several failures, Stefany resigned to obtain a modest position, keeping her classes, living in the residence. Her professional future was uncertain.

One day, a friend took her to our 6 lesson - ladies - image -workshop. The image above says it all.

I still remember her look of hope to learn the tools for success!

I captured her potential: she had this strong wish to learn everything to improve her image skills.

The first step was designing a hairstyle, an easy cut to style and keep in control no matter the wind or rain. We chose a semi permanent straightening to help achieve this goal.

The hairstylist taught her several times to do her hair. Soon it was easy being ready in 20 minutes.

This was a mayor challenge for Stefany, since she had no idea what to do with her hair.

Then we worked with make up. Stefany was not used to wearing any cosmetics, besides she could only afford some with a little budget. It was amazing sharing techniques and using a shadow / blush duo to create a beautiful face!

Finally, her wardrobe. With a little money and learning well from her color analysis she completed the basics with a few custom pieces.

Each class I saw her determination of becoming a self – confident , beautiful and sophisticated woman, ready to face the world.

So she did, after a few interviews, she got hired, and had a life opportunity in Europe. A dream! She went to Sweden and soon met someone!

I remember her crying " I am so grateful for all your help. Thank you Carmina." I cried with her.

That was when she got the job!

# Carla Mathis

## A Story from Carla Mathis

I love seeing lives transformed by the work we do. A client recently shared a “reawakening” she experienced after our session.

“In the beginning my world was full of color. Fast-forward twenty-five years. Twenty-five years marked by illness, failures in my career, and losing loved ones. My world had turned gray, along with my wardrobe. I opened the door to my closet and was greeted by mourning blacks, confused charcoals, and depressed grays. On the top shelf, there was a colorful note... dark denim. I was wearing my misery. These drab colors kept me hidden in a crowd, unnoticed.

Then I met Carla. I had never even heard of image consulting, but after learning what it entailed from some friends, my curiosity brought me to her door. Carla took me through each step, highlighting how my clothing, hair, and make-up choices affected how others viewed me. She helped me to see the beauty I was hiding, and the potential my future could have, by simply wearing clothing that authentically communicated who I am.

As I started following her advice, I began to see color again, not just in my closet, but also in my life. Gone was the dark cloud of clothing, and in its place were joyful oranges, playful pinks, and refreshing turquoises. The first item I purchased after meeting with Carla was a tangerine colored cardigan. It was the remembrance of my true creativity. It was my first step in pushing away the gray. I went from hiding in a crowd to getting the attention for who I truly am, strong, artistic, and feminine. It is easier to face many different obstacles and trials now that I can look in the mirror and see myself, not just my shadow.

It has been several years since my reawakening. I have been so inspired, in turn I want to follow in Carla’s footsteps and bring image consulting to those who need to see their own true colors. When someone else affirms and reveals the beauty that exists within you, and teaches you how to reveal that beauty to other people, it is priceless. When I look in the mirror, I can see my potential, and in turn, I want to pay it forward. What a world it would be if we all could learn to see ourselves in color?”

This is why I do it, and why I teach it. Let’s change the world together!

# Cindy Ann Peterson



## I love making a difference in the lives and careers of my clients

Image consulting takes clients and helps them realize their full potential in both their personal and professional life. When working with clients I have the opportunity to awaken in them a world of self-understanding and personal growth through the world of image. The key is to listen and delve into their needs and give them a plan to understand what they need and help them reinvent new possibilities. Many times it is learning what the client needs before they even know. Using my educational background as a Bachelor of Science in Apparel, Textiles and Design and certifications from: the Fashion Institute of Technology, Universal Style and my AICI CIC, I keep my skills updated with the latest technology and serve my clients around the globe. Through problem solving, growing of clients, and training refinement at corporate levels, I instill confidence with clients both in-person and virtually.

One client retiring from a successful career in the Air Force desperately needed a wardrobe to launch his new civilian career. In the process of the new career apparel not only was he transformed, he got the job after months of looking, met a girl and became engaged. Then I had the honor of working with his bride in the discovery of her dream gown, by Jenny Packham. It was an extremely rewarding experience to be able to work with a client through three major life events and setting him firmly on his way to a happy and successful future.

So what happens when a client calls and she just found that she has a meeting at the White House but is wearing her worst color and not know it? It was Peterson to the rescue: meeting the client at the Metro with my Magic Scarf, (a chiffon scarf I purchased at the world trade towers in 2000) in my client's perfect colors. Quick rework of natural makeup and subtle color, confidence and natural charismas were instilled. The meeting was a success and neither her presentation nor attitude was compromised. She achieved the goal with her presentation and professional presence.

In the banking field I was once asked to address the new business casual. It's imperative to look at the company's vision and mission. They were having a problem with dressing and offered training to bring the entire staff to the level that was respectable and worthy of monetary investments. The key is to remember that it is business first and casual second. In another occasion, at the final class of a course at the University of Maryland, the professor saw that some of the students did not possess the qualities that adequately prepared them for a professional career and brought me in to speak on their image as an important hiring factor for their future.

Image Consulting makes a positive difference in the lives of others. I have also been honored to be the tailor-on-call for President Clinton during the APEC conference, and I look at each client and corporate client as a privilege to help them succeed in life and achieve their goals.

# Catherine Bell

## From Invisible to Incredible

The air was electric as Afra\* gave a motivational speech to several female executives. You could hear a pin drop as she passionately addressed her topic – presentation skills. Was this the same shy person I worked with just two years before, captivating the audience? What a huge transformation! I soon learned that my work with her on appearance, behavior and communication played a key role.

After delivering a dining etiquette workshop to medical students in preparation for their residency interviews, Afra asked for assistance. She wanted to work in ophthalmology, a highly competitive field with only one available position. When she saw how polished the female doctors in that department were, with their high-end clothing and confident manner, she knew that she had to work on her image.

Afra excitedly grasped the concepts of personal colouring and style lines as we did her analyses, audited her closet and went shopping. As she donned her interview suit, which was not in black to be strategically different, she visibly changed from a student to a professional. An immigrant to Canada, Afra also welcomed guidance on business etiquette and presentation skills. I suggested that joining Toastmasters would be an economical way to continue developing her speaking confidence. She took my advice and soon became the President.

The evening before her interview, Afra was required to attend a cocktail party where the interviewers would be watching her social interaction. Being quiet and reserved, I coached her through all the steps in working a room. Once there, she found herself welcoming out-of-town candidates and introducing them to others. Not only did this help calm her nerves, it also increased Afra's visibility.

Back to the presentation – what I learned from Afra that evening made her transformation even more remarkable. I knew that her parents were of mixed race, but not only that, in her country of origin, it was dangerous for females in her situation to attract attention. Until she was a teen, safe in Canada, she had always had to be quiet – in her words, her goal for all those years was to be invisible. Now faced with being a doctor, it was imperative that she believed in her abilities and communicated with authority. She then outlined how working with an image consultant gave her the courage to come out of the shadows, find her voice and become a confident doctor – but not just any doctor – an ophthalmologist!

\*her real name has been changed

# Colette Michelle



## MY Story by Colette Michelle

I started image consulting about 50 years ago, when the profession was just emerging. It was a great time because there was very little competition. Being French born and having a French accent helped tremendously, and I used it to my advantage.

First, I started doing informal shows in restaurants, then I picked up clients for personal shopping and closet re-dos. Then I started teaching evening continuing education classes and was told I had a great speaking manner. Before long, I was dubbed the Dr. Ruth of Fashion. My presentations were straight-forward, no nonsense, humorous and informative.

My next goal was to break into the corporate market. I started small by offering free image makeovers to business professionals, men and women. Then luck came my way. I was booked to do "spouse" presentations at conventions. At last, money was coming in. Soon the phone started ringing, and I was being booked by big corporations, organizations, and financial institutions across the country. They flew me in and dined me. I was in heaven.

All this gave me courage to try things that had not been done in our business to that time. I was the first image consultant to present accessories shows for international buyers at the LA Mart. I did that twice a year for 2 or 3 years. Then, I was offered the job of Corporate Fashion Director of the 13 Walker Scott Co. I was in charge of presenting all their fashion shows, going ahead of the buyers for the LA and NY Fashion Week and suggesting what to buy for the stores, doing inside fashion shows, to include being first to present fashions for Petites and Large Size (now called Plus Size). These were new categories in the fashion profession. The CEO of the company even sent me to Fashion Week in Paris and London. WOW!!!

I left the job to visit my husband, who was in the Pacific during the Vietnam War. I spent 4 months traveling around the world on Pan Am by myself. Starting out from Singapore, I went to Nepal, which had just opened its borders. My route continued to India, Egypt, Morocco, the Netherlands, to the States. No need to tell you that being blond, petite and sexy, I received lots of offers for dinners. I have great stories about that trip! I also gathered many colorful materials along the way.

Once home, I opened my own company, Fashion Promotions, and got bookings to present great fashion shows for organizations. I was the first presenter in San Diego to incorporate a male model, a black model, and an over-50 model in runway shows. Another first was including dancing and singing.

Then I changed my business name to Winning Images International. I had a great studio and many clients. For 15 years, I also did the TAP Program for military officers, helping men and women transitioning from the military into civilian jobs dress for interview and job success. I received many kudos and also garnered one-on-one consultations to help clients buy their civilian wardrobes.

I believe that every time I have had a client I have seen this person make positive changes, not only in a better wardrobe but in finding their own confidence and strength.

Now in the autumn of my life, I am still passionate about fashion and image enhancement, doing it more for love than money and helping women (and even myself) reinvent themselves into healthier, more



youthful individuals. At 85, I still care to look great, elegant and dynamic. I also joined Color Me Beautiful company.

Within the past five years, I've been through cancer and other medical problems, and now I teach fashion and beauty classes aimed at women over 60. I am having a ball.

The fashion field today is much more difficult to break into, but I can still say it brings a feeling of accomplishment when you make a difference in others' lives. This is so with every client I've worked with. Yes, this is a great profession that can last as long as you look the part and love to teach and help others who need to gain confidence in their appearance -- not only for themselves but also for their success at work.

Being part of a great international organization like AICI, where you can meet other AICI members like I did in the Netherlands, Paris and Vienna is special. I am very proud to be a charter member of AICI.



# Alejandra Marroquin



## How Image consulting has had an impact on other people

When I graduated from college, I thought I knew everything because I got good grades; I was in the honor roll and came from one of the most respected Universities in Mexico. Little did I know, that wasn't enough. I had to go through trial and error to see what worked and what could keep me growing professionally. From the beginning, I had to learn to keep a positive attitude to get my first job, and then I had to learn how to tone down my voice because I had a northern accent; it was invasive in Mexico City where people talked smoothly and toned down. I also had to learn how to adapt my appearance and dress to a completely different life style (student to executive); I had to look credible, how would people know at first glance, that I was capable. It took me longer than expected to achieve what I wanted, so when I realized that through image consulting I could help other professionals to accelerate their potential in less time, it made my heart beat... I was so excited to know that all I did was backed up by theory and it had a reasonable explanation on how it could help boost your executive presence.

What if I helped other professionals achieve their goals in less time, and what if I influenced others to really believe that they could be successful; I wanted to help them make their dreams come true. How could I work with them to make them believe they could do what ever they set their minds to? What if I motivated other professionals to become better people and contribute to their professional growth? I quit my job from 18 years in the financial industry to become an image consultant. I decided to leave all behind and studied to become an image consultant while I still could. I had a full time job, two kids and husband to attend to but I managed and I succeeded I got certified as soon after I quit and now I had to prove this was a career and not just an expensive hobby. Most of all, I feel passionate about what I do. It has shown these past 4 years.

I have women clients come to me and mention how they have gotten raises and believe in themselves among male dominant organizations. I have shared tools to high-level executives who realized how they have to keep learning and innovating no matter how long they have worked or how much success they have achieved. My clients come to realize that there is a moment, when even if they have all the technical knowledge, they can't relax the image they project because it can affect their personal and professional growth.

I have realized how important it is to me, to know that I help other people become better people, naturally I am paid in exchange for my services; however the best satisfaction is that I am working with people to make our world a better place to live. I want to spread the word in any way possible, I want to share what helped me grow and achieve work-family balance. I feel I have contributed to make other people obtain what they want. Additionally I have grown from within and become a better person. I really love and feel passionate about being a professional image consultant.

# Thea Woods

Emily came to me upon a friend's recommendation who was already my client. "Emily really needs your help. Her self-confidence is so low, and she's such a wonderful person. Your program would do great things for her," my client said.

Four months later, Emily was sitting in front of me. Her story unfolded as a 20-something woman who had struggled with her body image since becoming a teenager. Trying to achieve an "ideal" body eventually turned into an eating disorder that landed her in medical facilities and therapy. Emily learned to control the eating disorder, but emotionally she still felt unhappy with her appearance. It affected her job and personal life.

My Signature Style Program was suited for Emily's needs. She met with with Dr. Louise Menlo of Compass Settings who administered a personality assessment called the About U Report. They identified stress triggers and coping strategies as well as environments/activities that boosted her energy levels and confidence. Emily started implementing changes immediately, including looking for a new job.

We moved on to the style portion of the program. That's when Emily experienced an "ah-ha!" moment. While reviewing her guide she said, "Wait. What's this about large bones?" We discussed what it meant and how it affects your overall physique and personal message.

"Are you kidding me? I've been going to doctors and therapists for years and no one every said anything about my bone structure. This changes a lot." Emily was truly surprised.

We then discussed balancing yin and yang for a feminine and how to best wear color, lines, fabrics, and patterns to flatter her body. Emily's signature style began to take form.

A year later, I received an email from Emily, who had moved. "I'm happy to share that life is going well in Atlanta. I recently began working for [company name]. I'm enjoying the new role and the future opportunities to grow. I've been dating a great guy for almost a year now and it's going really well. I credit working with you so very much for the positive and happy changes in my life over the past year or so. Your help and wisdom help set me on a good course!"

Emily recently updated her Facebook profile photo. I almost fell out of my chair— she had continued to evolve her style on her own with great success.

This is truly Emily's story, not mine. She proves that it's not the information I provided, but what she did with it.

# Ferial Youakim



Being young and beautiful is one thing, but being young beautiful and having self-esteem is another thing all together. This is what an Image consultant can do for today's young women.

I have had the pleasure to work beside "Felicia D'jamirze, Miss Australia International 2013 and Miss Tourism Queen International 2011 by Styling her and guiding with her "Total Image" including but not limited to hair, makeup, wardrobe and consulting on official photo shoots as well as etiquette and leadership skills.

I taught Felicia "Its Not The GOWN Or The CROWN You Wear What Makes You Stand Out From The Crowd, It's Your Smile, Your Helping Hand & Giving Back To Your Community What Makes You SHINE"

I truly do believe that my services have not only encouraged and helped Felicia to win the crown but also helped her win within our industry and also in life. Felicia experienced first hand the "Power Of Image Consulting" and loved her experience so much that with my encouragement and mentorship decided to become an Image consultant herself, undertaking and completing training with ByFerial.

Felicia knows the importance of looking good and feeling great, and how it can help take your life and your career to the next level, for many this can be a difficult task however with a few basic skills it can be made easy.

Felicia also knows that if she can do it anyone can, and through inspiring her she now has the ability to help and inspire others. Felicia not only became a Certified Image Consultant but has also joined AICI as Vice President of the Sydney chapter so she can help others reach their dreams like she did, this is a testament that becoming an Image consultant brings out the best in you and therefore allows for you to bring out the best in others.

# Marian Rothschild

## Choosing A Life of Greatness

Gail Hamilton lost her sight completely by age 11. She overcame learning differences, social fears, and the struggles of being blind to earn a Masters degree in Psychology. Despite these and many other overwhelming challenges, she accomplished her day to day living independently, and all in complete darkness. She lived in a Habitat for Humanity bungalow and desperately longed to be an author and motivational speaker.

Gail was my first blind client. She had been wearing hand-me-downs and charity donations. I discounted fees and adapted services for her needs. She was thrilled to start expressing her own personal style with clothing. After shopping consignment stores, I pinned braille identity tags on each piece of “new” clothing, then hung them in outfits, hangers tethered with rubber bands.

For makeup, Gail had to find each pencil or brush, then feel her brow, eye, or cheek to apply each product. We tackled head-to-toe appearance, voice, and presentation. After her makeover, she said, “Before we met I always felt half put together, with no idea what to wear. Now I have a foundation and am confident I look professional, pretty, and polished. Your concepts remain steadfast in my memory.”

Gail was honored to win the 2013 Ms. Colorado Senior America and Fourth Runner Up in the

National Ms. Senior America pageant. She said, “Your image consulting gave me motivation, inspiration, and belief in myself to win Ms. Colorado Senior America. Our work together turned my dreams into reality so I can now help others.”

Last year Gail completed and published her autobiography, *Soaring Into Greatness: a Blind Woman’s Vision to Live Her Dreams and Fly*. President Jimmy Carter endorsed her book, in which she states, “I am the creator of my destiny, composer of my symphony, and I choose to live a life of greatness.”

“Marian, you’ve helped build my confidence and inspired me to grow into the professional I longed to be. I stand taller, speak clearer, move more gracefully, and am bolder when presenting myself.”

A friend described Gail: “She’s so sweet and all about empowering others with courage and passion. She has amazing presence and doesn’t let her blindness hold her back. Actually, she’s my hero.”

Gail is a great example of what inspires me about this profession – the opportunities to help others fulfill their dreams and live their best life fully.

# Diane Ballos



## How I have impacted my clients' lives through image consulting.

In a typical 2 hour appointment at Dress for Success I fit a client with 2 or 3 complete outfits including shoes, a purse, accessories, and often times outerwear and underwear. We do all this in one small boutique full of donated items. Paperwork and administration requirements often cut into our short appointment so my client and I have to simultaneously get acquainted and start shopping. Sometimes the client does not speak English (my first and only language) and we both have to get creative to understand each other. Somehow we always manage.

The other volunteer stylists (though not trained image consultants) are wonderful, generous and giving women but I know that my greatest asset in this situation is my training as an image consultant. My training has given me the ability to set aside my own opinions and agendas and just listen to my clients. I listen very carefully to what she says, I listen to what she doesn't say, and I listen (with my eyes) to what she is saying with her facial expressions and body language. My required outcome is to find clothes that fit her well and are interview-ready. Everything else is about her; her level of comfort in terms of modesty, colours, patterns, fabric, garment care requirements and actual comfort – i.e.: heel height, and warmth, etc.

These women are an inspiration. I believe it is easier to pay for help than to ask for help.

The women who come to Dress for Success are strong, brave, courageous women who happen to need help. I am very honoured and humbled that they trust me to see them at their most vulnerable. They are expecting free clothes so that they can re-enter the workplace. They are not always expecting to be honoured, respected, and celebrated the way they deserve.

I wonder if they know how being a witness to their strength, determination and vulnerability has impacted my life and my career as an image consultant.

# Debra Lindquist

## Image Consulting Saved The Airline

The phone rang. The caller was a United Airlines Inflight Supervisor who wanted to meet with me to discuss how “image consulting” might play a role in improving the image, attitude and working relationship between airline inflight supervisors and flight attendants. United Airlines flight attendants belong to unions, United Airline Inflight Supervisors represent management and supervise flight attendants. Each supervisor might be responsible for 175 or more flight attendants. At that time, there was not much of a cooperative spirit between the two groups. Once I became aware of the issues that were blocking the desired results I was able to present a program for improvement. I was given a six month contract to create an image program in the United Domicile at Denver International Airport.

Airline flight attendants are often the first contact that a passenger has with the airline. It is essential that the flight attendant appear confident from the standpoint of providing airline safety. A pleasant attitude and a helpful demeanor are essential. Uniforms must fit, be clean and must follow airline standards. Grooming and makeup should be appropriate. Long hair must be styled so as not to fall into food served to the flying passengers.

Initially I was almost ignored by the flight attendants. They associated me with “management” and did not view me as someone who would be helpful. I turned this impression around by using what I call the “Star Technique” and the “Pampering Special.” As “First Contacts” the flight attendants were the stars as viewed by the flying public. I encouraged the flight attendants to understand what a critical role they had in promoting the airline. My role was to pamper, praise and educate in order to assist the flight attendants to be the best they could be. I assisted them in choosing correct colors and flattering makeup products. Their attitudes improved and they took more pride in their appearances. They saw how certain versions of their uniforms could be more figure flattering. They became even more aware of airline uniform regulation standards.

We had newspaper coverage on an image update project where hair and makeup styles were updated and made more current with the assistance of local hair stylists. Personal pride and more cooperative behaviors developed with the FUN that everyone was having, Image Consulting definitely SAVED THE AIRLINE!

# Jainee Gandhi



Sat to write my story and was wondering what to write... After staring the screen for 30 minutes, am still wondering how much to write?

I call my story "Headhunter to a Headturner"

Got married at 22, was really happy, like a dream come true, because getting married seemed like the only possible dream 10 years back. (now don't go backwards and guess my age ;-)).

My father in law pushed me to go out and work, he said what will you do home whole day, go work part time somewhere. Little did I know that a part time job will become a full time job soon, which I will enjoy. I started as a junior recruiter with a HR firm and after 8 years, left as a Head Hunter for AVP's and above. Used to love my job, the interactions, the action, the trend forecasting of jobs. However exiting my job was, I could not see myself doing that whole of my life...

Every time I share my small journey as to why I became an Image consultant, people say it's very philosophical. I was in US in 2007 when I saw an Image Consulting firm in New York and wondered what they actually did. Somewhere the imagination I built within me made me feel attracted to it and inspired me to read and research about it... and the more I understood its power, the more it felt right.

So when I came back, I started that business under a different name in 2007... but had to shut down in 6 months – because maybe Mumbai - India was not ready and neither was I, coached enough for it I guess. So then I did a certified course on Image consulting and restarted my firm in 2011.

That's how I entered image consulting... because a hoarding attracted me and it felt right... Sometimes something's just feel right, you know.

My venture's name is Image ReDefine. We are a corporate styling & Image consulting firm. Our major service is training individuals & corporates to make a brand for themselves. We work with them on services like personal style analysis, body-shape analysis, colour-pattern evaluation, wardrobe evaluation, smart shopping, make up techniques, power dressing, body language, etiquettes, international dressing style scale, etc. Essentially we work on everything related to the ABCs of an image – appearance, behavior and communication.

I love what I do. Being authentic to yourself is one of the most important aspects, I train clients on.

Had always dreamt of having a corner office, my own office somewhere overlooking the sea...

Miles to go before I sleep

Warm Regards

# Kelly Macbitz

At 26 years of age, Cindy was living the life of her dreams. She was working as an associate for a large PR firm in Florida, in a long-time relationship with her college sweetheart, and was constantly surrounded by friends. By all accounts, her life was perfect.

Her supervisors saw her as a rising star and told her so on a regular basis. Soon she would be heading up her own division, and she had dreams of starting up her own firm one day.

The week following her 27th birthday, all of that changed. Cindy was driving home from a meeting late one afternoon when the SUV in front of her stopped short.

Cindy awoke in the hospital 8 days later in excruciating pain. She had received 3rd degree burns to nearly 50% of her body.

After the accident Cindy underwent 13 surgeries - skin grafts to her face, neck, and chest. Her boyfriend broke off their relationship and her friends stopped coming around. Even her family seemed to have abandoned her.

One day Cindy decided to watch "Life Around the Bay." This particular afternoon was "Makeover Monday." The TV show featured a local makeup artist who was certified in camouflage and paramedical makeup. Her clients included men and women with scars, acne, dermatological issues, and burns.

Cindy watched in amazement as the dark purple birthmark on the woman receiving the makeover became invisible in just a few minutes. Was this the answer to Cindy's prayers? She obtained the makeup artist's number and made an appointment the very next day. She couldn't wait any longer.

The next morning Cindy showed up early to her appointment. The makeup artist showed Cindy how to apply the special makeup on herself. Afterwards Cindy looked in the mirror with amazement. The scars and discoloration seemed to have vanished!

Since Cindy's camouflage makeup consultation, her life has changed for the better. She has a new job as a patient advocate and an active social life.

I am intimately familiar with the events mentioned above, as I was the featured makeup artist on the TV program. It has been several years since Cindy and I first met, but we still get together often so she can fill me in on the great things happening in her life. With every visit she is sure to remind me how my makeup was her miracle medicine.



# Joyce Knudsen



My childhood involved “being a Mom” to 4 of my 6 brothers & sisters. Also, a fever as a baby had caused me to lose much of my vision. This is when I first knew I had strength. I would ‘pretend’ to see and no one knew.

I went for a 2 year degree in Nursery School Teaching. After all, all I knew was how to care for small children! Luck struck while I met my future husband, who believed in me more than I believed in myself. We dated until I received an offer in Chicago to be a Director of a nursery school. My very first invite. I was so excited. When I told him about moving, he said, “You can’t move. I want to marry you” This was an exercise in finding strength.

Fortunately, I had an aunt who wanted her daughter to attend beauty school and paid for us both to go together. While there, I many young girls and I had a burning desire to help them gain self-esteem and self-worth. I didn’t EVER want anyone to feel how I had felt growing up.

I began by developing Buttons & Bows (6-10) & Ribbons & Lace (11-14). Schools invited me to do these as after school programs. I was hooked. Now, image was in my blood and finally, I had figured out what my life’s work would be.

At the age of 38, I went to Michigan State to earn a Bachelors Degree. Doing so gave me even more strength.

I WAS READY!!!

I became a charter member of AICI. How did I get here? Me? It exceeded my expectations.

And, then it really started happening! I had a woman come into my office and wanted to become the first woman to win the Presidency of The American Veterinarian Association. She did become the first women in history to become the first woman President!

It was 1994 and some months later, I received a letter from CMU asking if I want to go o for a PhD. Me, a PhD? I decided to “go for it.” It was near my 52nd birthday that this was accomplished.

Receiving the IMMIE Award, The Award of Excellence for Education and the AICI CIM was amazing. Imagine the strength in all of these achievements.

This, my friends, is my story.



# Peggy Rose Webster

In 1990 I started on the Image Consulting path. It seemed a natural progression as I had been a cosmetologist since the 1970's. Little did I realize how much lives would be changed through the power of color, image and the confidence that comes from knowing how to put your best foot forward!

Below are two testimonials that I can and will edit if you would like me to... but I felt it best to let you hear from two women who represent the spectrum we serve... Peggy Rose Webster, Image Coach

from my website: [www.dressrichlivericher.com](http://www.dressrichlivericher.com) (testimonials)

## Terri Dunevant

### Also known as: "Terri the Blitz Master"

I came to Peggy already feeling pretty good about myself, but knowing that I should be getting better results in business.

I thought maybe she could help me with my image. First, she threw out much of my closet (and explained why) then, she told me what I needed to look for (and why). She took the things I was allowed to keep and showed me how to wear them in a way that would accentuate my physical assets while hiding those I didn't want to accentuate.

She showed me how to wear my hair like a successful woman of my age, how to get the most out of a quick make-up application and gave me recordings to study to that I would not only be doing what she said, but completely understand.

Within a month after my image consultation was complete, my sales went up 10X from the amount they were previously! I felt great, and it showed through in my confidence.

People, believed in me, trusted me, and wanted to do what I represented. Peggy's consultation was a turning point in my life.

I am now living my dream as a motivational speaker internationally and I owe a part of that to my now best friend, Peggy Webster.

CEO WinCourage, llc

Terri Dunevant,

International Motivational Speaker

**Chelsey Jackson,**

### **Total Look Student**

When you think of a beautiful woman, you think they must have wonderful clothing, skin tone to die for, eye color that's breath taking, and almost always a body of perfection. One thing I have learned that was quite astonishing in the total 12 month course I took at TSPA, was that it takes the average person 3 seconds to judge an individual strictly upon just their looks. The great thing about this study is that although people can be so quick to judge, the beauty industry can help make complete transformations for those women who have insecurities regarding their appearances.

The Total Look course taught by Mrs. Webster was a complete eye opener. The skills that she taught us were not only to help our future clients, but to help us as individuals truly understand the meaning of an over all transformation. Total look also made it clear that we can help women become confident, beautiful, and overall help our clients feel a complete balance of beauty from head to toe.

Some things that Mrs. Webster taught us during this time were challenging to hear as a woman; because as we know, the beauty industry can be very blunt and crude. And although this may be true, Mrs. Webster helped us understand that we had the ability to look and feel wonderful just the way we are. She also gave thorough examples of the right colors to use on our skin tone, as well as what hairstyles we should and should not wear.

I soon started to realize that these are very common questions that my clients would ask me everyday in the salon, "Which face shape do I have?" "Would this hair color compliment my skin tone" and etc. I soon realized that this class was going to be extremely beneficial. The first day of this course, Mrs. Webster opened with explaining the exact meaning of Total Look, and asked for a volunteer from the class. Not knowing what I was getting myself into, I raised my hand, and started to walk towards the front of the classroom. She had sit me down in the center of the classroom, and draped me in this topped color cloth around my entire body.

Feeling skeptical, she continued by putting my hair into a hairnet that had no exposure of my hair, and started pulling out swatches of different colors. She then continued by asking the class of which colors were complimentary colors to my skin tone? This helped my class and I define the Do's and the don'ts for cool and warm skin tones. We also discussed the shape of my face, and how I could disguise the roundness of my face. She then explained to me some different styling methods as well as different haircuts that would be flattering to my face.

When it came to the end of our session, Mrs. Webster then asked me to please stand up in front of the class to demonstrate how to determine a Body Shape. Feeling very nervous, I stood up and had Mrs. Webster wrap me up into a cotton towel surrounding the entire width of my body. This directly pointed out my extreme curves. We then started looking at the hand out's that she had given us that were to help us define a woman's "body type". Hoping for the best shape possible, I stood their anxiously waiting for the results.

We then discovered that I had an Hourglass body shape, and Mrs. Webster explained exactly how I hold my weight, as well as several different styling methods I can use to show off my best assets, and hide the worst. After this course was finished, I had a completely different outlook on a woman's beauty. It's not just about their hair, or they're clothing, or what body shape they have; A woman's beauty can be determined in their total look of their appearance, and how that their total look can start their day with confidence everyday.

To wrap this up, Mrs. Webster did an amazing job with teaching Total Look to our cosmetology class. She taught us several things by breaking down the entire appearance of a woman's body, which we secretly judge everyday. It take 3 seconds to judge one person, and with the help of total look, you can feel secure as an individual knowing you look balanced with beauty. By defining eye color, skin tone, body shape, as well as clothing type, you can have just that. To conclude this simply, with out Mrs. Webster teaching the class of September, we wouldn't have grasped how to uncover the beauty in every woman.

Sincerely,

Chelsey Jackson

I love you Mrs. Webster

# Ernest Moore



## Sharing my Story with AICI

In a culture that is directed toward women, being an Image Consultant and Re-branding Specialist for men is a difficult task. We can look around AICI and see this is a female dominant organization. Most men are just not that interested in style, let alone etiquette. So when we see most men, getting their nails done, or concentrating on their image, perhaps is an avid shopper, we tend to place them in a, not so favorable category.

Our impact has affected many males, on many different levels, whether it was for business or social reasons. I would like to highlight a young man, who was 12 years old. He had a passion for learning how to tie all forms of neck wear, I have only seen in myself, meet Jerrod. This young man lives in Philadelphia, and while visiting for a speaking engagement. He asked that I show him the proper way to tie an ascot, bow tie, and regular tie. His enthusiasm was second to none. Now mind you, this young man comes from one of the roughest neighborhoods in Philadelphia. While we paint a picture of most young men doing negative things, this young man had other plans. Not only did he learn how to tie them all, in about an hour's time, he stayed up the rest of the night to perfect what he had just learned. What made me consider this story out of all of my other clients, was not only did he learn how to, he went and taught others. Correct me if I'm wrong, but isn't that what our purpose is here as consultants, to teach others, so they may teach others? Yes it is, and that has been our mission and purpose.

Well TEAMEMI and Future Gents, intends to change the mindsets of these young men. By starting them out early and showing them the importance of style and etiquette, to become gentlemen, we have and will continue to restore the Gentleman. What's ironic is we are two generations removed from the mission, set forth by both of these organizations.

We base our focus on the 5E's of TEAMEMI (E is the first letter of my name and the 5th letter of the alphabet): Enhance, Exposure, Empower, Educate, and Etiquette. With these 5 principles, we feel we can enhance all men to become gentlemen.

# Elaine Stoltz

## A Better Me

Last spring I took a new job as a director in the publishing industry. As excited as I was, about six months in, it became clear to me that I had transitioned my career from manager to young executive. Thrilling and a little scary.

This new job presented me with loads of opportunity, including the chance to gain valuable career advice and insights from our CEO, also a woman. During a mentoring session, one piece of advice she offered me was to up my game from an appearance perspective. While this might sound overwhelming or odd, it came from a place of great respect and care. Woman to woman, she shared with me that it's not always easy as you progress, and she didn't want my casual style to be an impediment. As women, we don't need any additional obstacles in our way.

From years of working with technologists in Silicon Valley, my style had evolved to very casual and downright minimal in the make-up and hair department. While I was processing her advice, my first thought was simply, "Why isn't being smart, good at what you do, and kind good enough?" But I had to admit, she had a point.

So off to the mall I went with my husband in tow to try to find my work style. We roamed from store to store utterly perplexed. For the life of me, I couldn't figure it out. In my head I thought, "How is this possible? I am nearing 40 years old and I cannot dress myself."

The consummate fixer, my husband pulled out his iPhone and came across Stoltz Image Consulting. He offered to take me straight there to see if they could help me. Admittedly, I was hemming and hawing as I was in disbelief that I could not figure this out on my own. What I didn't know was that I was about to take an amazing journey with Elaine Stoltz as my guide.

I spent three and half hours with Elaine as she did a complete color analysis, taught me better ways to apply my makeup, and offered advice on clothes styles and shapes that would work best for me. I was skeptical at first, but as I learned, listened, and saw with my own eyes the recommendations that she made, I was completely convinced by the end of the day.

However, as they say the proof is in the pudding. So I put all of Elaine's advice to use, and pulled together a few new outfits in the right colors and styles and bought the Stoltz Image makeup line to complete the look. I was ready. I headed out on my next business trip prepared. Wow, was I amazed. Whereas I had never really received compliments before on my appearance, I was showered with, "Wow you look great," or "Those colors are amazing." It was so fun.

I walked into the CEO's office for a follow-up meeting to our session, and she was thrilled. First, she loved that I listened to her advice and took action. Second, she thought the look was great. Overall, she gave me an A+, and as a classic overachiever nothing could be better for me.

The best thing about Elaine was that she worked with me to make a better me, not a different me. To be honest, I'm a little bit of a quirky girl. I've got crazy curly hair and Texas charm. Those things make me who I am, and I didn't want to be someone different. Rather, she enhanced me and my style so I could be the best me. The best side effect of all was that it boosted my confidence in ways I couldn't imagine. My boss often praised me for my smarts, but said my confidence needed some work. Elaine helped me make giant



strides in this area by simply realizing who I could be and how to feel comfortable in my own skin, and for that I am eternally grateful.

I can't recommend anyone better than Elaine and Stoltz Image Consulting if you are looking to make a change. She is definitely part of my corporate education plan, and critical to my success. I look forward to continuing to grow and learn with Elaine.

## Alheli Valerio

I cannot start to share how I have impacted my client's lives through Image Consultancy before I share why I decided to start working on this beautiful profession. I used to look everywhere for any good beauty advice but I realized that not everything worked for me, so I started to wonder how many women were there looking for the right answer for their beauty questions? So I decided to prepare myself and maybe I would be able to help them find the answer and feel prettier...

To help myself express better I asked for support for some of my clients and here are some of their experiences:

"Get to know the world of color and how it can change and affect my life has been a beautiful experience. My self-esteem has grown, I feel more secure and above all I just want to learn more and experiment new colors. I believe everything comes in the right moment and thanks to you, the colors have come to my life to give it a great twist. Claudia Diaz."

"My image did not reflect my professional aspirations. Thanks to your advice I achieved the confidence in myself that I needed. With my new "Self-confidence" I have a great advantage over other people, which has been the key to victory in many professional battles and the core key to live a well-being life. Miriam Campos."

"To rediscover the importance of image and how it can affect our lives and how people react around us has given me the strength I needed to dedicate those extra 10 minutes that makes the difference not only in how I look, but most importantly in how I feel about myself, and this has helped me go through difficult times. Johana"

I thank the opportunity this exercise has given me to realize that through Image Consultancy we impact people lives more than we realize. It has been a great experience to know that what I do with so much care has helped others. I realize that we can only impact our clients when we really get involved with them, when we listen close enough to discover their real needs and help them emerge like a butterfly and expand their beautiful wings to fly away with a new self-conscious. So all I can say is "Thanks" because is like a dream come true.



# Beatriz Ocanto Pérez



## The helping hand.

When John booked a makeover, he warned me straight away on the phone that he has never paid attention to his personal image, but he could not help his savvy sister advise any longer.

I sensed a hidden reason urged him to contact me, and assumed he would feel more open in a neutral territory, so, we set a coffee meeting in a cosy café near his office.

I use to arrive early to my appointments, particularly to this one: my first paying client.

At a single glance, he looked like a draughtsman instead of the leader in his own company. John was a civil engineer of my own age, single, looking pale, shy, even 10 years older dressed in those “comfortable” clothes, as he called them; his hair and beard were growing in total freedom and his eyeglasses were purely functional.

We did not shake hands on his arrival, he spontaneously kissed my cheeks instead, as usual between Spaniards, but not so often in business when meeting for the first time. Half surprised, a few minutes later I finally understood, when the waiter brought our coffees and John skilfully opened the sugar with his only one hand.

I felt so embarrassed, I sunk my face completely into the cup of coffee, which gave me some seconds to put myself back together and swallow a very uneasy question: will I be able to assist him?

We had a lively talk; he was facing a new challenge in his business, meaning he had to expose himself to the public as never done before, to start promoting his company on the social arena, to keep it going and growing. I empathized completely with the challenge.

Shortly after, I've sent him the proposal with a schedule he agreed at once. I created a versatile business look in a light Spring colour palette for a natural personality, brilliant and wit, as he revealed himself during our interview. I avoided carefully and purposefully any unnecessary buttons, detachable zippers, laces or similar inconveniences. It took us about two weeks to complete the new wardrobe and grooming style. Through the whole process, I witnessed John's self-confidence thrive while the shyness faded out.

And so was mine.

Six months later, he dropped by my office looking polished, dynamic and creative, while feeling poised and sexier than ever. The business were getting good prospects too and he insisted in inviting me for a drink, which I obliged. He could not wait to introduce me to his brand new fiancée and ask for my helping hand with the wedding arrangements.



日本語

# Hitomi K. Ohmori



新任社長としてデビュースピーチを控えた女性からのご依頼で社長にふさわしい服装コーディネートはもちろん、立ち居振る舞い、表情、話し方、スピーチの組み立てまでトータルなトレーニングを行ないました。これは、社長デビューを終えたあとの、本人からの感謝のメールです。

お世話になっております。  
先日は大森先生の個人レッスンありがとうございました。

昨日は、ドキドキの社長デビューでした。  
150名の前で緊張しましたが、大森先生のご指導を何度も何度もお風呂場で練習してから本番に望みました。第一声を大きく堂々と意識して発声できたお陰でわりと落ち着いて話すことができました。さらには、髪型からブローチの付け方、歩き方や笑顔の見せ方、名刺の渡し方からアドリブなどなど・・・すべて活かすことができましたと思います。  
来賓のお客様からは・・・

「今までと別人みたい!」  
「自信が溢れていて輝いていましたよ!」  
「すっかり代表らしく美しくなっちゃって」  
「オーラが輝いていて只者じゃないと思った」

などなど、今まで生きてきて聞いたことの無い褒め言葉をたくさん頂戴し、自分で予想している以上に良い印象を持って頂きました。  
広報部長や社内の仲間からも、「社長!良かったですよ」と声を掛けて貰えました。

ご指導いただいたお陰で今回のデビューが大成功ただけでなく、私自身が「自分の新たな可能性」に気づいたような気がします。  
大森先生のお仕事は、単なる外見のコンサルティングだけでなく、外見を通しての“心の機微”へのアドバイスをもとに、その人の生き様のポテンシャルの可能性を広げていくお仕事なのだ、ということがよく分かりました。

これほど大きな効果を出せたのは大森先生のご指導の賜物です。  
世界の大森メソッド。さすがですね～。心より感謝申し上げます。  
近々また100名規模の前で話す機会がありますので、再度スピーチのトレーニングを受けさせていたきたいです。本当に、ありがとうございました。

## Hitomi K. Ohmori

外資系メーカー、コンサル営業の男性。  
上司から「今のままなら年収を半分にするぞ」と言い渡され、当社を訪れました。  
服装からセールストークの中身まで踏み込んだ集中トレーニングを実施。  
結果は、年収が下がるどころか、一気に400万円もアップしたのです。

事前の入手データからは30代後半なのに、会ってみると20代の若者にも見える彼ははなはだ信頼感に欠け、クライアントである中小企業の経営者に

「君のような若い人にいわれてもねえ・・・」

となかなか大きな契約が取れず悩んでいました。  
当社を訪れたのは、上司から「その幼く見える外見を何とかしないと年収を半分にするぞ」と言い渡されたからです。

はじめに丹念なヒアリングを実施し、彼の抱えている課題を抽出して分析。そこでまず、外見力の重要なファクターである服装を、職種と知性を表現するスーツに変え、相手に合わせてシャツやネクタイとのコーディネーションを変化させることを指導しました。さらに何度か通っていただき、表情づくり、姿勢、動作、立ち居振る舞い、ビジネスマナーのブラッシュアップ、話し方の基本と好印象を与える効果的なプレゼンテーションをトレーニング。本人の高いモチベーションとも合わせ、熱いコンサルテーションとなりました。

ヘアスタイルもさわやかに決まり、ひととおりのコンサルテーションを終えた頃、表情はいきいきと、目は輝きを増し、背筋はピンと伸び、歩き方も自信に満ち・・・彼は、すっかり「できるビジネスパーソン」に変わっていました。  
商談に臨むと、効果はてきめん。以前は決断を渋っていた同じ経営者が、

「確かに、あなたの言うとおりでね」

と変化し、大きな契約もスムーズに決まり始めたのです。  
やがて、会社との契約更新日。  
彼の年収は、半分になるどころか何と400万円も上がっていました。  
それだけではありません。その後理想の相手と巡り会い、とんとん拍子に結婚へ。外見をブラッシュアップしたことが自信につながり、年収アップだけでなく、人生の成功もつかったので。この成功事例は、日本で最も知名度が高いNHK TVでも紹介されました。

# Atsuko Mikami



以前、私は大学病院小児科の医局秘書を務めていました。医学は日進月歩に進んでおり、現在は治る病気も、10年前、20年前には治らない病気もたくさんありました。

大学病院小児科では重篤な患者さんばかりで明日をも知れない毎日を病気と闘っていました。元々私は音楽教室の講師をしていたので、医局のドクターから、秘書として働きながら、子どもたちと唄ったり絵を描いたり楽しいことをしてほしいとある日突然依頼されました。そして私はその日から患者さんたちとより深く接することになりました。

そんな中、ほぼ成人に近い女の子や男の子と友達のように仲良くなりました。E子ちゃんという女の子は高校生でとてもしっかりとした美しい少女でしたが、悪性腫瘍の治療で髪の毛がなく、手術の傷があちこちにあり、外泊の時もおとなしく家で過ごすことが多かったのです。健康な周りの女の子と自分を比べて引っ込み思案になっていました。E子ちゃんとはいろいろ話をしていましたが、おしゃれの話にもよくなりました。そこでウィッグを一緒に探しに行くことになり、かわいらしいボブスタイルのウィッグを買い、その足で服、靴、バッグに至るまでの一通り選びました。彼女は美人なので、それだけで見違えるほどのレディになり、病棟でドクターや看護師さん、患者さんたちから褒められ、驚くほど彼女は明るく積極的になっていきました。それからというもの、外出のたびに一緒に買い物に出かけました。

彼女の変身を見て、他の患者さん、とうとう医療スタッフまで刺激され、私は何人もの買い物のお手伝いをするようになりました。数年後、残念ながら彼女はこの世を去りましたが、今でも美しくいようと凜とした彼女の姿は目に焼き付いています。

当時の上司が、よく言っていた言葉があり、医学部の学生やスタッフは勉強ばかりで身なりを気にしていない。けれども、身なりをきちんと整え美しくいようとするのは居直らない生き方であり、それが他人への配慮であり思いやりに繋がる。そういうことをできなければ患者に優しくなどなれるはずがない・・・とそのようにいつも言っていました。

この一連のことがきっかけとなり、病院を辞めてから、私はイメージコンサルタントの勉強を始めました。

【自分の身なりを美しくしようとするのは生き方を居直らないということだ】  
今は亡き上司の力強い言葉は、イメージコンサルタントを続ける上で大きな原動力となっています。

## Kayoko Iikuko

『笑顔が素敵だと周りの方に言っていただきました!』

『自分でも驚くほど品のある柔らかい顔で笑う事ができるのだ』と

自分に自信ができました!

『今は、自分が何を求めているのか明確なビジョンを設定する事ができ、そのなりたい自分のイメージ写真を撮っていただき、目標を可視化する事で徐々に今やるべき行動が分かるようになってきました』とコンサルティング後の喜びを伝えてくださった葛西慶子さん。

『自己肯定力の低さにより、自分の価値や、人生の目的・目標を明確にできず、彷徨っていて、自分に自信をつけるために学歴や資格の取得に力を入れていたにも関わらず、結局自分が何を求めているのか分からなくなっていたのです。』

『以前は顔が怖い、目付きが悪いと言われた事から、人前で自然に笑う事ができず、顔が強張ってしまいました』と、おっしゃることが嘘のような、現在は品がある柔和な笑顔です。

たった3時間のコンサルティング後のこの変化!

KOZUstyleの外見術とは、ただ単に外見を整え着飾るだけではなく、本人が持つ内面の良さを外に引き出し、自分に合ったカラーを知る事で、更にその人の魅力を引き立て輝かせる事ができる素晴らしい技術です。

一生に一度のカラー診断で良い印象を与え続けることができるのなら、コンサルティングを受ける価値は大いにあり、慶子さんは確信なされたそうです。

慶子さんのように、思い込みでご自分の素晴らしさを内に閉じ込め、ご自分の価値を生かしきれない、本領を思う存分発揮できていない方にとって、プロのサポートで、まず外見を変える!効果は絶大!なのです。

「著書を拝読させていただき、私が神津さんに一目惚れをした理由や、またお逢いしたいと思った理由、ご一緒させていただいたセミナー会場で、神津さんがキラキラと輝いていた理由が明確に理解できました♪」と突然(笑)、FBでメッセージをいただいて、イメージコンサルティングにご来社なされた葛西慶子さん。

ますますのご活躍が楽しみです。

# Saeko Yamazaki



## The power of color

母へのプレゼントを選んでいただきたいのですがと、友人から連絡があったのは、少し前まで隆盛だった桜がすっかり葉桜となった頃でした。ご家族でお母様の80歳（傘寿）のお祝いをするので、その時にお渡しするプレゼントを選んで欲しいとのご依頼でした。ただ、お母様は数か月前から身体が急に弱くなって、一日中、ほとんどの時間寝て過ごしている日が多いとのこと、少しでも母に元気を出してもらおう事ができるようなものだといいのですが…お任せしますとのお話でした。

日を改めてお宅に伺うと、日当たりのよいお母様のお部屋に通されました。そこには、白っぽくなった顔を蒲団からちょこんと出し、弱々しく微笑むご婦人がいました。少しなら会話もできましたが、起きるのはづらいご様子でしたので、寝たまの姿で身近な時間でクイック診断させていただきました。お話ししながら、顔色、唇の色、表情を拝見しました。元々長い間日本画を趣味にしていたこのご婦人は、記憶をたどりひとつひとつ思い出しながら、絵筆を握っていた頃の色との様々なエピソードを話してくださいました。帰り際に、「もう一度起きあがることができればね。」と、どことなく淋しげに話された様子を見て、なんとかもう一度生きる力を取り戻して欲しいと感じました。

それから1週間後、繊細なタッチで菖蒲が描かれた優しげな風合いの藤色のセーターを友人に渡しました。友人は、「素敵だわ～！母があんな風になり、何を選んでいいかわからなかったから助かったわ。着てくれるといいのだけれど…」と言いながら、それでも明るい様子で帰って行きました。

その後季節も変わり、もう梅雨入りかしらと思う頃に、友人から「母が貴女に会いたいと言っているのだけれど、来ていただけるかしら？」と少し弾むような声で電話がありました。お誕生日会はどうだったのかしらと、気になっていましたから、カラッと晴れた翌日の午前中にお宅に伺いました。するとこの日は、庭に通されました。見通しの良い庭の片隅に、大ぶりの紫陽花が今を盛りと咲いていました。その花影に、藤色のセーターを着たお母様が、ゆったりとした様子で車椅子に座っていらっしゃいました。口元には、セーターの包みの中に、私からのプレゼントとしてそつと忍ばせておいた口紅がさしてあり、最初にお会いした時の蒲団の中から弱々しく微笑んでいたご婦人とは全く別な、生き生きと人生を楽しんでいるご婦人の姿がそこにはありました。「このセーター気にいってるのよ。これをプレゼントされた時に、なんとしてでもこれを着て、もう一度起きられるようになろうと思ったの。この口紅もつけてね。」と、笑顔でお話してくださいました。そして、車椅子から立ち上がると、「この頃は気分のいい日にはゆっくりと歩くこともしているのよ。」と、顔を持ちあげながらおっしゃいました。



汉语



## 分享我的形象咨询故事一

我叫sunny wang yun，从1998年开始我进入时尚服饰行业，在一家德国时装机构任职设计师和企划经理，之后从2000年开始进入咨询行业，从2004年起进入形象咨询行业，之后获得AICI FLC资质，并成为AICI2010年的优秀会员，现任AICI北京分会沟通副主席。我已经出版了10本跟形象有关的著作。

跟大家分享我在形象咨询工作中的两个故事。

我的一位客户叫李英茹，是美国一投行的一位客户经理，2006年，她准备回国寻找新的合作机会，于是她想找中国的形象顾问给她做一些咨询，她从百度上搜索到我，她从我的简介和相关博客等介绍中看到我很专业，于是她给我打了越洋电话，她回国预约我做形象咨询，我先请她把日常和工作中的照片发给我，并填写了我提供的一系列形象沟通的表格，这有助于我以最快的速度了解她的个人信息和基本情况。

从她发给我的照片和填写的个人信息和资料来看，我分析了她的形象风格和内在心理风格，为她节省了时间，同时也便于我在给她做形象咨询之前对她有充分的了解。

她来到中国后，我们在国贸中心的咖啡馆会面，我首先在和她的形象沟通中与她亲切交流，主要是为了让她在一个非常放松的状态下来谈论自己，而我则非常注意倾听她这次来华做形象咨询的需求。之后我带她到我的工作室做测试和诊断，经过全方位的分析诊断她的个人形象规律后，我给她制作了图文并茂的个人形象管理手册，并根据她近期的工作和生活目标，进行了特别的形象塑造和规划，她非常满意。咨询结束后，我向她赠送了我的形象著作。

后来，她往返于中美之间，形象得到了很好的提升，事业也日益发达顺利。

## 分享我的形象咨询故事二

我分享的另一个故事如下：

我的个人形象咨询客户于增秀女士，是一个全职太太，住在北京西郊的别墅区。

我在给她做形象咨询之前，请她先填写了个人形象咨询的需求调查表，并请她提供5张以上的工作和生活全身半身的照片。

在我给她面对面做形象咨询的过程中，我发现她的目光中仿佛有些忧伤，又仿佛有些个人的秘密和难言之隐困扰着她，于是我非常耐心的倾听了她的心声，并请她放松，让她能在一个非常放松的状态下，讲述自己内心的困惑。

她对我非常信赖，主动和我说了自己的困惑和心结，原来，他先生在常年异地工作，有了外

遇，她感到无能为力，隐忍而忧伤。非常需要倾听和减压的关怀。

我能够感受到，我的真诚与耐心的倾听，对她疏导内心的问题很有帮助，在形象沟通的2个小时的时间里，她已视我为闺蜜，很希望下次还和我聊天漫谈，我知道她非常需要别人的理解和倾听。

于是，我既要在咨询内容上保持专业和理性，又要在心理上表现出对她的关怀与体恤，让她能够敞开心扉来表达她自己的内在个性和内心层面的困惑与焦虑，这样，我就很好的平衡了我的感性与理性的分寸，为她提供职业化的形象咨询解决方案。

我从她的心灵和内心的需求出发，先让她释放内心的忧伤，疏导减轻她的心理问题，然后再结合她的形象规律和风格，陪同她到一个中高档的服饰空间，给她做了详细深入的服饰搭配与选购指导。我给她选择的服饰让她豁然开朗，她感到焕然一新，心情也变得开朗了，减轻了她的忧虑与心理压力。

在色彩搭配上，我结合对她的心理及形象测试数据，给她选择了以黄、绿和红为主的柔和色调，既符合她的色彩心理风格，又能对她起到减压和调整心情的作用。并给她制作了专属的个人形象管理手册。咨询结束后，我向她赠送了我的形象著作。

第二天早上，她非常高兴的打电话给我说，她把我给她搭配的服饰给妇女杂志的一位时装主编看了，那位编辑非常赞赏我，对我给她选择的服饰搭配高度赞美，并决定要和我预约时间采访我，并请我给他们的《中国妇女》杂志做一期访谈节目并提供专栏内容。

# Yiran Zhenhua Xu

## 2014' 我·家人和学堂

我的名字是一然(Yiran Zhenhua Xu)，我的形象公司叫做“一然女子修养学堂”。下面我想分享的是我的一位顾客自己写下的关于她和她的家庭与一然女子修养学堂的真实故事：

2014年4月，因为我女儿的问题，我走进一然女子修养学堂，与一然老师进行了一次长谈。我的女儿去年是21岁，大学在读，后青春期的到来，让她变得自卑、不快乐，脸上的笑容越来越少，作为父母的我们非常担心，不知道该通过什么方式帮她重塑自信。我庆幸自己在这个时候走进了一然，为“一然”的办学宗旨与教学理念、更为一然老师的坦诚与人格魅力所吸引，我决定把女儿送进学堂。

女儿的课程从“一对一”的个人形象设计开始。孩子厌烦了学校里那种古板的课堂教学，一然学堂就采用外在形象美育课和内在修养课交错进行的方式，这使得女儿学习兴致很高，每次上课回来，从她欣欣然的面庞上、轻快的脚步中，我都能感受到她内心的自信和愉悦，总有一股久违的青春气息迎面扑来。短短一个月时间，女儿的内心挣脱了青春的困惑，心门打开，绽放出她应有的青春光亮。

看到了女儿的惊喜变化，我也深受感染，自己也走进了一然学堂开始了修养之路。在我的带动下，我的两个姐姐和姐姐的女儿们，甚至我们这个大家庭的男士们也都走进了一然学堂，一然带给我们这个大家庭的是极大的惊喜。

“把女儿送进学堂是我今生做出的最正确的决定。”我非常感谢上天赋予滨城女人这个生命的“第三地”——一然女子修养学堂，让我们在这里正道、正位，找到做女人的感觉；感谢有这么一个一然女人的空间，让大家分享美好，传颂美好。

在我的学堂里，这样的顾客数不胜数，每次听到她们的感谢，我的内心都感到无比欣慰，能用自己的所学帮助她们，是最开心的事情。

## Wang Qin Yun

故事分享：

### 《形象挽救了我的婚姻》

记得那是2010年夏天的一个早上，我像往常一样到了公司，化妆、换装，穿戴整齐的准备迎接前来咨询的客户。

一名风尘仆仆的女子来到了我的面前，在前台的介绍下，我知道了这位顾客时从河南郑州专程坐飞机来到北京，想做形象改变的。

我跟客户聊了大约半个多小时，她几乎是有些哭诉的跟我说起了她的经历。原来她是一位三岁小孩的妈妈，今年刚29岁，由于生完小孩，就一直在家带孩子，暂时没去上班。一天她老公说晚上有个很重要的活动，要带妻子一起去参加，尽管她有些不愿意（因为一般晚上都会忙孩子，陪她玩，陪她讲故事，哄她睡觉等），但还是去了。结果回来后非常不开心，原因是在回家的路上，她老公开玩笑说怎么穿得像个保姆（保姆，就是有些家庭请来做家务的佣人）。她觉得很受伤，因为老公有些嫌弃她的意思，她也很委屈，觉得自己自从生完孩子，非常辛苦的带孩子，做家务，伺候老公，结果，还遭到老公的嫌弃。终于她从多方面打听到了我们这里可以做形象改变，于是就下决心要找回自己。

经过一整天的忙碌，从咨询诊断开始，一直到教她化妆，带她去做了头发，后来挑了几身适合她的服装-----，虽然有些累，但当她看到自己的变化后，非常兴奋，她说原来她也可以这么漂亮，终于找到了自己，找回了自信。

回去后，她打电话来说，非常感谢我，说她老公都差点没认出她来，两人的感情也越来越好了，我也鼓励她一定要坚持内外兼修，美丽到底，因为，魅力是需要不断修炼的，是女人的财富。

形象顾问：王沁云



**TELLING YOUR STORY**