

Create The Right Visual Impact For Your Personal Brand



SAVVY WORKSHOP™
The Savvy Marketing Group



Wednesday
June 9, 2010
from 6:00-8:30 PM
@ Savvy Workshop
55 So. Commercial St.
The Langer Mill
3rd Floor
Manchester, NH 03101



Savvy Presents:

What To Wear

Creating Your Personal Brand

What message does your image project?

Do you dress for your profession with confidence?

Do you understand what colors and styles work best for you?

First impressions are powerful. As an external reflection of your values, skills and abilities, your personal image tells the world who you are – even before you have the opportunity to turn on your personal charm! Creating the right visual impact for your personal brand can dramatically enhance your personal and career success.

Join Savvy Workshop as Susan Osborne, the Image Expert from **Be Image Consulting**, provides guidance on personal grooming, creating the right visual impact, and choosing colors and styles that best suit you.

This session will show you how to dress for success and properly package the brand of "YOU."

- Learn how to determine which color hues enhance and flatter your appearance – and help you look healthier, more youthful, attractive and revitalized!
- Learn the different levels of business attire and what is and isn't Business Casual.
- Increase your visibility and credibility within your profession.

Complement your skills with a strong outer appearance

When you cultivate a polished and positive image for your personal brand, your ability to influence, persuade, and negotiate will radically improve. Learn how to use your image as a tool to help you reach your goals. Begin by empowering yourself to look and feel your best – then let your charisma do the rest!

Cost: \$30.00*

Pre-Register now at

www.savvywhatnottowear.eventbrite.com

***\$40.00 day of event**

High Quality Networking Focused On Personal & Professional Achievement!

Meet Our Experts:

“When a woman is badly dressed, you notice the clothes. When a woman is well dressed, you notice the woman.” — Coco Chanel

Be Image Consulting provides Style Assessments, Wardrobe Management services, Personalized Color Analysis, and Personal Shopping services.

Learn What To Wear

Present a professional image day after day. You will learn how to accentuate the positives and camouflage the concerns. Get tips on accessorizing and dressing for your body type.

- Discover your unique style personality.
- Enhance your best assets.
- Create your desired look: Younger or mature and experienced? Taller or thinner? Funky or conservative? Find out what works for you!

Avoid Costly Mistakes

A successful wardrobe is a carefully planned masterpiece. Take the guesswork out of deciding which clothes and accessories work for you and which ones don't. Learn how to be savvier and smarter about your clothing choices – and look forward to dressing in the morning!

Discover Your True Colors

Colors communicate a powerful message about your mood, energy, style and taste. Susan will provide helpful tips on how to determine which hues enhance and flatter your appearance – and help you look healthier, more youthful, attractive and revitalized!

Who uses a style consultant?

- Professionals seeking to succeed in their companies
- Job-seekers wishing to polish their image for interviews
- Individuals in need of a self-esteem and confidence boost
- Mothers preparing to return to work (or wishing to feel more up-to-date staying at home!)
- Graduates entering the workforce
- Those needing help for a special occasion (weddings, balls, or parties)
- Individuals ready to clear out their wardrobe
- Entertainers
- Those who have lost or gained weight

Planning to attend an upcoming networking event?

Preparing for a big presentation? Come see us, first –we'll have you looking and feeling your personal best!

Savvy Workshop – Know How!



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www.savvyworkshop.com



Susan Osborne, an Image and Fashion Consultant, Licensed Makeover Stylist and Image Strategist, is President and founder of Be Image Consulting (www.beimageconsulting.com).

As a specialist in executive and professional image consulting, wardrobe consulting, personal shopping and makeovers for men and women, Susan's clients include members of the corporate and private sectors, business leaders and owners, and members of the television, radio and print media. She is New Hampshire's only certified Association of Image Consultants International (AICI) Image Consultant.

Susan combines professionalism, genuine character, dynamic style and creative flair with her background of 10 years in corporate marketing and communications to motivate and inspire both men and women to project a polished, confident and successful image.



BE IMAGE CONSULTING