

SEPTEMBER 2010 NEWSLETTER

A Note From Shelley,

It's official-fall is in the air! With anticipated coolness at night and the leaves starting to change colors, we can sense a shift is coming. Have you thought about a change for you? So often we continue doing what we have always done because it is a path familiar to us. Many of us are turning a new chapter in our lives (kids have left home, we are starting a new career, etc.). Are YOU ready for change?

One client recently shared that he had not taken the time to evaluate his image until a family member said "You are NOT wearing that again".

So today I thought we could touch on some basics for updating your image. The devil is in the details. Have you:

1. Changed hair stylists in the last 2 years - I'm suggesting you have another professional look at you objectively
2. Changed your eyeglasses
3. Changed your jewelry
4. Changed your accessories
5. Changed your shoes
6. Changed your colors

As we mature, it is important to realize that style should be shifting too. Authentic style is achieved through the union of the external (your image) with the internal (your identity). Your image is what you want others to see. Your identity is who you are inside. Your image should be honest and true, a powerful aesthetic translation of the core values that make up your identity.

How would your friends describe you? Playful and spirited, relaxed and liberal, traditional and direct, innovative and forward thinking?

When you walk into a crowded room, what would you prefer to do? Stand out, blend in, be in control, exude power?

Our identity is who we are...our spirit, our personality. Our image is what we project...ourselves as others see us. Are you connected? CHANGE IS NEVER EASY, IT TAKES COURAGE!



Shelley Menduni
President
Professional Imagery

IMAGE MANAGEMENT

Corporate Workshops

"Impact Your Image"
Professionalism PLUS

Business Etiquette:

What message are you sending?
Great Customer Service

Private Consultations:

Color Analysis
Wardrobe Audit and Evaluation
Personal Shopping
Basic Makeup Application

Contact:
614-325-8550 (cell)
614-389-3873 (home)

You may surprise yourself with your answers but wouldn't it be fun to be transformed too? As one client shared "My daughter couldn't believe the change- I'm still me but a happier, more energetic me".

Shelley's Fall Special: 50% off initial wardrobe consultation, good through 9/30/10

Call **Shelley** at **614-325-8550** for more information about her seminars.

Thoughts, comments, feedback? We welcome hearing from you, please feel free to pass this newsletter on to a friend.

[RESOURCES](#)

www.shelleym.myarbonne.com

Member of NAWBO Columbus



All the best,

Shelley

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