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**IGNITE YOUR PRESENCE**

Jill Swanson – Image Coach

VISUAL CONFIDENCE

 **FUNCTION**

Dressing from the Floor Up

* Wardrobe Capsules Assembling outfits on single hangers

  **FASHION**

Dressing from the Top Down

* Plus 1 – Add one accessory or clothing piece to complete the look and bring business casual up a level (jacket, scarf, statement necklace, belt, etc..)

  **PASSION**

Dressing from the Outside In

* Encores – Groupings of similar accessories/jacket or vest to move through your seasons and bridge your wardrobe. (eg: green jacket, green stone necklace, green & aqua scarf)

 **REACTION**

 Dressing from the Outside In

● Color Psychology (For details, see book: Simply Stylish Look Great Spend Less – available at jillswanson.com – use discount code: SIMPLE, also available on Amazon)

● Fabric: Soft = Approachable Stiff = Authoritative

● Design: Straight lines: more powerful Curve lines: softer, more approachable



 *Consultations – Shopping – Wardrobing – Seminars*

 Image Coach/Author/Speaker Rochester, Minnesota 507.250.2030 [www.jillswanson.com](http://www.jillswanson.com)

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PHYSICAL IMPACT

 **NON-VERBAL COMMUNICATION**

 Handshake - Eye Contact - Posture -- Assertive

 **REPEAT TO BUILD RAPPORT**

 Use subtle mirroring techniques when you are having difficulty connecting

VERBAL CONNECTIONS

 **Speech speed (ex: They talk fast – you talk fast)**

 **Tone & Volume level (ex. They talk soft – you talk soft)**

 **Energy level (ex. They are laid back, you become more laid back)**

 **Posturing & positioning (sit up straight when talking on phone or on line)**

 **80%** of your success in life depends upon YOUR ATTITUDE!

IGNITE

**Set 2 Goals for yourself – Inner & Outer:**

***GOAL:*** *1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* ***GOAL:*** *2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*



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