Virtual Coaching Program

WHO TAUGHT YOU
HOW TO DRESS?

Ginger Burr
Once upon a recent time, in 2014...

a woman stands before her closet, on the morning of what’s going to be a full, busy day.

The closet is filled with clothes she doesn’t love. And yet, she needs to dress . . . so she settles for the same black pants and top ‘uniform’ she wears every day. Over time she has gotten used to starting her day this way, selecting what to wear on autopilot, nearly giving up on finding a personal style that makes her smile when she gets dressed.

She knows there are “worse” things in life than this, but right now the ongoing sadness, frustration and hopelessness feel very deep.
A peek inside her closet reveals:

• Pieces she bought but no longer likes. They don’t go with anything else. She has no idea what to buy instead, so there they hang . . . a daily reminder of what doesn’t work.

• Pieces that no longer fit, which make her feel badly about her body. The thought of shopping for new clothes that do fit is both overwhelming and confusing. After all, there’s a plethora of conflicting fashion information out there.

• Clothes that were given to her by well-meaning people in her life. She doesn’t like them (because they’re really not “her”), but also doesn’t have the heart to get rid of them (and would feel a tad guilty if she did).

• Items that looked great in the store (or online) but once she got them home realized they weren’t right. Some of these have the tags still on them, daily reminders that she “failed” in her attempt to put outfits together.

Our modern day heroine is not alone. Many real-life women go through this. And the truth is, if you’re settling every morning for an ill-fitting, uninspiring outfit, your energy and confidence are depleted before your day even begins.

On some level, our heroine knows things need to change. She’s tired of being frustrated and wants to feel better.

Do you?
Have you ever:

- Wasted money on clothes you’ve never worn?
- Listened to others who think they knew best about what you should wear?
- Worn what “everyone else” was wearing because you wanted to fit in?
- Felt badly about your body and dressed to “hide” all or parts of it?
- Felt overwhelmed by all the conflicting information out there about what women your age, shape, and size “should” be wearing?

I understand, and I can help you!

I’ve been through these situations myself, many times. The #1 thing I know from 25+ years helping thousands of women develop their own radiant style, is that something as dynamic and personal as a signature style, looking radiant and pulled together every morning, can be learned. More than that, it can be mastered!
Are You Frustrated?

When You Freeze Up with Frustration at Your Closet Every Morning, It’s Not Just About the Clothes, or Your Body . . . or Your Age . . .

It’s About How You Feel About Yourself

It breaks my heart when I meet women who are so frustrated with style they’ve “given up” on looking radiant and pulled together. So I created the Who Taught You How to Dress VirtualCoaching Program to empower women to master the fine art, science, and practicality of dressing in a way that reflects who they really are.

Your Image is Also Your Attitude, Character, Demeanor, Manner . . . Presence. Your Image is who you ARE!

In order for you to show up in your life wearing clothes that are a fabulous representation of who you are, you first need to KNOW who you are. You need to know it, claim it, own it and love it! This “inner” work is at the core of how I work with my private clients and live workshop attendees. I call it an “inner and outer” approach to beauty and style. Once you know who you are, the outer part becomes much easier. You get to kiss frustration good-bye, and create an inspired closet filled with clothes you love — having the benefit of my 25 years of experience and expertise in beauty, fashion and style at your fingertips!
This Program Is For You If...

- Have a basic wardrobe you like but do not know how to take it from boring to brilliant on your own.
- Have absolutely nothing (or very little) in your wardrobe that you love wearing and feel paralyzed when it comes to what to do to fix that. So you make do or shop in desperation (usually not loving what you buy, but not knowing how to change that).
- Have an important event coming up (e.g., reunion, wedding, bar/bat mitzvah, television appearance, travel plans) and want to feel great about how you look—but just know that on your own you will shop out of desperation right before the event. You know the results will be so-so at best, but you dread it so much you don’t know what else to do.
- You love to shop, but need guidelines to know how to choose clothes and accessories that feel deep down to your toes like you!
- Have enough clothes in your wardrobe that you feel you should be able to mix and match but you feel absolutely lost as to how to do that!
- You would feel more self-confident and empowered having Ginger’s support as you learn to navigate the stores and create looks you love—you know it will mean less wasted time and money!
- You know you could love shopping again (or love it even more) if you had some clear, ‘never-fail-you’ rules to guide you so that you could trust that, when you follow them, everything you purchase you know you will love.
- Or, maybe you used to love shopping but your body has changed and you feel like you’ve lost touch with what works best for you.
The 3 Secrets You Must Know

Here is what you need to know in order to develop a radiant and pulled together personal style.

1. There’s a fine line between “knowing yourself” and “limiting yourself” when it comes to fashion choices.
   Many women pigeon hole themselves into a prescribed way of dressing, which limits their options and squelches their sense of delight. Their wardrobe becomes functional and one-dimensional — devoid of any personal style and their boredom level escalates.
   I hear this from women all the time. “I can’t wear that,” or, “That doesn’t work on my body,” or, “I’ve tried that before, and it just doesn’t look good.” More often than not they’re voicing a self-imposed fashion rule. And, most fashion rules have an exception from time to time.
   The key is to pay attention to what catches your eye, complete the outfit before you decide, and listen to your heart and be practical all at the same time!

2. It doesn’t have to be expensive and you don’t have to get rid of everything!
   Often I see women trap themselves in an “all or nothing” story that goes something like: “This program is going to force me to get rid of my entire wardrobe and start over and it’s going to be really super expensive. I can’t afford that right now and it will take too much time and energy.”
   Ah, yes. We’ve all seen the fashion reality shows. Here’s the thing: choosing to part with items you never wear, that occupy valuable closet real estate, does wonders for your state of mind and spirit. As one client recently shared,
donating several unworn items had her looking at other unworn items (that she chose to keep) in a new light. She started wearing those items and getting compliments on them. People thought she had bought new clothes! Without investing tons of time or spending a dime!

3. Please yourself first!
Several years ago I surveyed women about what “hurtful comments” and “unwanted advice” they still carry with them. Yikes! The input was overwhelming and often heart wrenching. I know this is a huge, often very charged topic. I also know it is important to address the hurt so you can move forward and feel good about how you look.

What you wear and how you present yourself visually is a very personal decision. You get to choose – not your daughter, your husband, your best friend or your mother! When you reconnect with your personal power and can honestly experience that special part of you that makes you you, discovering your personal style will feel more organic.

This (and more!) is exactly what you will learn in the ‘Who Taught You How to Dress’ Virtual Coaching Program!
Want to Know More?

Click video to learn more about what this powerful coaching program can do for you!

$100 OFF

Buy today and get $100 discount off the Who Taught You How to Dress Virtual Program!

COUPON CODE: $100WTYHTD

Are You Ready?
See page 20 for details on how to register today!
Ginger has shown me, not only how to dress in the best ways for me, but also how to be truer to myself. She has an extraordinary ability to see deeply into her clients and--gently--show each of us how to let our own, unique qualities shine forth.

AMANDA SOBEL
“What a beautiful – elegant really – coaching program you created. I LOVE that you didn’t dumb it down but instead you were so articulate and compelling. And I love how beautifully you went through each aspect, with obvious complete understanding of where women come from. I am personally very familiar with body and dressing dilemmas – in myself and my clients – and you addressed every angle I can think of, with depth, kindness and intimate knowledge. I love putting myself in your hands – and that is a HUGE compliment, because of the trust this kind of work requires.”

~WENDY YELLEN, SANTA FE, NM WWW.EIDETICLIFECOACH.COM

“I’ve been going to my favorite consignment store for 4 years, and always end up coming out with nothing and hyperventilating. Overwhelm! However today I walked in with confidence. I came home with wearable clothes that look good and that are my style — clothes that say me in a good way. Everything is wearable off the rack, will fit my style without being trendy or without being dated, and makes me look and feel fantastic. I have never had a perfect everything shopping spree! How on earth can I thank you enough??”

~ALICE HASTINGS

“Working with you is like an addiction! It’s such fun and I just love all the things I learn. By the way, in searching for new wardrobe pieces, along with my color swatches, I think ‘what would Ginger say’ and it helps me make a decision!”

~ROXANNE VOLPE
A Powerful Coaching Program

More than a “buy it and shelve it” home study course, this powerful coaching program not only teaches you deep material about how to bring forth your best self, it brings you together with a powerful online community of women just like you. Women who inspire change, who need and want support and who are willing to give support in return.

I am ALWAYS active in the online community myself!

Our private online forum is a place where you have unprecedented access to my 25+ years of expertise and compassion! If you have never worked with me before, this is a great opportunity for you!

- Have an outfit that you want feedback on? Post pictures and I’ll coach you on it!
- Need to improve a work outfit! Post pictures and I’ll coach you on it!
- Looking for input about how a new necklace “goes” with your outfit? Post pictures . . .

You get the gist!

And, believe it or not, me coaching and supporting you in the forum is just the tip of the iceberg. You will receive support, encouragement and feedback from the 200+ women who are already part of this community!
You Also Receive:

- Ideas, inspiration and information from the questions asked by other members.
- There are countless discussions in the archives for you to explore on a huge variety of topics—most with pictures to illustrate the points.
- So if you feel shy about posting in the forum no worries! The beauty of it is you get to utilize it the way that feels best for YOU.

And, you get to go through the written and audio materials at your own pace. Have children at home? Run a business or have a demanding job? Or are you someone who wants to block off time and absorb and learn from this material as quickly as possible? The pace at which you go through the program is your choice, and yours alone!

Imagine joyfully getting dressed for any occasion … having daily peace of mind each time you open your closet … knowing that every choice behind those doors is a fabulous choice!

THIS IS KEY: You will redefine your style to align with who you are AND shopping will be fun again (or for the first time ever!).

You will create a new awareness of fashion without having to address every single new trend that’s out there, with the guidance from the forum, you will cultivate a grounded confidence in your ability to shop!

Are You Ready?
See page 20 for details on how to register today!
“Thank you so much for another fantastic experience with you this afternoon! I must admit that I’ve been in a “fashion slump.” After your on-line support forum (see what good you can do in just a brief connection!), I was reminded of some important basics (that you taught me!), am re-inspired to get back into my closet, and am re-focusing on dressing to feel better!”

~KATHY ESPER

“My four words have rocked my life! This is my first week of living and dressing my four words. What can I say! I want you to know, that you have brought so much confidence in me; your system goes way beyond style. It is a psychology course. I even changed my hair color, although I know I looked good in blonde. I did it for one only reason: blonde did not represent my intense, dramatic self. The changes have gone beyond my style and into my personal life in ways you can’t imagine, and the results are amazing! I love that you exist, Ginger, and I love what you do with women. Thank you.”

~IMA THIBODEAUX

“I am LOVING the ‘Who Taught You How To Dress?’ program. It’s made shopping so much easier and I can be dressed up while still maintaining my own style. As a woman who is working while launching her business as well, I was most concerned that I’d have to trade in my jeans for the standard work attire-professional, uncomfortable, never feeling quite true to myself. Thanks for taking care of that!”

~ZOE ROBINSON
When You Join, You’ll Receive:

One Monthly Live Group Coaching Call directly with me. On this call you can step forward in a safe environment and be fully supported with ANY question you have about your wardrobe and style ... any image question at all! You will also find such value in the questions asked by other members (things you might not have even thought of but are so glad someone asked!)

Live, On-Line Support Forum – As women we know how a little support can make a big difference. All ‘Who Taught You How to Dress’ members get access to a special on-line forum where you can connect directly with me! And you can share and connect with a community of like-minded, supportive women. You no longer have to feel alone. Women use the forum for extra coaching, support, reassurance, guidance, as well as practical examples on how to create and maintain a style that works!

180-page Workbook - 7 rich, detailed chapters! Chock full of insights, exercises and practical techniques for creating a wardrobe you love.

The Workbook Recorded on CDs - So you can listen in your car, on your computer or whenever it is convenient. And, you can listen over and over to help you integrate and feel comfortable with each exciting change you make.
Personal Nurturing Beauty Journal – Your image is a very personal thing. As you go through the program materials, different emotions, memories, questions and concerns may surface. Your journal will allow you to express those thoughts more fully and share them with the online community (if you like).

Nurturing Beauty Shopping Guide – Ever wish when you were out shopping that you knew exactly what questions to ask before purchasing a garment? Well now you know! Your very own postcard size Nurturing Beauty Shopping Guide is a lot like having me in the dressing room with you, helping you make sure your purchase will be one you’ll be happy with for a long time to come.

IMPORTANT: Once you own this program you have access to the online discussion forum forever–there are no additional costs! That is remarkable! Some women have been effectively using the program and online forum for years with just that one initial payment!

There are no monthly fees. Once you’re in, you’re in and have unlimited access to the on-line discussion group!

This program offers you a lifetime of fashion and style peace of mind.

Value: Priceless
My Easy Decision 30 Day Money Back Guarantee

I want to know that this program is going to work for you. So if you’re not 100% satisfied – I want to send your money back right away.

Simply let me know within 30 days of your order, return all the materials in excellent condition, and you’re off the hook...no questions asked and no hard feelings.

I want to make this shopping decision easy for you! And here’s the thing, I know that you just have to give it a try and you’ll see amazing results. That’s my promise.

So, check in with your heart...

Do you feel inspired to reduce your frustration with your closet and join a vibrant, inspiring, supportive community of women who are using my empowering material to claim who they are and create radiant pulled together personal styles?
“I finished reading the book (and re-listening to the cds) and doing the exercises. I have to say that I’m feeling very confident in myself and not only in the dressing area either. I feel better about the fact that I can choose things for myself and not have to conform or have everyone else’s approval. Something that I always did and am learning to let go of it and if I disappoint them, it isn’t intentionally, it is just that I am honoring myself first instead of them.”

~KIM RAYMOND

“…I’m enjoying the “Who Taught You How To Dress?” on-line fashion group, and I think that the accountability of regular progress posting is going to significantly help me keep on track and help me improve my wardrobe and style over time. I definitely agree with your comment (on the discussion group) on my photo that dark jeans will make the colors in the top “pop” better, and for my “outside adventure” today, I plan to wear that top with dark jeans. Thanks for everything you’re doing to support us. It’s nice to have your guidance!”

~LYNN WILKINSON

“I cannot stress enough how important your program is to me. I want everyone to know exactly how empowering it is after years of body image problems and fears of being happy with myself to now be able to confidently walk into any store and trust my instincts! No, I’m not perfect, but to know where I have been and to see where I am now — everyone should experience it. Thank you, Ginger. I apply what I’ve learned every day of my life!”

~SUE
YES, Ginger, I want to join this vibrant coaching program and receive the support, expertise and guidance I need to create my own, true to ME personal style!

Sign me up now to receive the Who Taught You How to Dress? Virtual Coaching Program so I can start aligning my inner and outer beauty and reduce frustration with my closet right away!

I understand that I will get all 4 content rich CDs, 180 page workbook to guide me through every step, and that I’ll also receive entry into your private ‘Who Taught You how To Dress?’ Online Forum where I will receive support from YOU and from the other women who are also committed to creating their very best, most beautiful personal style!

MERYL

PHOTO CREDIT
Johnson Photography
www.johnsonphotography.com
I’ll also get audio recordings of two special teleclasses: “How to Create Your Personal Style” and “Be Radiant From the Inside Out,” as well as a recording of: “Creating an Authentic Image” Art of Joyful Living Radio Interview with Ginger (MP3). I’ll also receive 3 powerful audio recordings of interviews with three renowned experts (designed to help you discover the powerful connection between your Image and your life, business, and health), along with “70 Simple Self Care Magic Tips for Women” (PDF), as delicious bonuses to help me implement what I’m learning.

Unbeatable Price, Tremendous Value!

Here are your investment options:

- One Payment of $497
- 4 Monthly Payments of $130

Remember to use your coupon code!

$100 Off

Buy today and get $100 discount off the Who Taught You How to Dress Virtual Program!

COUPON CODE: $100WTYHTD
“Prior to my experiences with Ginger, I thought ‘image consulting’ would mean a loss of identity. Nothing can be further from the truth. In fact, I now have more identity within my corporate world because I choose to look my best. I am thrilled with the results…Thank you, Ginger!”

~JENNIFER W. OLIVER,
SR. DIRECTOR OF CORPORATE REAL ESTATE PLANNING, FIDELITY INVESTMENTS

“When you begin to dress like yourself you can’t live any part of your life NOT like yourself. Working with your inner beauty words is very powerful and contributes to many positive changes beyond your wardrobe.”

~JENNIFER, GERMANY

“I want to share that over Thanksgiving I bought a new winter jacket, and used my color palette to select the one in the turquoise range. At least a half dozen people have commented what a great color it is on me, including some people I hardly know. Making casual human connections is so important, and to make them over color underscores some of the positive ripple effects of your work. The palette has made shopping SO much easier, which is exactly what I’d hoped for. Thank you for being so good at what you do!”

~MELISSA W.

“Dressing is more fun than it was a week ago! …and I have now made great progress since.”

~BONNIE SHERWOOD
A Note from Ginger

For today’s modern woman, image is about much more than outer appearance. It’s about who she is, what makes her heart sing, and the effortless practicality of putting it all together. However, without expert, intuitive heart centered guidance through a proven process, many women never get to experience their own personal radiant style.

I can show you how to end frustration with your closet. I can guide you through a process that in the end is about so much more than the clothes you choose to wear.

Once you experience the empowering nature of aligning your inner and outer beauty to create your own personal style, you will find that you inspire others. That you desire to expand in other areas of your life. You can discover and live in that innate sense of self-confidence that I believe every woman was born with.

That’s my intention for you.

Are you ready to experience YOUR full inner and outer beauty? Join me!

When you invest in the Who Taught You How to Dress? Virtual Coaching Program, you can begin learning this material immediately, and get ready to fall in love with your closet, and yourself, all over again.

With Beauty, Style and Grace,
Ginger Burr

DIANE
PHOTO CREDIT
Meri Bond Photography
www.meribond.com
P.S. I am honored and inspired to bring this program, which represents my best work, to women worldwide! If heartfelt and practical expertise and guidance is all that is standing between you and YOUR radiant personal style, let me show you how to eliminate that problem forever. My Who Taught You How to Dress? Virtual Coaching Program can make it all possible for you.

P.S.S. Do you have a question about this coaching program? Contact me directly at ginger@totalimageconsultants.com and I’ll be glad to answer your questions.

LEGAL DISCLAIMER:
Every effort has been made to accurately represent our Coaching Program and its potential. This program will only work for you if you participate fully, take action, and implement the information included in the self-study materials. As stipulated by law, the testimonials used in promoting this program show results that are possible and can be independently verified. They are not intended to represent or guarantee that everyone will achieve the same or similar results. I cannot and do not make results guarantees or give professional, psychological, medical, or legal advice. Your results will depend on you, your participation, and follow through.
Ginger gets you to step out of your comfort zone and introduces you to a whole new world of color and fashion. She helps bring the beauty that we all carry inside to the outside and the end result is that you feel and look fabulous and fashionable!!

ANNIE MCGONAGLE
WHO TAUGHT YOU HOW TO DRESS?

Virtual Coaching Program

$100 OFF

Buy today and get $100 discount off the Who Taught You How to Dress Virtual Program!

COUPON CODE: $100WTYHTD

Are You Ready?
See page 20 for details on how to register today!

Ginger Burr