

# *dress to* IMPRESS—YOURSELF!

A DIY GUIDE TO A WARDROBE YOU LOVE

# course **OUTLINE**



If you have been stuck in a fashion rut for a long time, then the idea of being able to go from conception to completion in creating a signature style might seem like pie in the sky. Now that will all change for you over the next few weeks. As you begin to get the tools and self-confidence to build your wardrobe you will come away with a new outfit you love! And then you can repeat the steps to create multiple outfits as needed.

Here is what you have to look forward to as you go through this **DIY** course:

## 1. DIY Welcome & First Steps

Important steps to take before we get into the nuts and bolts of creating a personal style.

- Welcome video and steps to prepare you for a life-changing experience
- The #1 thing that will keep you stuck in a fashion rut forever...and an important solution
- Your wardrobe inspiration -- create a wardrobe vision map
- 3 things that must change checklist
- Ask me any questions and I will answer... see how...

## 2. Tap Into Your Inner Beauty

This is a powerful component of wardrobe building—you will receive several separate steps and support including a special video.

- Inner Beauty exercise followed by a video lesson and checklist showing you how to use what you learn. This exercise is all about uncovering those special attributes that make you special...that make you you, so you can begin to create a wardrobe that feels authentically you!
- The first step in creating your dream outfit

## 3. Taming Your Closet

Maybe not the most glamorous part of building a wardrobe, but taming your closet is a critical step and one that regularly mystifies or overwhelms many people. Let's look at how to maximize your efforts and get ready for the next crucial steps ('real life fashion advice' and 'shopping successfully').

- How to tame your closet: video lesson
- Learn to assess the clothes you don't like or don't wear, so you do not repeat mistakes
- How to be prepared, so you can get dressed for every occasion
- 12-step outfit evaluation checklist
- What to keep (and not keep) in your closet

## 4. Real Life Fashion Advice

This is the heart and soul of the program, but it is most effective when you have done the exercises from the previous three sections. You will find

many videos below and lots of very specific information that will change the way you look at clothes forever! It is also very effectively used in conjunction with your membership on the **DIY** online forum so I encourage you to use that as much as possible.

- Color Matters: video lesson and special ebook on how to select your best colors
- Learn to recognize when you love something enough to buy it and feel happy wearing it
- Discover how to add beautiful prints to your wardrobe and stop relying solely on solid colors
- Understand how to add visual interest to an outfit: video lesson
- 10 powerful steps to dress to look slimmer and taller (including a video)
- Should you avoid horizontal stripes?
- How to create a beautiful (and versatile) capsule wardrobe: video lesson
- 5+ reasons to use a tailor (including responses to FAQ and what a tailor can and cannot do): video lesson
- Is your cardigan frumpy? Including a catalogue of recommended (and those to avoid) cardigans
- The missing element in dressing: this will surprise you and change the way you choose your clothes forever!
- 3 bonus videos (addressing topics that cause frustration and anxiety for so many women)

## 5. Shopping with Joy and Ease

Did you used to love to shop but have lost that love over time? Or, have you never enjoyed shopping, but did it because you had to? Either way, these steps, combined with what you have learned so far, will make future shopping experiences more productive, efficient and even fun!

- Learn how to shop successfully (4 parts) with a downloadable checklist & an in-store shopping video, including how to:
  - Navigate a store with ease
  - Decide what to try on and what to ignore

- Determine if something really works
- Complete the outfit

- Why you want to stop putting your wardrobe on hold until you lose weight
- 5 common shopping mistakes (and how to avoid them)
- What's missing: the reasons you put something on and take it off and never end up wearing it...with solutions
- How to shop consignment: 2 videos
- Don't skip the dress rehearsal
- Shopping checklist (downloadable)—8 steps to keep you from buying things you never wear

## 6. Finishing Touches: Accessorizing

Do you admire the way other women accessorize an outfit but feel awkward when you try to do it yourself? Would you love to learn how to add the perfect complement to an outfit – something that adds just the right amount of personality and beauty? This is your chance.

- How to use the power of accessories (with many specific examples and a catalogue of ideas with explanations)
- 3 pressing jewelry answers revealed
  - The perfect necklace length for you
  - Is shiny or matte jewelry better for you?
  - How do you choose between gold and silver (or do you need to)?
- 4 easy and beautiful scarf ties demonstrated clearly through videos
- The real reason you don't wear your jewelry
- Two fashion secrets that double your self-confidence (parts 1 & 2)

## BONUS VIDEO

A step-by-step video of me doing my makeup to show you how to achieve beautiful results in 5 minutes!

- 'Makeup—Not Cake Up: Flawless makeup application for women 40+'