



“My Brand” Makeover

Whether you realize it or not, every time you send a first impression – via email, by telephone, or face-to-face, you are selling yourself. To ensure you are sending an impression that accurately reflects you- **your personal brand**- it is essential that your image, how you speak and carry yourself, and how you behave in social and business situations, properly expresses your credibility, confidence, and competence, as well as your personality and professional style.

The experts at HighStyle Image are pleased to offer a personalized makeover designed to capture your personal style, elevate your confidence, and leverage your best physical assets. In addition to a physical transformation, this makeover will teach you how to send a positive impression and to present yourself positively in every situation.

Your makeover includes:

- ✓ Preliminary image assessment and style consultation.
- ✓ Professional hair consultation and styling (includes cut, color, condition, as required.)
- ✓ Professional skin assessment and make-up application with take-away mini-make up kit, facial, manicure, and pedicure.
- ✓ Etiquette training; includes making proper greetings and introductions, the art of conversation, nonverbal communication, and general courtesies.
- ✓ 4 course dining etiquette meal for you and 1 guest.
- ✓ Consultation with health and fitness expert.
- ✓ Consultation with Public Speaking coach.
- ✓ Professional photography session.
- ✓ Situational Social Intelligence coaching tailored to your individual needs, for example, some people may need

networking or job interview training, while others may be interested in media coaching or a special event Social IQ consultation, for example assistance with managing impressions for weddings or other special occasions. Others may benefit from a business writing, netiquette, or cultural competence session.

- ✓ Wardrobe assessment and building of wardrobe “essentials” (includes new clothing and/or tailoring of existing clothing as required to build 3 key looks:
 - pulled together for day/casual look
 - professional image/career look
 - dressy/special occasion look

*The makeover includes approximately 30 hours of services and is usually conducted over a 4-6 week period. Fee for makeover services in Winnipeg or Toronto are regularly \$2500 plus GST. **For a limited time, the My Brand Makeover is offered at \$2250.00 plus GST.**

Book now by contacting us at makeover@highstyleimage.com