

## Destiny Magazine

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### **'Do you need an image consultant?'**

The image industry is the fastest growing industry in the world today. Also voted as one of the BEST Home Based Businesses of the 21<sup>st</sup> Century!

Image consultants are seen on the same level of professionalism as interior decorators and dieticians- and is more sought after than ever before.

I believe because of differences in the 'Generations' we live with today, some people are truly lost in finding their own style and identity- an Image consultant can do this!

55% of your total image accounts for your non Verbal message dress and body language, 38% for the tone of your voice- including diction. And only 7% of the words you speak- these prove statics speaks for them!

### **Men and Image**

Men today are more aware of dress and grooming than ever before. Colour and the psychology of the effects of what colour we chose plays an important part in how the world views us- and in business this is a 'break or make it' fact- you can dress for power by choosing the correct fit, style and colour- Add grooming of nails, facial hair, the correct hairstyle, glasses and accessories- and YES good teeth, tone of voice is all important for a credible image. No person in public office or screen hero, for example, in the USA will not use the services of an Image Consultant- it is VITAL today

### **What are a few of the pros of having an image consultant, both personally and professionally?**

There are times when we lose the plot- we fumble are stuck in a rut....not confident to change- or simply do not know what suits and what does not.

An professional trained Image Consultant ( and always check the Consultants credentials!) has the knowledge to supply the skills of colour, body line and style, personality dress and make up and grooming to give the client what suits them specifically- to give the edge.

This investment the client will make will reap rewards, not only help them to no longer make costly mistakes by choosing incorrect colours and styles, or end up with a hairdo they simply hate.

This has been the most rewarding career for me for over 35 years- and has opened the wide amazing world for me- it is about people- and helping them to blossom just where they are planted and investing in Personal Wealth!

**Many capable men and women shoot themselves in the  
Foot simply because they do not look the part!**