YOUR
“PERSONAL STYLE AND IMAGE STATEMENT “
WORKSHEET
Hello, I’m Robin Fisher and I have loved fashion, image and style my entire life. I truly believe that any individual regardless of their size, shape or age can have a personal style that makes them feel confident and look fabulous! My philosophy is simple, “Clothes talk even when you are silent”, and “Style is not expensive, and fashion does not have to be”.

I’ve worked in the fashion industry for over 15 years. My experience has spanned from a Designer Bridge buyer for a major department store to an international production manager for private designer labels. Success in retail was all about projecting the style choices that retail shoppers would make. So, it should be no surprise that my greatest joy during those years was assisting others in developing the individual style and image they wished to project to the world. My passion for fashion truly rests on seeing others look beautiful and confident while achieving their personal goals.

As an Image Consultant, I am committed to giving you the attention and customer service you need to achieve your unique individual style and image goals.

The POLISHED products, programs and services have been developed on the seven principles of design: color, value, texture, shape, form, space and line. No two people on this earth were created the same; thus by honoring your unique personality, lifestyle, and body you can create a personal style that is unique and timeless.

SERVICES:

Style and Image Consultations
Personal Shopping
Wardrobe/Closet Sweeps
Personal Styling Sessions
Corporate Seminars

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INTRODUCTION

From the time I graduated from high school and entered college I took my personal and public image very seriously. It was something about turning 18 that made me understand that if I wanted a certain life for myself I had to create it. At different times in my young adult life I had to be different things, from the passionate unpaid fashion intern in to the polished driven young professional.

Every single person in the world you see is visually telling a story through their presence without speaking. Having a strong individual style has the power to communicate confidence and success without you saying a word. On any given day 70% to 80% of your body is covered with some type of clothing. This only leaves your face, hands and a portion of your feet visible; and who is focused on your hands and feet when they first see you?

When I hear people say, “I don’t care about my clothes” or “I’m not concerned about being judged on how I look”, I immediately see a need to help them understand that first impressions count! Professionally, my life changed the day I put on a business suit. I quickly went from sitting behind a desk everyday in San Francisco to traveling the world representing the company I worked for. You see, it does not matter if you are walking into a store, a class room, or a board room, the way you present yourself directly impacts the goals that you set out to achieve. You never know who is watching you.

Look in the mirror and ask yourself “What message am I currently sending to the world with the way I dress and groom daily?” Is that message consistent with your current goals, or does it conflict? What does a successful you look like? Are you walking the walk, and talking the talk that’s going to get you noticed and closer to your goals?

This worksheet was developed to assist you in discovering and defining your, “Personal Style and Image Statement”. This statement will guide you by giving you focus, power and confidence as you work to achieve your personal and professional goals. Reflect on it daily as you get dressed and prepare for your successful day.

There are three elements you will need to explore as you prepare to develop your “Personal Style and Image Statement”:

1. The Honest Assessment
2. Style and Image Goal Setting
3. Honoring the Authentic You
1. The Honest Assessment

Every day we see people we admire walking down the street that represent an image of confidence and success. You can create that personal image also. Commit to taking control of your personal image by building a wardrobe that works for your current lifestyle. Why spend your money on a closet full of jeans and tennis shoes if you need to wear a suit to work? Life transitions can also affect your personal style. If you were once a working woman and have transitioned into a stay at home mom, “why have a closet full of business suits?”

Grooming habits are also very important. Start thinking about your positive physical assets and the hair and makeup grooming habits that enhance your natural beauty and are easy to maintain. If you have amazing eyes, learn how to put on eye makeup. If you have difficult to manage hair, find the cut and products that tame it and stick with them.

Take the time now to honestly assess your current style and image attributes. Evaluate the components that directly impact your physical appearance and personal image. Grade yourself on a scale of 1 to 10. Anything below a 7 needs to be evaluated and addressed, and don’t be afraid to seek a professional.

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<th>2</th>
<th>3</th>
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<th>5</th>
<th>6</th>
<th>7</th>
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<tr>
<td>Grooming</td>
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<td>6</td>
<td>7</td>
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</tbody>
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Where do you need to take action?
2. Personal Style and Image Goal Setting

How do you want people to perceive you?
(Be honest, and do not be afraid to express how you really feel. It’s only you and the paper, so let it rip!)

Like it or not, when people first see you they make the following judgments about you within 30 seconds:

1. Your Personal Social Status
2. Your Personal Economic Status
3. Your Education and Career Level
4. Your Personal Ethics and Moral Character
5. Your Future

Does your current image and personal style match what you want people to think about you?

Where do you want to be professionally in 3 to 5 years?

Where do you want to be personally in 3 to 5 years?

What does a successful you look like in 5 years?

{POLISHED TIP} Do not wait until you meet your goals to dress the part. Start now! Dress for the position in life you want, and you will be there sooner than you think.
3. Be Authentic

There is nothing wrong with being inspired by the style of others, but nobody can be a better version of you than YOU! The truth is that eventually everyone can see through a phony (especially when your feet hurt in the shoes you knew were wrong for you) and you can only keep up an act for so long.

So, as you start to think about your “Personal Style and Image statement” think about the words that truly define who you are, and who you are striving to become! You cannot become confident until \textit{what you do daily is in alignment with who you are.}

Circle the words below that define and resonate with who you are, and who you wish to become:

- Accomplished
- Active
- Admirable
- Adorable
- Affluent
- Aligned
- Amazing
- Appealing
- Artistic
- Astounding
- Astute
- Attentive
- Attractive
- Authentic
- Aware
- Beautiful
- Blessed
- Bold
- Brilliant
- Calm
- Capable
- Centered
- Charming
- Cheerful
- Classic
- Clear
- Clever
- Competent
- Complete
- Confident
- Connected
- Conscious
- Considerate
<table>
<thead>
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<td>Innovative</td>
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<tr>
<td>Creative</td>
<td>Flourishing</td>
<td>Inspired</td>
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<tr>
<td>Daring</td>
<td>Friendly</td>
<td>Intelligent</td>
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<td>Fulfilled</td>
<td>Interesting</td>
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<td>Delightful</td>
<td>Fun</td>
<td>Intuitive</td>
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<td>Desirable</td>
<td>Generous</td>
<td>Invincible</td>
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<tr>
<td>Determined</td>
<td>Genuine</td>
<td>Inviting</td>
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<tr>
<td>Diligent</td>
<td>Gifted</td>
<td>Irresistible</td>
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<tr>
<td>Dramatic</td>
<td>Glorious</td>
<td>Joyous</td>
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<tr>
<td>Dynamic</td>
<td>Good-Looking</td>
<td>Keen</td>
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<tr>
<td>Eager</td>
<td>Gorgeous</td>
<td>Kind</td>
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<tr>
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<td>Graceful</td>
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<td>Elegant</td>
<td>Great</td>
<td>Loving</td>
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<td>Happy</td>
<td>Lucky</td>
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<td>Energetic</td>
<td>Harmonious</td>
<td>Luminous</td>
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<td>Enthusiastic</td>
<td>Healed</td>
<td>Magical</td>
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<td>Enticing</td>
<td>Healthy</td>
<td>Magnificent</td>
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<td>Excellent</td>
<td>Honest</td>
<td>Marvelous</td>
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<tr>
<td>Exceptional</td>
<td>Imaginative</td>
<td>Mighty</td>
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<tr>
<td>Experienced</td>
<td>Impressive</td>
<td>Miraculous</td>
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<tr>
<td>Exquisite</td>
<td>Individual</td>
<td>Motivated</td>
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<tr>
<td>Fabulous</td>
<td>Industrious</td>
<td>Natural</td>
</tr>
<tr>
<td>Fascinating</td>
<td>Ingenious</td>
<td>Neat</td>
</tr>
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</table>
Perfect, Reliable, Tenacious
Pioneer, Remarkable, Thankful
Playful, Respected, Thriving
Pleasing, Robust, Trailblazer
Plentiful, Secure, Trusting
Polished, Seductive, Truthful
Positive, Self-Reliant, Ultimate
Powerful, Sensational, Unique
Precious, Sensible, Updated
Prepared, Sensitive, Valuable
Productive, Serene, Versatile
Profound, Skillful, Vibrant
Prosperous, Smart, Victorious
Proud, Smashing, Vivacious
Qualified, Spiritual, Warm
Quick, Splendid, Wealthy
Radiant, Strong, Whole
Refined, Stunning, Wise
Refreshing, Successful, Worthy
Relaxed, Talented, Youthful
Now it’s time to define your “Personal Style and Image Statement”....

Now, you have done the exercises and it is time to make some decisions. You know where you are and where you want to be! You know what you need to do, so let’s put some words to it so you are reminded daily of your goals! Use your Personal Style and Image Statement as your Mantra.

Step 1

Review your list of words and choose your favorite words that speak to you and the future you see for yourself.

WORDS: __________________ _______

_________________  __________________

_________________  __________________

Step 2

Start combining your words together so they make sense for you and nobody else! (I suggest using 3 to 4 words)

______________________________________________________________________________________________

______________________________________________________________________________________________

Step 3

Define and Execute!

My Personal Style and Image Statement is:

______________________________________________________________________________________________

(My 2012 Personal Style Statement is: Confident Individual Trailblazer)

The areas of my current personal presence that I need to improve are:

You now have the power to transform your current style and image to the next level with a purpose.

Go for it!