****

**IGNITE YOUR PRESENCE**

Jill Swanson – Image Coach

VISUAL CONFIDENCE

swanson logo - swan **FUNCTION**

Dressing from the Floor Up

* Wardrobe Capsules Assembling outfits on single hangers

swanson logo - swan  **FASHION**

Dressing from the Top Down

* Plus 1 – Add one accessory or clothing piece to complete the look and bring business casual up a level (jacket, scarf, statement necklace, belt, etc..)

swanson logo - swan  **PASSION**

Dressing from the Outside In

* Encores – Groupings of similar accessories/jacket or vest to move through your seasons and bridge your wardrobe. (eg: green jacket, green stone necklace, green & aqua scarf)

swanson logo - swan **REACTION**

Dressing from the Outside In

● Color Psychology (For details, see book: Simply Stylish Look Great Spend Less – available at jillswanson.com – use discount code: SIMPLE, also available on Amazon)

● Fabric: Soft = Approachable Stiff = Authoritative

● Design: Straight lines: more powerful Curve lines: softer, more approachable



*Consultations – Shopping – Wardrobing – Seminars*

Image Coach/Author/Speaker Rochester, Minnesota 507.250.2030 [www.jillswanson.com](http://www.jillswanson.com)

****

PHYSICAL IMPACT

swanson logo - swan **NON-VERBAL COMMUNICATION**

Handshake - Eye Contact - Posture -- Assertive

swanson logo - swan **REPEAT TO BUILD RAPPORT**

Use subtle mirroring techniques when you are having difficulty connecting

VERBAL CONNECTIONS



**Speech speed (ex: They talk fast – you talk fast)**

**Tone & Volume level (ex. They talk soft – you talk soft)**

**Energy level (ex. They are laid back, you become more laid back)**

**Posturing & positioning (sit up straight when talking on phone or on line)**

**80%** of your success in life depends upon YOUR ATTITUDE!

IGNITE

**Set 2 Goals for yourself – Inner & Outer:**

swanson logo - swan***GOAL:*** *1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* swanson logo - swan***GOAL:*** *2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*



*Consultations – Shopping – Wardrobing -- Seminars*

Image Coach/Author/Speaker Rochester, Minnesota 507.250.2030 [www.jillswanson.com](http://www.jillswanson.com)