

MODULE 3 - MASTERCLASS 5
CRAFT YOUR PROFESSIONAL IMAGE

**UNLEASH THE NEW
VERSION OF YOU!**

TRANSCRIPT



Craft Your Professional Image

Part 2: Professional Image

Hi there, and welcome back to the Woman Of Confidence Personal Brand Accelerated Course. This is part two of your professional image makeover.

Yesterday, you took the first step to clarify your leadership style by creating your style profile and style file. And you took a sneak peek at some amazing image transformations of my coaching clients. So congratulations, you've taken the first vital step to shaping how you want to show up in the world.

Now, After Today's Masterclass You Will Know How To:

- **Edit and curate your own wardrobe capsule and signature trademark look**

Before we continue, I want to address, how critical it is for you to embrace who you are right now. Suppose you have that little voice in my head saying things like, but I don't want to do this until I lose weight or feel so unattractive right now, or I don't have a lot of money to invest in my wardrobe. In that case, I want you to settle down because if this sounds like you, I want to remind you that you are beautiful the way you are and that you are enough, and you don't need to wait to be the perfect whatever shape, size, age, height you are.

Know who you are, and you are who you are, and you must work with what you have right now. And there's no time than right now for you to step up as the leader you want to be known for in your space. You are right where you need to be in this brand success formula journey and when you believe in yourself, others will do too.

So whatever stage you are in your life or career, get ready to show up and shine as more empowered female leader - because your energy is truly the heartbeat of your brand and your confidence. Your confidence is what makes people stand up and pay attention and take notice, and confidence is hands down the key to showing up with the energy and presence of a true leader.



Your confidence is your best fashion accessory as a leader, and all leaders are comfortable and confident about who they are. So, with that in mind, let's dive right into the next exciting stage of transforming your image.

Step 3 Of My 5 – Step Process To Craft Your Professional Image

- **Step 3 Is About Editing Your Own Wardrobe**

The purpose of doing a wardrobe edit is to see what key wardrobe items you already have in stock - and make a list of the things you need to buy to update your image, create a consistent image and style, or even create a trademark signature look. This is one of the most powerful ways to grow your brand awareness as a trademark look will help you be instantly recognised. People will better recognise you and feel familiar with you, whether they see you online or off. So let's take an example of what exactly I mean by creating this consistency with a trademark look. Let's take a look at some slides of some people just from a Google search to show you what I mean and how high impact it can be on your personal brand and even your visual brand.

What Is The Impact Of A Signature look?

To illustrate this, I want to show you some quick snapshots of people online who are global influences and how they've shaped their signature look and the consistency of their personal brand.

- **Sheryl Sandberg**

She's the Chief operating officer of Facebook. Apart from being an amazingly inspirational female leader and Global influencer, she has also created a simple aesthetic brand and presence and a signature look. She is consistent. She is minimalistic, and you may notice that she also preferences blue and sometimes red. So she's creating that visual impression, and she's building trust and recognition by doing this.

- **Naomi Simpson**

She's the founder of Red Balloon. Now to compliment her business name, she is the lady in red, and like me, she's chosen a bold colour to represent her and her brand best. It's a bold statement, and it's a signature look at its absolute best. The impact is super powerful. She is so consistent and so on brand, and the alignment to her business brand is very savvy. So when you think of Naomi Simpson, you also think of her business called Red Balloon. Now if wearing red is not your vibe? Don't panic. You don't have to wear one colour. You can create a signature look in other ways. By the way, you wear your hair by the accessories and the simple cut design and colour of the outfits that you choose.

- **Holly Ransom**

She has taken a more casual, less structured look to her professional image, and it works. But still, there's consistency in the way she wears her hair and the style of clothes that she wears. Holly looks approachable, she seems authentic, but she also seems confident. And this is a great look for a young entrepreneur.

- **Oprah Winfrey**

She's a global influencer that we know just by her name recognition - and we can close our eyes and picture what she looks like. And the best part is that Oprah has built such a strong brand and image that are just seeing her image gives us this wonderful warm emotion of love and acceptance.

Step 3: Edit Your Wardrobe Based On Your Style Profile

Are you ready? Let's dive into your wardrobe edit session Now one of the first things to do is to prepare for your wardrobe edit session;

1. Printing off your style profile and some of the key components you've added to your style file.
2. Make your bed if you haven't already cleared the floor and find enough space so you can pull out all your wardrobe selections and you can lay them flat on the floor or the bed.
3. Ensure that your wardrobe items are washed and put back in your wardrobe, and this will stop you from forgetting about anything you have in stock



4. Call up a friend or an accountability partner and have them come over.

The Next Step Is To Divide Your Wardrobe Into Two Sections.

The first is your casual wear and that is of course clothing that's not appropriate or suitable for work. Secondly, your professional wardrobe items that are suitable for work, and you can include your shoes, but it's not necessary at this point to pull out all your accessories at this stage. Then I want you to group and sort them into your professional wardrobe into categories.

And, that is your:

- Jackets
- Blouses
- Pants or Trousers
- Dresses
- Skirts.

And doing this is going to help you view all your professional wardrobe items and without clutter or distraction from any other clothing that's not relevant for you. It will help you also to probably discover some hidden gems you've had in the back of the wardrobe, and you can pull them out.



See What Key Wardrobe Items, You Already Have In Stock

Now you're ready to get started on narrowing down your wardrobe to the best items you have in stock that match your style profile and the ones in your style file to help you with your selections. Here's what to look for:

- Look for excellent quality jackets, good cut and condition, and items that match your brand, colours, and style profile.
- The basics wardrobe essentials are classic skirts, trousers, dresses and even basic neutrals. They are easy to mix and match within your wardrobe capsule. Lay your clothes out on the bed or even the floor so you can play with different combinations and see how they fit together or relate to the items in your style.
- Then I want you to create a fun pile that is your throw-out pile, and that's all the things you don't need anymore that you can throw out or gift to charity. Now be brutal. In this process, select only good quality garments and well-preserved garments. Because if it's looking old and dragging, then you probably need to throw it out all.
- Check for stains on your garments, because if you haven't worn them for a while, you may need to check for some wear and tear, some broken hemlines or pulled threads.
- And you may need to get them dry cleaned or mended and just, you know, get rid of any stains you might have.

Tip!

Top Tip!

Now, another super tip is to go through some of your undergarments as well. Why well? Having good, well-fitting undergarments and even some shapewear can make your clothes sit and feel so much better and give you a more seamless look and sometimes it just gives you that extra bit of confidence. Now here's a little trick that I do. I always wear shapewear for important meetings or presentations and events. It's the best secret I know to ensure that you're all well tucked in, especially if I feel a little bit bloated at that time of the month, and it gives me a little extra boost of confidence.

The next step is to make a stock list of all your final selections, plus put together a wish list of items that you need to buy or that you want to buy. Once you've completed this step, you will have the beginnings of your new professional wardrobe.

Tips To Help You With Your Wardrobe Edit



Tips!

So when looking through your wardrobe here are some extra tips to help guide you along.

- As a professional woman, you're most likely going to need at least two or three jackets, one or two for every day. I like to have one special event jacket or a power suit. That lights you up and makes you feel empowered every time you put it on, or if you're a top female executive, business owner, or professional woman, I suggest opting for a more structured, well-tailored, and well-cut jacket.
- A cropped jacket can look great and give you a really fresh youthful look.
- Having a basic black or Navy softer jacket is also a good brand to own now. I have red because red is my signature colour, but I also have basic colours that I can mix and match back with my signature colours.
- Now, if you're in a creative industry, or perhaps you're an entrepreneur, sometimes having a less structured, free-flowing jacket can be for you.
- Maybe with the sleeves pushed up or even a more tailored jacket can look awesome teamed back with denim just to dress it down and give you a more creative touch.

Design, Colour And Cut



Tips!

- Now the next tip is to choose timeless basics to easily mix and match timeless lines that don't go out of style. And they're not just trendy designs that will be in one minute and out the next, unless you're in fashion, in which case, of course, you may want to go that way.
- Also, choose colours that suit your brand palette to create a signature trademark look that matches your overall visual brand, and this can be a super tool if you want to use this level of the brand.
- Choose well-fitting dresses and skirts that aren't too tight. f And if you are more curvaceous, darker silhouettes underneath work well if you are more shapely. ,
- I think sometimes choosing skirts over dresses can be a great option because they're much more versatile as the same spirit can be teamed back with many different tops, blouses and jackets.
- And finally, having a selection of blouses, at least three or four that match back to your brand palette and look flattering close to your face.
- I like to look for soft luxe and really easy-care fabrics as they also can give you a feminine touch, and look great underneath a structured jacket or a power suit.
- Likewise, textures can give a luxe feel to your wardrobe but steered clear of patterns near your face as it's all it can be ageing and it can also be super distracting, so try to go for a block-colour that lifts you if you can.
- Choose quality fabrics and brands that last over cheaper, lower quality fabrics and brands, because ultimately you want your garment to last, not shrink, and have threads pulling or fabric pilling.
- And of course, don't forget your accessories, because they can play a huge part in creating your signature look but you can add these later.

Accessories

The role of accessories in curating your leadership style and wardrobe. Because this is one of the most overlooked aspects of most women's professional wardrobe, yet accessories matter. They do play a significant part in the way you show off your personality.

Your brand values and professionalism can also help you build a powerful signature look. So it's really important to consider your accessories when completing your professional image. You don't have to be an accessory queen, but with a few simple tips, you can add some key signature brand basics to your accessory kit too. Then add to your professional wardrobe capsule.

I don't use many accessories at all, and it's just not my style. I mean, red is bold enough, right? But you can consider the sort of glasses shoes you wear, handbags and earrings to use as statement pieces to add value to your brand identity, especially if you enjoy wearing those pieces.

Shoes

And the first and most important one in my book is to look down at your feet first. What shoes are you wearing? Because shoes are your most important accessory and will compliment your professional appearance.

But the good news is you don't have to be Imelda Marcos and have 3000 pairs of shoes in your wardrobe. Three to four pairs of shoes are enough.

- Plain black pair of shoes for their versatility and for your brand basics.
- Navy pair of shoes. It's not as harsh as black and can take the edge off, but it's also very style.



- The neutral tone of the shoe obviously goes back with every colour, but it also looks super stylish with plain black, and it will go back with your neutral tones in your wardrobe, such as creams but will also go with bold colours.

A statement pair of shoes, something that pops that you can wear with black, or something that reflects your personality, such as a pair of leopard print shoes or a bold red pair of shoes, or a hot pink, or whatever is in season. This is your opportunity to add something on-trend and a fashionable item that you may not want to wear every day, but you may want to wear for special occasions or as an accent piece to your wardrobe.

Eyeglasses And Jewellery!

Now your following accessories to consider are your eyeglasses and your jewellery. Now your jewellery can be a great way to show off your personality and a straightforward tool to create a signature look.

But you don't need to go overboard. There is a saying in a fashion that says put on your accessories. Then look in the mirror and take one thing off, because less can be more sometimes, and you don't want your accessories to distract people and affect how you communicate or shop as a leader.

Now It's Time To Audit Your Wardrobe!

So pause the video to complete your wardrobe edit and take your time. And if you are struggling with your choices,

I want you to ask yourself;

- Does this garment bring me joy?
- Does it make me look and feel professional, confident and empowered?
- Does it fit with my style profile and how I want to be perceived as a leader?
- Are they in good condition, and do they fit me well?

Take your time with this process and please don't be afraid to be completely brutal. And because spring cleaning your wardrobe with the clear intention to elevate your image and confidence can be super cleansing and a compelling experience.

So please embrace this opportunity and once your wardrobe edit. Take some quick photos of your garments on your mobile phone, and this is going to be super helpful for later when you go shopping, and you want to choose items to wear back with your wardrobe staples. And then I want you to go back to your wardrobe.

And re-organise it, so you have all of your selections hanging together in one special section. And this is going to be your go-to place for all your personal brand basics that will now become your professional wardrobe casual. And when you're then going to be ready to take the next step, which is creating your shopping list of items, you need to build your professional image and wardrobe and create your signature look.

Make Your Shopping List

Now, having a shopping list is going to stop you from wasting time and money searching for items that you just do not need. Review the wish list with what you have in stock and create your shopping list.

Here Are Some Top Tips To Help You With Your Shopping List

- ***First of all, let your fingers do the walking and just pop online to search for missing items to narrow down the field of where you need to go show.*** Shopping and remember to always look for good quality brands and when you find a brand that suits you and fits you really well, I often think it pays to stick with that brands you will always know that their size and their cut is going to fit you beautifully. And you can more easily top up your wardrobe capsule each season with new items from that same brand.

- ***The next step is to create a relationship with the store manager or the key assistant*** in that shop because they will get to know your shape, your size, and what you're looking for. They will also let you know when you see some items arrive and that if they are on-brand for you, they will give you a quick call which takes the stress out of it.
- ***Now when you go shopping, take along the key items or the photos you've taken of your key pieces in your wardrobe.*** And take them along to the shop when you go shopping. That way, you can try them on in-store to ensure they match your other brand basics, and you can get your shop assistant to help you with mixing and matching with what they have in stock.



Tip!

Top Tip!

I always think shopping at a larger department store that has many quality labels can genuinely be helpful as well.

Often you can book in with the resident store stylist in those department stores because lots of the stores and even some boutiques have dedicated stylists that are going to help you shop for the wardrobe capsule that you need. They're going to do it for free. Take advantage of this option.

The other thing is you can always get a professional stylist, but they're just going to walk you through this same process anyway, so you may as well save a lot of time and money and put it towards your new wardrobe.

Your Action Steps Today Are To

- 1. Edit your wardrobe,**
- 2. Reorganise your closet and**
- 3. Make a shopping list and also have fun doing it**

Next Step:

Once you've completed these three steps, you will be ready for the final stage of your image transformation, which is to book in with a professional photographer to update your professional profile image. This will complete the final element of your visual brand and bring your personal brand to life online with an image that is a true reflection of who you are and the leader you want to be.

So Next up in the final masterclass of module three, I will introduce you to my friend and colleague Cindy Lee from Studio 4 Media. She's a leading personal brand photographer who's going to help you with her top tips and strategies to capture the authenticity of who you are on camera with the perfect profile image, so I'll see you in the next masterclass.

But remember, greatness without starts within, so please believe in yourself and be proud of the work you've accomplished. In your personal brand success formula today, because the best is yet to come.



