

Image Management

Business Image

Whether you have new employees or existing staff moving up the company ladder, looking stylish and professional is essential in projecting a creative competent and confident image for your company.

Image management forms an integral part of any business and, even though you never get a second chance to make that first impression, it is often overlooked as a training requirement. Jo can tailor a bespoke programme to suit training needs and office culture, offering your employees her expertise on how to appropriately incorporate their personal style into their business wardrobe and project the right image. A team building exercise with a difference.

Your company will experience a decrease in overly casual attitude and demeanour. This increase in professionalism should see greater productivity in your staff, a growth in overall profitability and a very image conscious workforce.

Retail Training

Do you manage a retail sales team or own a clothing boutique? By furnishing your staff with style and colour knowledge, each customer can be given valuable trusting advice. Watch sales soar and loyal custom increase. Jo offers tailor made training packages for you and your staff to help maximise the sales potential of your business.

Colour and style analysis training will provide you and your team with a set of guidelines and principles to help you identify individual body proportions, face shapes and body scale, in turn helping you to find the most flattering cuts, fabrics and styles that will reflect the natural body lines of your customers.

Buff and Polish

Are you:

- chasing that promotion?
- looking for a new job?
- a recent graduate?
- been made redundant?
- facing a changed dress code?
- just trying a totally new occupation?

Jo can advise you on how to present yourself in business, appropriate dress, and how to avoid small image breakers that can have lasting impressions.

In order to define your image and style objectives Jo offers a FREE 30 min consultation without obligation to all potential clients.

By asking you questions about your lifestyle, what you love to wear, how you want to look, your image and style aspirations. This enables a tailored image mentoring programme to be offered to you

To arrange a consultation please contact:

08450 944 067

07757 025 002

jo1@jonorth.co.uk

www.jonorth.co.uk



jo north **image mentor**
guiding you in the right direction

Aim:

To help you to become your own image mentor, by working with you to develop your own unique style.

The Image Mentoring Mission

To make a visible difference to you by increasing your confidence, gaining you compliments and helping you to find the ultimate accessory... a smile!

Your Image And You

Your image can affect your confidence, relationships, attitude and above all your future prospects.

Your perceived image is not always your received image.

A consultation with Jo North will provide you with a bespoke service, offering lasting advice and a lifelong understanding of how to use style to add to your personal or professional development.

- Do you think your wardrobe is outdated and disorganised?
- Do you hate shopping and wish someone could do it for you?
- Are you single and on the dating scene again?
- Do you want to get ahead in your job?
- Tired of being lead to foolish clothing choices by shop assistants?
- Have you undergone physical changes and want to dress accordingly?
- Or do you just fancy a totally new look?
- Maybe you want to have fun with a group of friends and talk about clothes?

Jo can guide you in the right direction and advise you on how to look and feel your absolute best at all times without breaking the bank. A consultation is an investment that will equip you for life, giving you a true understanding of how to use image and style to your best advantage.

Image is more than simply following the latest fashions. It requires you to develop your own signature style according to what flatters your body shape, wardrobe personality and what colours harmonise with your characteristics.

About Jo

Jo North, founder of Image Mentor has married her passion for clothes and style with confidence coaching and image management. She has an understanding of the impact the right choice of clothes can do for you in terms of first and lasting impressions; whether it is creating a positive image in business, boosting self esteem after a difficult time, feeling at your best for that dreaded first date or interview, finding an outfit for a special occasion or just being able to motivate your confidence to look good every day.

Advice and mentoring from Jo is totally confidential and specifically tailored towards your individual needs and objectives. Jo is a member of The Federation of Image Consultants.

Your Personal Style Portfolio

Develop your own unique sense of style

If you feel you've lost your sense of style, or feel frustrated and face daily clothing dilemmas Jo can offer you a personalised style service, working with you on a one-to-one basis to meet your image objectives.

By working with you to accentuate your assets and minimise those areas you least like, you will be amazed at how easily a perfect silhouette can be created with just a few tweaks to your everyday clothes, or the purchase of a few current trends. By looking at body and face shape, scale and proportion Jo will enable you to look stylish and create illusions through clever dressing.

After the consultation you will be presented with a personal style file with invaluable tailored solutions for lifelong reference. Costly clothing mistakes can be a thing of the past!

Inject colour into your life

Wearing the wrong colours can make you look older than your years, tired and give you a lack lustre complexion. Knowing what colours harmonise with your hair colour, skin tone and eyes can make you look instantly younger, more vibrant and create colour confidence. Colour should be the foundation of a great wardrobe and it evokes so many emotions.

By using a Directional Method of colour analysis Jo will create a colour swatch for you, giving you a shopping aid in order to help you to purchase the clothes and accessories that compliment you.

Wardrobe detox

Have you got loads of clothes but still nothing to wear? Jo can come to your home and conduct a wardrobe detox to revive, cleanse and invigorate your current wardrobe. She can even bring extra hangers, rubbish bags and moth balls. You will be amazed at the outfits Jo can create by shopping in your own wardrobe. By de-cluttering and creating space you will find what clothes flatter you, which garments to keep, which ones to throw out and what items are missing in order to create the ultimate wearable wardrobe.

Shop wiser

Do you find shopping a chore? Are you overwhelmed by the High Street? Jo can educate you on how to shop wiser: saving time, money and stress. Find out which stores cater for your needs and shape, and which brands are designed for your body shape. A clothing list can be created for the ultimate capsule wardrobe that suits any budget. Learn what to go for, what to leave in the shop, know when a sale is a sale and how to update your current wardrobe with some seasonal trends. Jo can shop for a special occasion, business wear or every day clothes.

Clothes maketh the man

Do you need the right look for that all-important business meeting, a promotion interview or do you need to dress business casual or look good for a date? If so then maybe you need a female influence and some style direction.

Jo can assist you in making the right clothing decisions. Image is more than just a good suit and a coordinating shirt and tie. Shopping can become an enjoyable experience, or failing that you can delegate the whole task.

Weddings- The Most Important Day of your Life

Every bride wants to look and feel amazing on her wedding day, so why not let Jo help to create the perfect outfit, advise on the right colours, create natural radiant make up and advise on the most flattering hairstyles for you and other members of the wedding party.

Advice can be offered for the full wedding party.

A Stylish Gift

A bespoke style consultation can be an unforgettable gift. This is presented in a unique gift card for the value of a tailored consultation. A gift which will reap both confidence and compliments and give a lasting impression.

Style Parties

Why not host a stylish girl's night-in or a chic ladies lunch which oozes sophistication and class. Jo can be on hand to offer style advice and guidance along with a few bottles of wine and nibbles. If you find that you have clothes that are the wrong colour or style why not host a swap party to recycle. An alternative get together with valuable lasting fashion advice.

Image Events

Jo regularly hosts unique image events that cover a variety of topics. Each session will be entertaining, interactive, informative, invaluable and fun. These can be designed specially to meet the requirements and needs of those attending. Jo is also available for comment on any image and style related issues.

Dress to Impress

Newly dating, divorced, or just simply want to 'keep the sparkle' going in your current relationship? Jo can offer advice on presenting yourself on the dating scene offering tips for success. Learn how to convert first dates into a relationship, boost your confidence and look the part.

The Couture Mentoring Programme

Feel you need a total image over haul and a real confidence boost. A top to toe investment with ongoing image and style advice provides you with monthly consultations and unlimited access via email and phone. This ultimate image mentoring programme provides advice, shopping and confidence coaching. Designed to maximise your full potential, securing personal and professional success.