

Subject: Uniquely You -- Bargain Shopping Excursion & Shy People Need Great Clothes



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## **UNIQUELY YOU** Spring 2010, 2nd Ed.

Hi everyone,

I have been wanting to take a group on a *Bargain Shopping Excursion* for a while. I just put one together -- for the first three people who sign up. Check it out below.

I felt inspired this month to write about one of the psychological effects of how I help my clients -- I wrote about *occasional shyness*. Let me know what you think -- something completely different.

Last, but not least, I added a refresher on the *benefits* of working with an image consultant.

Enjoy!

*Orene*

## Top 8 Reasons my Clients Hire Me

**1. Unhappy with the effects of aging on the body?** Guess who can show you how to use clothes, accessories and makeup techniques to turn the clock back.

**2. Instead of using 10% of your wardrobe, you could be using 100% with the help of an image consultant.** You won't need to find more storage space when we professionally edit your closet and leave you with items that fit, flatter, and express qualities about yourself that you're proud to share.

**3. Need to freshen up your wardrobe but hate to shop?** An image consultant makes this easy! We select things that you never even thought to try on and you'll end up with a wardrobe that exceeds your expectations.

**4. Your cost-per-**

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## For Occasional Shyness, You Need Great Clothes!

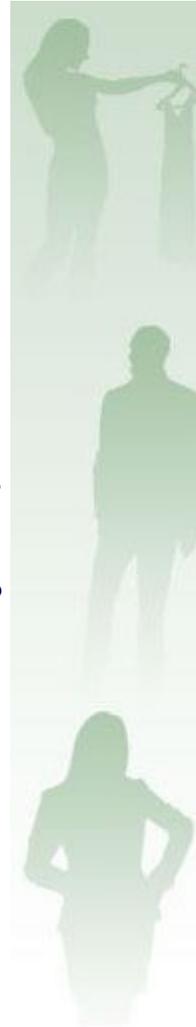
"...shy people need great clothes so they can walk into a room and let the clothes do the talking at first..."

This quote, from a recent article in the *Wall Street Journal*, was the advice given by a psychiatrist to help her patients deal with their shyness. ["Blush, Babble, Cringe: The Shy Social Butterfly?" The *Wall*



*Street Journal*, Tuesday, May 18, 2010.] 40% of all Americans consider themselves shy and the vast majority of people (95%) experience shyness sometimes, which can negatively impact their interactions with others. "Situational shyness" is when certain circumstances or people can make you unexpectedly, uncontrollably shy. Many of these situations include:

- Interacting with strangers,
- Meeting with people in authority,
- Being around people we find attractive,
- Talking with famous people,
- Starting a new job,
- Attending parties,
- and more.



**wear on purchases goes way down** when your consultant can show you 5 terrific ways to wear a new jacket and 15 ways to wear a pair of pants.

**5. The confidence of knowing you're dressed**

**appropriately for your work life** pays off in improved work performance and gets you noticed by people who have the power to advance your career.

**6. Worried about age discrimination in the job force?**

Image consultants are the next in line to call after the headhunter. An image consultant knows how to help you be the person who could fit into a younger culture just by the right wardrobe selections.

**7. Worried about money?** Think you can't buy new things?

An image consultant can help you refresh your wardrobe using the clothes you already have. And if we discover that

Looking your best in these situations, which includes wearing great, flattering clothes, gives you the self-confidence boost you need to positively impact your interactions. We've all been in situations where we feel out of place or don't want others to notice us because we are feeling self-conscious about how we look - we may be feeling frumpy, out of style or are wearing clothes that don't fit us quite right. Wearing great, flattering clothes means that you don't need to worry about your appearance. Phew! We all have enough other things to worry about in stressful situations.

One of my goals for my clients is to help them look their best all the time, whether it is clothes for their careers, job hunting, dating, social events, special occasions, sporting events or you name it. The confidence that comes from dressing appropriately and looking polished and put-together for each occasion is priceless. If you need help finding great, flattering clothes, I would love to help you.

## **BARGAIN SHOPPING EXCURSION**

**All Welcome**

### **Group Excursion to the Best Designer Outlets and Sample Sales Stores in San Francisco**

I will take 3 women shopping for wonderful bargains on **Friday, June 23, 2010**, meeting at **9:15 a.m.** at my house. We will shop and have lunch for about 6 hours and return to my house late in the afternoon.

Cost is only \$149 per person, plus your lunch.

**Hurry and book your spot today, as this is only available to the first 3 women who contact me.**

you're missing a few key items, we can efficiently help you shop for them.

**8. Troubles in the marriage?** Well, that might be tougher to solve, but if you're looking to move on in your love life, an image consultant can help you take those first baby steps into your new dating life. You'll look like a woman of power who, by the way, happens to be single and available. And if you're looking to add romance to the marriage you're in now, we can help you do that too!

**Does image consulting cure all the ails of the world?** Of course not. But looking good and feeling great about yourself is a daily salve that helps you get through the ups and downs of life. Make this the month you take action on your behalf. Don't put yourself and your personal needs on hold for one more day. You deserve to get dressed - not just



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in clothes, but also in style - your style. When you greet each day with confidence, just think of the opportunities that could come your way! Give me a call and we'll set up an appointment.