



Your Image Works

Beth Yvette Strange
Image Consultant

430 Broad Street
Oxford, PA 19363

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P: 610.998.9210
M: 814.571.5692
beth@bethstrange.com

About Beth Strange

Beth Yvette Strange is a member of the Association of Image Consultants International (AICI), a Licensed Conselle Affiliate, and the owner of Your Image Works, LLC, of Oxford, Pennsylvania. Founded in 2007, Your Image Works offers a wide range of personal Image Management services from image and wardrobe evaluation to business and social protocol training. Beth offers a variety of personal and professional image clinics and consultations. ***"I am fascinated by all aspects of our image—it should be the true reflection of who we are inside. Proper image management is so important."***

Image Advantage Seminar™

IMAGE MANAGEMENT FOR PROFESSIONALS

Self Presentation Skills Strengthen Your Corporate Performance

The Problem

People have forgotten that their clothes affect themselves before they affect or communicate to others. People are confused by "business casual" and the lack of professional dress standards in the workplace. People are largely uninformed about design in dress and the impact of appearance on the way they think, feel, act, and others react. Business professionals spend an average of 8-12 hours a week in dress-related activity and the rest of their waking hours reaping the results of that effort. Most struggle to present or express themselves appropriately--or cop out all together.

Communication Is Key To Your Success

You can't connect with yourself or your co-workers and clients or customers unless you can effectively communicate. Dress, grooming, and body language are universal communicators. The Image Advantage™ seminar teaches you the latest, most effective, and comprehensive image concepts available in the business world--dressing from the inside out with four levels of professional style.

Dress With Impact and Integrity

This interactive seminar teaches you to use your image as a resource, with proven tools and strategies to dress for appropriate impact in all situations; to create a positive first and lasting impression; to encourage interaction and help you achieve your goals. You'll learn how to:

- Use a process that breaks the confusing, often overwhelming task of wardrobing into manageable pieces and simplifies your life.
- Create an authentic, workable wardrobe that includes a logical range of clothing styles appropriate for your lifestyle and personal style.
- Increase your confidence, credibility, and productivity, outclassing the competition and contributing to your continuing success.
- Recognize, understand, and work with the four levels of personal/professional dress on the Style Scale™--the definitive new dress guide.

A High-Return Investment

The principle-based concepts, skills, and strategies taught in the Image Advantage™ seminar are designed to simplify image issues, eliminate negative image cues, and stimulate a positive image attitude and behavior most people will otherwise overlook. With the Image Advantage, you will get immediate and long-lasting results.

Tools To Tackle Image Management

You'll also receive the following image resources:

- An illustrated seminar guidebook with interactive hands-on exercises.
- Forms to help you evaluate, plan, and organize your wardrobe.
- The award-winning Conselle Personal/Professional Style Scale™.
- The Conselle 250 point Professional Image Profile™.
- Conselle's Image Management Quick Reference Guide™ and much more.