



STYLE & CONQUER IMAGE GUIDE

MAGNETISE YOUR DESIRES
AND MONETISE YOUR MESSAGE
THROUGH YOUR
IMAGE, ENERGY AND STYLE



"You can have anything you want in life if you dress for it." —Edith Head

WELCOME LOVELY!

WELCOME TO THE BEGINNING OF
'YOUR STYLE AND CONQUER™
JOURNEY!

I'm Jenni P,
Your IMAGE and ENERGY BFF
and reputed Dream Catalyst!

I help ambitious career women
and changemakers
makeover their image, message and style so that they can stand in their
confidence and charisma,
spellbind their audience
and sell with sass, ease and confidence!

Together we will
Raise Your Vibe
Dress Your Message
and dang! With effortless ease, you will
Style & Conquer!

Style is something each of us already has, all we need to do is find it." —Diane von Furstenberg

Here's the thing...

You have just three seconds to make an impression on someone.

Even before you get to talk about your beautiful vision for making the world a better place. Even before pearls of wisdom fall from your lips, the person or audience before you has already made up their mind if they are going to like you or not. If they like or 'get' your vibe.

How?

By your image and your energy.

Just. Three. Seconds.

To conquer any doubts. To conquer the moment. To conquer an opportunity. To conquer their hearts, their minds, and, if you're an entrepreneur, their telephone and their credit card number!

What is your most powerful tool to do that?

Your image and your energy.

Your image is the 'outside' of your 'inside' and it speak volumes.

So on a day to day basis, does your image and energy feel aligned with your exquisite, highest self? With you living your most ideal life? Go on, on a scale of 1 - 10, are you dressing in full expectation of success every day? (Pause for score)

Or are you wondering how to change the 'meh' in the mirror to mesmerising? Maybe after having a family, or a relationship change, or a health issue, or you've just lost your style mojo through not really knowing how to make the most of your natural charms. I hear you girl!

I've created this FREE Style and Conquer Image Quickstart Guide for you to begin the journey of finding your own unique signature style. And for that style to inspire you with confidence and allow your charisma to shine naturally!

I call this process your 'Aligned Style™' and it's about finding the style and image of your 'highest self' - that is, you playing at your most successful level!

So let's get started shall we?

The 3 Elements of your 'Aligned Style™

If you're like most women entrepreneurs, there are three things you dream of in your image. Score yourself out of 10 on how important each of these are for you:



1. That you look and feel beautiful and radiant in your clothes



2. That you have a signature style and capsule wardrobe that allows you to shop easily for clothes you adore, that you can effortlessly throw looks together for your public appearances, your networking gigs, your social media lives, hot dates, events, parties, celebrations and important meetings!



3. That your image is coherent with your branding, message, personality, vision and your natural charms, and that it actively helps you magnetise the people you want in your world, and to help you concretise goals and visions.

Aligned Style™ is that powerful! How many did you score out of 30?
So let's get started on realising that dream 30/30 shall we?

WHAT IMAGE REALLY IS

First, here is the theory and then you will get your hands stuck in the clay of priming your style that conquers.

Yes, dressing is one of the most powerful rituals we have for up-levelling our life.

Here's why...

You are made up of inside and outside right? With me so far?

You may have different names for your inner self, true self, personality, authentic self, soul self, spirit, the real you, higher self, and so on but they all refer to your inner you. And of course there is your body.

Your whole image is actually made up of these three principles or qualities:



1 Your Style which is your clothes - to dress in a way that feels authentic and an expression of the true you. Dressing is our inner self's way of expression on a day to day basis. It's a creative way of saying 'this is who I am'. Style is a fun and powerful way of communicating that! And it takes into account your natural charms, your best assets, your colouring and body type.



2 Your Life Purpose - your calling, or simply your values and aspirations. To declare who you are as an entrepreneur is vital. This is beyond your brand and mission. It's a potential lighthouse for your prospective clients, collaborators, opportunities and, yes even lovers! We all have a calling, whether it's an inner calling to fulfilment or an outer calling to make a difference, it truly defines who we are, more than any other aspect of our humanity!



3 Your Energy — your energy is closely linked to both the first two qualities through the action of your well-being, vitality, hormonal balance, emotional and mental state, and your self care. Your energy is a real, measureable 'thing'!

It is electrons firing, life force, chi, prana, homeostasis (big word for optimum health). It's hormones functioning well, chakras balanced, healthy strength and stamina, vitality.

Energy is a tangible thing we pick up on when we meet people. In certain people's company, we can't stand being around their energy. Others' energy stimulates us. Energy is the fabric of the known world, it's atoms, waves and it's all helping you to feel amazing or not, according to how you manage it!



The science behind Styling to Conquer
What have style, image and energy got to do with success?
Everything.

You see, when we put on clothes with no thought to who we truly are, we stand a big chance of blending in with the crowd! When you dress to hide your body instead of revealing your beauty and truth, you are missing out on an meeeega powerful tool to get what you damn well want in life!

And in this powerful play-sheet you will learn why and how you can use them to uplevel your life. so that you can rock the "Law of Style Attraction"!

THE POWER OF HABITS AND THE RITUAL OF DRESSING

Put it like this.....think about the basic things we absolutely have to do every day, that contribute to our overall success:

Wake up. That's a given.

Breathe. Luckily, that's a given too, but if we do it mindfully, we can use it to stay centered and stress free.

Think. Thoughts and feelings are key to us creating the life we draem of.

Eat. With a commitment to our exquisitie self care, nutrition is a huge part of keeping our energy high and our image and apperance radiant.

And dress! Like eating, dressing is one of those aspects of self care that affirms (or not!) our beliefs in ourself and our dreams.

(Here we get a wee bit 'quantum'...)

The late, great Wayne Dwyer reminds us of a really key point:

"Your don't get what you want. You get what you are" This is so true!

Dressing is an affirmation of your inner state as well as your expectations. It's quantum physics in service to your dreams!

The good old principle of the 'law of attraction' will gladly respond to the affirmation you make in your image.

Dress sloppily and turn up for life with low self esteem and no polish or sparkle, and that's what you get back, a sloppy life, low self esteem and no sparkle! Dress to be invisible and that's what you'll stay, invisible! Dress to shock, and you'll probably receive some shocks! Like attracts like so doesn't it make sense that if you dress in full anticipation of your beautiful goals and dreams, they are likely to come faster!



"Fashion is very important. It is life-enhancing and, like everything that gives pleasure, it is worth doing well." —Vivienne Westwood



According to the worlds most brilliant and eminent neuro-scientists, quantum phycisists and the top 1 per cent of business moguls and leaders, Image, with style, purpose and energy all intertwined, is a vital foundation for success. I have worked with quite a few of these experts, and some high powering business women and I can testify that Image is a top priority for high achievers.

HOW TO DO IT WELL AND WHY IT WORKS



It's very simple actually.

Our daily habits make up our lives. Our constant thoughts about our selves conscious and sub conscious, make up our habits.

Dressing as if you are about to live your ideal day, will give you a massive head start in creating your ideal day!

Dress in full expectation of successful outcomes and you are giving out a powerful message that you are ready for those outcomes!

Dress to express your best self and you open the way to be your best self!

Dressing to honour others by turning up in public together, smart and polished, will get you a head start on attracting the people and opportunities you desire, into your life!

Dressing is social etiquette. It's a valuable tool for all in business or wishing to convey a message!

Dressing in your Aligned Style™ will make you feel confident, radiant, beautiful, high vibe! Whatever body shape you are, whatever your past, whatever your unique personality and temperament, using the ritual and practice of dressing your best self is the simplest way that you can accelerate your dreams!



Do you have visions of your best you? Do you see yourself living your ideal life, in your optimum vitality, with the people who melt your heart? Maybe you long for those things but have no idea where to begin the image journey? I'm here to help! Let's begin the party!

So in this journal style playsheet you are going to get very clear about whether those three principles style, life purpose and energy are in alignment.

There are three parts to this exercise:



1. A mirror exercise - to help you get clear about what you want to convey through your image, what you want your clothes to 'say'.
2. A journalling exercise with prompts to help you clarify your 'why', mission, vision and /or dreams. Being clear about them is the first step to getting them!
3. Some Quantum Questions to help you begin asking if your wardrobe and daily dressing habits really reflect the 'you' as you most want to show up in the world.

1. MIRROR EXERCISE

CHOOSE YOUR 12 PERSONAL IMAGE POWER WORDS

First of all, let's get clear on what you truly desire for your image and your self-image. I suggest using the help of an online thesaurus for this exercise, as the range of words will probably be far more interesting than those that your brain dredges up. Your brain is wired to see certain things only, usually negative, and those are the ones we want to change. Get creative. Be expansive! Dream big!

So, in the gold 'mirror' on the next page, write down 3 words that evoke beauty to you. Your own personal idea of beauty and the image you aspire to have. For example radiant or dynamic or sensual or exotic or powerful or grace-filled... whatever you wish your image to be, generally speaking.

Plus, add 3 words that evoke how you want people respond to you. How do you want people to feel in your company and when they see you? (Interesting question right?) It might be inspired, enchanted, present, magnetised, reassured, it's your life, so focus on what you want you hope to convey in your image! It's important!

Then, choose 3 words that really sum up your business vision and your calling. It can be anything that describes your aspirations, motivations and goals for example - fulfilment, financial freedom, awards, recognition, awards, collaboration, choose words that inspire and uplift you.

Next, choose 3 words that totally evoke your life purpose. You may not know yet what the heck that is, but it does hold the secret to your true self! So think in terms of what you love best, what you do naturally and what you value to help you.

I know this might feel a bit intense but have fun with it!

This is a deep dive to evaluate if your ultimate image, energy and well-being are hanging in your wardrobe! The 'Aligned Style™' system is unique in that it takes into account not just your colouring, body shape and personality but your whole best self and best bloomin' life!

Over to you!

Use this sheet to brainstorm and play with words in the space below and then transfer your final chosen 12 power words onto your 'ideal self' mirror on the next page!

This becomes your personal power-word checklist.

You can then print off that page along with the Quantum Question sheet that follows, to help you make inspired shopping and dressing choices daily!

"Style is a way to say who you are without having to speak." —Rachel Zoe





My Image and Energy Powerword CHECKLIST

A large, empty rectangular frame with a decorative orange border. The border consists of multiple parallel lines and corner details, creating a frame within a frame effect.

2. JOURNALLING EXERCISE

CLARIFY YOUR 'WHY', MISSION OR DREAMS

If you are an entrepreneur, you may already know your 'why', mission and vision.
If you are a career woman you may find it simpler to write down your big goals.
If you are a speaker or writer, you could make a statement about your core message.
If you're searching for love then use this space to describe your perfect relationship!

Here are some guidelines to create a vision or goals statement that can become a powerful affirmation. Once you've created one that inspires you, you can use it to repeat and implement daily. This includes in your image. You are about to dress your dreams! I've given you some prompts to get clear about them.

My dream is:

It is my calling to:

My big WHY, message or mission is:

My 'bucket list' for the next 3 years:

My core values:

Who I truly feel I am:

My ideal relationship looks and feels like:

'QUANTUM QUESTIONS' CHALLENGE

These are the journaling questions I use with my VIP clients to enable them to review honestly where they are with their image. It's only when we get real and raw, that we can add the radiance!

They are designed to shake up your dressing status quo so get ready!

In what ways have you been using your clothes to show yourself that you're not enough?

Are you keeping dressing safe because you think you're not creative or artistic or pretty or slim enough to "pull off" how you actually want to dress?

Are you buying conservative and classic pieces and outfits (even though they don't really resonate with who you are) because you think people won't see you as a credible professional?

Are you using your clothes to stay invisible or to fit in with the crowd because you don't feel interesting, unique or memorable enough?

Do you tell yourself you have no style and cover yourself in frumpy, baggy or dark shapeless outfits because you don't really know how to shine your light (if you knew where the switch was!)

What outfits would my highest self choose from my current wardrobe today?

What aspects of myself am I neglecting when I don't wear things my best self would love?

Do you find yourself buying yourself clothes and accessories that are on sale instead of things you really love?

What would a full confident and vibrant 'me' wear today? Can I take a step towards that?

Am I ready to commit to being my best self, living my best life and turning up ready to attract my dreams?

Am I ready to align my style with those dreams? To learn to Style and conquer?



How was that, lovelies? A bit uncomfortable? A revelation? Compelling? Inspiring? Ready to throw your wardrobe out? Or continue learning about your Aligned Style™?

I've got your back! There are several ways you can continue the process of Styling and Conquering your best life! And some practical starting steps.

1. Join the Style and Conquer tribe on Facebook. I run lots of challenges on Aligned Style, Energy and Image in a very supportive group. This is the best way to keep to date with my fresh content. Click on the icon right.



2. If you really feel 'It's time!!!!!!' to re-align your style, image, energy and dreams, let's hop on my, no hustle, complimentary call and let's talk it through together. Click on the peacock feather to book your spot!



3. Along with either or both those options, after all this introspection, take some time to review your wardrobe contents and begin to purge anything that doesn't fit with your highest life!

You can donate (or sell if you valuable items) but it is an act of pure magic to purge what you've been holding onto inside and out for years! Nature loves a vaccum!

This exercise makes space for you to fill up with clothes that are truly in alignment with who you are. That perfectly suit your body shape, your colouring, your personality, value, your, message, branding, desires, the whole lot of what is important to you!

Mostly so that you feel as gorgeous as you truly are and let your vibe rise and shine!

4. Get the VIP treatment!

Maybe you think a makeover is a thing that you can only dream about.

My 1 to 1 VIP makeovers begin at £999 with payment options. (currency conversion rates here) and I also run group makeovers where you can get the whole *Aligned Style* system for £369.

I also offer customised services for photoshoots, interviews and special occasions.

It's best we get to know each other to see if we are a fit so do come along to my group and join in the fun and uplevelling! I look forward to welcoming you!

Here's the link again:

