

No matter what business you are in, you are actually in the business of marketing and selling you. You are the product and the way you put yourself together, from head to toe is your packaging. So the question is, what is your packaging saying about you? When you look pulled together, people assume you've got it together, and that little piece of information is powerful when you know how to use it. As a Personal Stylist and Speaker, I've experienced thousands of women telling me that if I came to their closets and saw what they had, I would throw everything out! Over and over again I hear that their closets are filled with things they don't love, that don't fit them or add to the image they want to portray. I wasn't finding many women that were having fun with fashion, let alone equipped with the knowledge to use personal image and style to their advantage. I noticed a huge disconnect between what's seen in magazines and in stores, and what the real woman ends up buying and wearing. I decided to write *Business Meets Fashion* to clear up the confusion and put the power back into women's hands where it belongs. How is it that some women always look put together and chic while others don't? It's the way they think, the stylish mindset is entirely different than the average mindset. Using the power of image and style to your advantage in your business requires a different approach to the subject than most people have. *Business Meets Fashion* will help you evolve your style from wherever you are now to your next level and beyond. You'll get instructions, ideas and experiments, that will produce some AH-HA moments for you. You'll see yourself looking better than you would ever have imagined. And if you've never worked with a stylist before, then get ready for a treat! Because honestly, right now, you just have no idea how good you can truly look. Great personal style is developed over time. There is much more to it than following outdated rules like you should never wear white after Labor Day and don't mix silver with gold. Personal Style is unique and it can't be boiled down to set guidelines that will work for everyone. So what's a girl to do? You have to create your own rules and play by them. You have to learn to look at clothing and be able to assess what it can do for you and what it can't. You have to be willing to look at clothing and accessories as tools that you can use to create different effects. Much the same way as an artist uses different paints and colors to achieve her masterpiece. And you have to be willing to look at this as an adventure rather than drudgery. Sounds like a rather tall order, doesn't it? Depending on where you're starting from, it might be. I'm not telling you it's going to be easy. I'm telling you it's going to be worth it! And if you're up for that and you read this book and soak in even a fraction of what I'm talking about you will be MILES ahead of the competition whether you're in business or not. I can say that with all confidence because I know the power of individual items to completely change a woman's image in an instant. I know that a well-placed necklace of just the right color and proportion will make all the difference in completing an outfit and skyrocketing style. I know that you don't have to spend a fortune to look like a million bucks, and I'm sharing what I know, so that you can see for yourself what every well-put-together woman knows. *Style Matters and Style Opens Doors*. Are you ready to Open the Door that will change your life? I hope so. Peace, Love & Fashion Anne Morrissey

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