



Julie Kaufman knows how to advise men and women to dress well for any situation. Basing her counsel on both her image training and her many years of experience in the business world, Julie teaches the principles that help each person to project the right image. With her tactful yet direct speaking style, Julie spreads her enthusiasm about dressing well to inspire confidence in those she counsels.

In the belief that appearance is directly related to success, Julie is committed to helping her clients learn how to dress appropriately and beautifully, helping them to keep looking polished all day long.

Most recently, Julie has co-authored the book, "Executive Image Power: *Top Image Experts Share What to Know to Advance Your Career*".

Julie is certified by the Association of Image Consultants International. She draws on her image training as well as her 20+ years in advertising and market research. With a Stanford MBA and degrees in Psychology from Wellesley College and the University of Pennsylvania, she has a unique, corporate-based perspective to bring to her clients.

**Julie has recently delivered presentations to:**

- Stanford University Graduate School of Business
- Qualitative Research Consultants Association
- Women Health Care Executives
- International Association of Administrative Professionals
- West Bay Wellesley Club

## Clothe Yourself with Confidence To Look as Smart as You Are

### Julie's Most Popular Presentations:

#### **Clothe Yourself With Confidence - To Look as Smart as You Are**

- Learn the characteristics of your unique body and how that relates to choosing the right clothes
- Understand how to emphasize your body's strengths and minimize its challenges
- Discover techniques to help you shop efficiently and effectively

#### **Make Your Clothes Work for You - To Communicate the Right Image**

- Learn to choose clothes appropriate to any work environment
- Understand the terms "business attire", "business casual", "relaxed casual", and how to relate them to your workplace
- Discover how to use your attire as a nonverbal means of projecting power or approachability

#### **Travel Smart – Stay Well Dressed from Your Carry-On**

- Learn to choose a travel wardrobe that is functional and flexible
- Learn how to pack all of your travel needs in carry-on luggage
- Tips for maintaining your appearance while on the road

Let Julie help you. Julie co-authored the recently published *Executive Image Power*. Her chapter, "The Perfect Pack", is full of advice about choosing an efficient travel wardrobe and packing it in carry-on luggage.

### **Book Julie Today!**

**650-323-3970**

*"Julie Kaufman's presentation was very informative and engaging. Participant feedback indicated that they highly valued the information, visual aids, and live demonstrations used during the presentation. This was an incredibly useful workshop for career development and confidence building."*

*Mercy - Alumni Career Services, Stanford Graduate School of Business*

*"We gratefully appreciate the very informative dressing for success tips. I'm much more cognizant about the clothing I select and its effect on my presence, now."*

*Gail - Professional Women's Healthcare Alliance*