

Class

The Life Long Communication Journey...by Clare Spiegel

Working as an Image Coach brings new opportunities daily for me. Recently a corporate client came to me with a special need. He said, "I have good people who are doing their jobs well, but we are lacking something. It's "Class." Can you help me?"

As I developed my image business, I had to sort out a lot of things to be able to define what I felt were cornerstones for developing image and style.

I'd like to share the most important discoveries that I now call my mottoes

1. EVERYTHING WE DO MATTERS

Our image encompasses four aspects of our lives:

- How we look
- How we act
- What we say
- How we say it

2. TAKE TIME TO DETERMINE YOUR GOVERNING VALUES

Take time to examine your wants, needs & desires in 7 areas:

- Physical
- Mental
- Spiritual and emotional
- Family and friends
- Financial
- Social & Recreation
- Career

3. FANATICIZE YOUR DREAMS – THEN CREATE GOALS (examples)

- I will live to age 100 being healthy, self sufficient and a contributor to society.
- I visualize 2 M in mutual funds earning 18-20 % yr so I am financially free.
- My husband & I take one major vacation each year.
- We'll take all of the children and grandchildren on a cruise.
- We'll take each grandchild individually on a trip of their choice with us for their 15th birthday
- We'll fly family members into a fabulous resort for our last daughters wedding. And we'll be able to bring all of the wedding

ideas which we've saved in folders for years to reality.

- I see myself on stage in front of 3000 people as a keynote motivational speaker.

4. MOVE TO ACTION

Start something!

If you want to improve your health, start drinking water instead of coffee & soda.

If you want to look better, learn how to put on make-up and create a plan as to what your wardrobe should look like.

If you want to be a paid speaker, determine your message then find an audience you can speak to.

5. LEARN FROM AND MIMIC OTHERS THAT REPRESENT WHAT YOU WANT TO BE

6. BE GENEROUS

7. DO UNTO OTHERS AS YOU WANT DONE UNTO YOU

OK, close your eyes and visualize with me. You see a polished wooden stool with a smooth round top where you sit. The stool has four legs. The first leg is

- How you look
- 2nd How you act
- 3rd What you say
- 4th How you say it

When you are young your stool will be a little stool, the legs will be short, and as you grow the legs get longer. Now, what happens if you don't have one of the legs to your stool? The stool will fall over, right? And what happens if one of the legs are shorter than the other? You will slip to one side.

I'm working on the foundation of my stool every day. How about you?

Your New Image

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