

## *Web Site Copy for The Image Architect*

**The Challenge:** *Move readers from a “just looking” mentality to a “gotta have it right this minute” action stance*

**The Solution:** *Use successful sales letter techniques including: powerful headline, stories, give reasons why, answer objections, social proof, offer FREE bonuses, etc.*

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# **Fast, Easy, Affordable Solutions To Fix The Lies Your Image Is Telling**

### *Case Study #1*

*Before attending my individual workshop, Legislative Assistant David Rourk was all too familiar with the stock phrase, “You can’t come in here without a pass.” But that tune quickly changed to, “Come on through, Senator,” once the gatekeepers saw Rourk’s new, polished, state-of-the-art image—the very image that enabled him to secure a dynamic new position and fast-track career.*

### *Case Study #2*

*When Carol Bollinger came to me, she was headed to Arizona for an interview with a company conducting a nationwide job-candidate search. She knew she was qualified but wanted the competitive edge an enhanced image would give her. Applying the techniques and tools she learned in her individual session with me, Carol said she felt so confident about her new look that it made her interview a breeze. She got the job!*

Having advised more than 467 corporate executives, entrepreneurs, employees and individuals across the world since 1975, I’m betting that, just like them, you fall into one of three categories.

### **When it comes to your image you:**

- Are too busy to give it much thought beyond basic coordination
- Are afraid of choosing the wrong colors or taking a miscalculated risk, so you “play it safe” with colors that blend in
- Are one of the many unfortunate victims suffering from misinformation and misclassification

***TIP: If you've been led to believe you are an "autumn," there is a 99% chance it's not true. Why? Because fewer than 1% of the world's population falls into this category. In fact, most of the color charts you've ever seen are just plain wrong.***

Whichever category best describes your situation, the fact is you're missing out. Missing out on opportunities, profit and success.

But you're not the only one. **Ninety percent of all my clients wear the wrong colors and the wrong styles at least 50% of the time.** Want to know the top two reasons why?

Fashion designers and misinformation disseminated by ill-informed color consultants.

So where's the good news in all this?

The solution.

In fact, I have three.

And if the fast track to success is where you want to be, one of these three solutions is for you.

Now it's possible to do it on your own, but let's take a quick look at what it would take to achieve the same results without one of my three solutions.

**You would need:**

- A one-year course at a high-quality fashion/modeling school for fashion and comportment knowledge, augmented by etiquette training
- Several years experience with top fashion coordinators or fashion designers to learn the tricks of the trade
- Training to become an expert makeup artist
- Experience with Saville Row (male) fashion in London and European or Continental male fashions in France and Italy
- Several years of art study for a solid foundation in color
- Serious studies in color psychology to acquaint yourself with the powerful influence image plays in the judgments we make everyday
- On the other hand, by choosing one of my three solutions you can avoid the time, hassle and expense you'd face going it alone.

**Some of these solutions' benefits include:**

- Conveying a dynamic, distinctive and successful persona
- Evoking a sense of credibility, trustworthiness and professionalism
- Recognition as a classy, polished and worldly individual
- Boasting a more commanding presence

- Looking more confident – and more important
- Being treated with respect at all times
- Ultimate confidence from knowing you look good, and that others know it too
- Eliminating the guesswork behind choosing the right colors
- Avoid wasting money on clothes that make you look dated, dreary, frumpy and dumpy

**So how is it that I can make such bold promises? Because I've delivered the means to success time and again for client after client.**

But don't take my word for it. Take these five.

“Since I used Sandy's advice I have been a different person. I feel good about myself. Not a day passes without someone saying, ‘What are you doing? You look great! You look younger. Have you lost weight?’ I was thrilled with the way she demonstrated the colors – nothing like Color Me Beautiful.”

**Betty Perkins**

V.P., Managing Broker  
Long & Foster Realtors

“I just wanted to let you know that my sales have increased dramatically since my session with you four months ago. In fact, I am close to batting 100% now on my sales calls. Sandy, thank you again for all your help. It has changed my life!”

**Christopher Powell**

Account Executive

“There are a lot of people claiming to be ‘experts’ in this field – Sandy Dumont truly is. You watch the transformation in the mirror and you can't believe what your eyes are telling you.”

**Julie Jenney**

Managing Producer, CBN-TV

“This has happened on several other occasions. For a guy who never before got compliments on his clothing, my new-found dressing modus operandi has helped me feel a lot more confident.”

**Mark Fulton**

Journalist, Executive Coach  
President Coach Care

“I have been in real estate sales for 20 years, and I earned more during the past year than I have ever earned before. Thanks to the ‘Image skills’ I learned with Sandy.”

**Wendy J. Lucas**

Realtor

## [Corporate Workshops](#)

### ▶[Get on the Fast Track](#)

**Who can benefit?** Small groups of mid to upper-level executives who want to get on the fast track to success. Maximum: 20 attendees per workshop.

**How long does it take?** Two to three 3-hour workshops, one week apart each, are recommended. To determine how many workshops your group will need, simply fill out this assessment [questionnaire](#).

**What does it include?** A slide show presentation and hands-on demonstrations. Attendees are asked to bring garments to class for feedback and to reinforce the learning experience.

**Cost?** [Contact us](#) for local and out-of-town rates.

### **\*BONUS\***

Purchase this workshop today and receive a **FREE** copy of Sandy Dumont’s full-color 60-page, comprehensive textbook containing everything you need to know about acquiring and maintaining a successful image. Valued at \$250.

[Click here](#) to sign up for this workshop today!

For more information about Sandy's **e-books** and **online services**, [click here](#)

## [Employee Workshop](#)

### ▶**Rev Up Your Employees' Appearance**

**Who can benefit?** Employees seeking to improve their performance and success through increased sales generated by an increase in pride and confidence in themselves.

**How long does it take?** Two to three 3-hour workshops, one week apart each, are recommended. To determine how many workshops your group will need, simply fill out this assessment [questionnaire](#).

**What does it include?** A slide show presentation and hands-on demonstrations. Attendees work in teams of two or three between classes and bring garments to class for feedback and to reinforce the learning experience.

**Cost?** [Contact us](#) for local and out-of-town rates.

### **\*BONUS\***

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## [Individual and Entrepreneur Workshop](#)

### ▶**Outclass the Competition!**

## Who can benefit?

*Anyone looking to:*

- Influence the way others react to them
- Move up the corporate ladder
- Distinguish him/herself from the competition
- See doors open more easily
- Increase his or her self confidence

**How long does it take?** Six hours for women. Four hours for men.

**Location:** The Image Architect's Norfolk studio. Out-of-town arrangements also possible.

## What does it include?

- Personalized color analysis
- Clothing assessment
- Review of the psychology of "line" in clothing
- Use of "line" in clothing for camouflage
- The significance behind comportment and body language
- Hair, accessory and make-up analysis for women
- Shirt, tie and suit analysis for men
- Participants bring garments to class for feedback and hands-on "co-analysis" with Sandy.

**Cost?** [Contact us](#) for local and out-of-town rates.

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