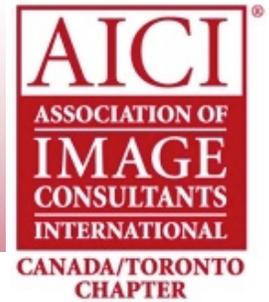


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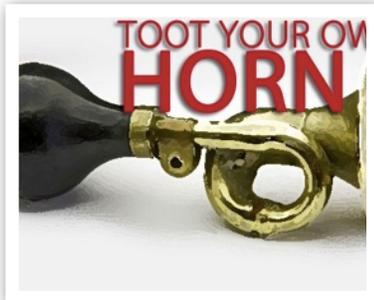


Volume 15, Issue 1, Summer 2015

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Self Promotion: The Importance of Finding Connections & Building Trust!



Society tends to paint self-promotion as a dirty word, in that it's associated with bragging, being over the top and not respecting others in order to be seen or heard. Quite the contrary! The essence of true self-promotion revolves around others - finding what it is about you that serves the needs of others and publicizing it, which simply means making it known and enticing someone to want it. Self-promotion is meant to be a win-win scenario where your audience learns more about you and you learn how to build trust, rapport and new opportunities with them!

Daphne

President's Message

The theme of our newsletter is "Self-Promotion: The Importance of Finding Connections and Building Trust". Self-promotion is as simple as sharing what we do, and how what we do brings them a huge ROI. Let me give this a try...I'm going to share what we as a board of directors has been doing for our chapter over the past year.

We began by revamping our website to optimize it so when a potential client googles your name, AICI Canada shows up on page one verifying your affiliation with your professional organization.

We applied to AICI International to have our name changed. Our official name was AICI Toronto Chapter; it is now AICI Canada Chapter. We feel the name is a better representation as our

members span the entire country, as well providing a home for members from other countries.

You spoke, we listened. Many of our members are unable to attend the workshops taking place in Toronto (our largest population is in the Greater Toronto Area). Our VP Education Lynda Jean organized two free webinars so you could participate from the comfort of your own home. Stay tuned for more in the coming year.

I would like to thank Mihaela Ciocan AICI CIP, our Past President for her many years of service to our chapter. I would also like to thank my board of directors for always pitching in to help whenever the need arises. They devote a great deal of their personal time to make sure our chapter



Mirella Zanatta
AICI CIP

Corporate Class Inc.

www.corporateclassinc.com

remains strong and relevant for all our members. I am pleased to report they will all be returning to their positions for another term and we welcome Zayna Mosam AICI CIP, as our President Elect.

Have a wonderful summer and I hope to see you at International Conference in Washington DC. ♦

Warmly,

Mirella

Board of Directors



PRESIDENT Mirella Zanatta, AICI CIP

Mirella is widely known for her Executive Presence expertise and communication skills. She has the ability to see the growth potential in others and sees obstacles as opportunities to discover your hidden resources. She believes “success is the result of a determined mind-set – the desire to excel beyond the status quo.” A degree in education and earlier career as a teacher provide the ideal complement to her image consultant background. Mirella has been a board member since 2010 and received the AICI Canada Chapter Member of the Year Award in 2012. Mirella also co-authored the book “Make Your connections Count.”



PRESIDENT ELECT Zayna Mosam, AICI CIP

Zayna founded her practice in 2003 and serves clientele in finance, law, technology, communications, education, athletics, and entertainment. In addition to certifications from the International Image Institute, Zayna holds a Bachelor of Arts Honours in Psychology from Queen’s University and a Public Relations Certificate from the University of Victoria. Zayna was named the image industry’s “Rising Star” of 2004 by AICI and earned her CIP designation in 2006. Zayna’s past industry leadership roles include: VP Programs on the Canadian Board of Directors, Chair of the international Human Resources Committee, VP Fund Development & VP Marketing for the International Board of Directors. Zayna often appears on national television and in newspapers in Canada as an image expert who comments on international and domestic image related stories.



SECRETARY Katherine Lazaruk, AICI FLC

Katherine Lazaruk (AICI FLC) has spent her life in image conscious careers, coming from a performance and education background with degrees in Music and Education. Katherine holds certificates in Image and Advanced Image Consulting from the International Image Institute (Ontario, Canada). She helps individuals and small businesses with all aspects of image, including appearance, behaviour and communication. Specializing in holistic image education and passionate about personal development and growth, she loves to help her clients shine. She volunteers regularly at Dress for Success and serves as the Secretary of the Canada Chapter Board of the Association of Image Consultants International.



TREASURER Carol Robichaud, AICI CIP

Carol Robichaud, president of KCR Image Consulting, is a certified Colour and Image Management Consultant for men and women. She is a graduate of the Fashion Academy in Costa Mesa, California and is a founding member and past president of AICI Canada Chapter. Carol, a native of Toronto, combines more than 20 years experience as a certified image management consultant who is a speaker and trainer for diverse companies, organizations and individuals on the importance of developing strategies for self image, self discovery and personal branding. Major Toronto publications have quoted Carol on all areas of image management.

Board of Directors



VP EDUCATION Lynda Jean, AICI FLC

Lynda Jean is a former clinical therapist and certified image consultant who works with clients to create powerful first impressions. Services include: Colour and Body/Style Analysis, Wardrobe Audit, Personal Shopping, and Social and Professional Etiquette. Corporately, Lynda provides presentations that address appropriate attire and common courtesies in the workplace. Lynda has taught Image Consulting courses at George Brown College in Toronto and is the co-author of the book "Business Success With Ease". She is VP of Education for the Canadian Chapter of Image Consultants.



VP COMMUNICATIONS Daphne Magna, AICI FLC

Daphne is a cross-cultural communications specialist who develops the ability of leaders and professionals to captivate, connect with and influence anyone, anywhere. As the VP of Communication for AICI Canada she is responsible for connecting with the public through engaging messaging and publications like our quarterly newsletter. Currently, a Global Bridger for Professional Passport, she trains managers and leaders of multinationals on international business communications and multicultural team management. Previously, she founded DC Magna, an Image & Communications Agency, specializing in personal branding, public speaking and professional business skills. She holds an Honours BA in Foreign Languages and International Studies and certificates in Image Consulting and Public Relations. She also coaches for Centennial College's entrepreneurship program and is a Human Rights spokesperson.



VP MEMBERSHIP Diane Ballos

Diane Ballos studied fashion design at Seneca College in Toronto. She has worked as a pattern maker and dressmaker. After many years of being a stay at home mom she went back to school to study image consulting at George Brown College in Toronto. Her image consulting business is called Everyday Image and her goal within that business is to help everyday women simplify their lives, stop stressing about what to wear, and achieve their goals through their image. She is currently VP Membership for AICI Canada, a position she has held since 2013. She has been a member of AICI since 2012.



VP PROGRAMS Dominique Vaughan-Russell, AICI FLC

Dominique Vaughan-Russell is a global citizen who is committed to helping individuals and organizations build better cross-cultural communication skills. Dominique is the President and Founder of Vaughan-Russell International, a Toronto-based training and consulting firm, providing leading edge cultural intelligence assessments and training programs for forward thinking multi-national companies invested in doing business on a global scale. Dominique also offers professional image consulting including international protocol, diplomacy and etiquette training. Dominique has helped the VP Programs position for AICI Canada since 2012, and received Chapter Member-of-the-Year Award in 2013. Dominique is co-author of "Inspired Style" and has contributed articles to numerous magazines.

Empower Your Presence by Working a Room like a Pro!



Networking events are prime opportunities to connect with potential clients, but in my experience, less than 5% of people actually enjoy the process. The following tips will help the next time you need to work a room:

1. **Recognize that nervousness is natural:**

As children, we were told not to talk to strangers, so entering a room filled with them is uncomfortable. Look for the common thread that brings you together. For instance at an after-five mixer, most people are involved in business like you are, so they are not so strange after all.

2. **Be prepared:**

Set a goal to meet three new people, bring lots of business cards, have five conversational topics, and use positive self-talk.

3. **Make a deliberate entrance:**

Walk with purpose and go at least a quarter of the way into the room. As you survey the crowd, others will be absorbed in conversation, giving you time to decide what to do next.

4. **Approaching people:**

Go up to a person who is standing alone, or a group of more than two. Look for “open circles” that have a space for you, and try to make eye contact with someone who can draw you in.

...bring lots of business cards, have five conversational topics, and use positive self-talk.

5. **Break the ice:**

Extend your hand and use a short self-introduction that focuses on the benefits you bring to clients, rather than what you do. Ask for others' contact information and share yours if requested.

6. **Initiate small talk:**

Small talk is easy if you concentrate on asking others about themselves. People always enjoy talking about their work,



CATHERINE BELL
AICI CIP

Prime Impressions
www.prime-impressions.com

interests, and concerns, while you listen attentively.

7. **Break away graciously and continue to network:**

After about ten minutes, summarize your conversation, and say, “I’m sure there are others here you’d like to meet.” If the person appears apprehensive about being released, take them with you to meet others.

Catherine Bell, AICI CIP, President of PRIME Impressions, is author of Empower Your Presence: How to Build True Wealth with Your Personal Brand and Image (2013) and Managing Your Image Potential, and co-author of Masters of Networking.

Marketing Yourself with Photography!

Live Photo Shoot with Korby Banner



Having a professionally done headshot is essential for anyone in business today, whether it be for your website, your marketing material or your online social media. This is often the first touch-point a person has with you. They may hear about you and look you up or be scrolling through websites looking for the right person to fulfill their needs. If the photo is not a true representation of who you are and not the image you wish to project, this will not make a good first impression. As we all know... First impressions are all important and very difficult to reverse.

The AICI Canada Chapter hosted this fabulous event on June 1st with celebrity guest presenter Korby Banner.

Diane Ballos, our VP Membership for the AICI Chapter was the lucky winner of the draw to be the make-up



and photo model for our event, and receive a professional headshot by the famous Korby Banner.

Korby is a very dear friend of mine and generously agreed to come and give a live demo of a professional make-up application for photography with detailed step by step instructions on what type of makeup to use and how to apply it.

We also learned what to look for in lighting techniques and how to find your best angles. Throughout it all, Diane, a self proclaimed 'blinker' when it came to photography, was made to feel completely at ease and very comfortable in front of 20 people. Diane was a trooper and an amazing model. It is not easy to smile naturally and be relaxed with 20 people watching. This is a testament to both Diane [who never blinked once!], and to Korby for his ability to connect with his client and make them feel like they are the only person in the room. Korby has a natural ability to tap into the very essence of a person and bring the best out in them and into the photograph; a true sign of a great photographer.

For all those people who were unable to make it to the event, we are truly sorry . You missed a great one.

Here are a few photos of the evening, plus a before shot and the final copies of the head shots Diane received from the photo-shoot.

Everyone needs a professional headshot! I



**DOMINIQUE VAUGHAN-
RUSSELL AICI FLC**
**Vaughan-Russell
International**

www.vaughanrussell.com

strongly advise you all to update your profiles and book a session with a professional photographer. Do your research on them and look at their portfolios. There are many out there that are very good and very reasonable, but there are many that do not produce a quality photograph, and then it is money wasted.

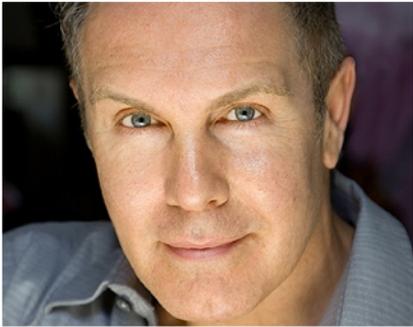
For those of you who are interested:

Korby put together a few packages. I cannot recommend him highly enough... He has done my professional photos for the past few years, and I do not know anyone who can match his talents.

Please contact him directly and he will gladly send you some information.

Marketing Yourself with Photography!

Korby's Exclusive Offer to AICI Canada Members



BUSINESS PROFILES

There are 3 Levels of Corporate Image Photography:

KORBY BANNER is an image specialist, employing his expertise as a makeup artist with over 20 year of on-air television experience, combined with a strong photographic resume spanning 3 decades of published work, shooting editorials, fashion portraits and countless corporate brochures for banks, real estate, and all aspects of the fashion and beauty business. He takes great pride in providing his clients with their best images to successfully market themselves as his passion is to extract strong meaningful expressions that capture the essence of who the subject is, in a natural, yet highly flattering light.

1- Executive level:

Can be at your own location + studio-type headshots, $\frac{3}{4}$ and full length, if desired. Includes Photographic Make-up applications, variety of backdrops, and several set ups. Package produces varied material for bio/ resume, web-site and media promotion, CD of PROOFS, as well as photo-retouching on the multiple set of Final Hi-Res printable files, sample prints, & Web-Res files. Upgrades include stylist for clothes, and/ or hair-stylist on set.

Approx time for prep and shoot: 4 hours / $\frac{1}{2}$ day.

\$1200.00 & quoted.

2- Business level:

1 Makeup application, headshots, $\frac{1}{2}$ body only; 2 wardrobe looks, 2 backdrops. Package includes 3 Final Hi-Res printable files & 3 Web-Res files, and an on-line Link to PROOFS. Upgrades include shooting additional looks for more finalized files.

Approx time for prep and shoot: 2 Hours.

\$725.00 + HST

3- Basic level:

Minimum number of subjects is 5 in studio, or 4 if you provide the location. Headshots only, 1 backdrop, 2 wardrobes. Make-up touch-up over your own. Includes 1 Final touched-up Hi-Res printable file & Web-Res file, chosen from one PROOF with your 6 best expressions.

Approx time for prep and shoot: 45 minutes each

\$475.00 + HST

For more information:

Korby Banner
(416) 532-7555
info@korbybanner.com

Live Photo Shoot Demo with Korby Banner and our very own VP Membership Diane Ballos!!!

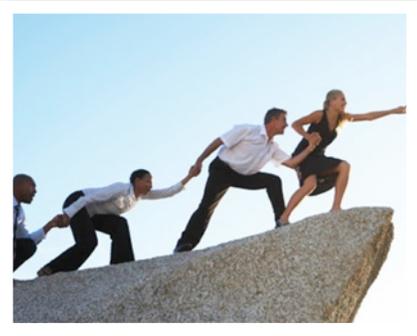


Before



After

Self Promotion: The Importance of Finding Connections & Building Trust



Self Promotion. For some of us, this comes easily. For others, it's a scary proposition. But, either way, to ensure we have a successful business we need to find connections that we trust and more importantly, trust us.

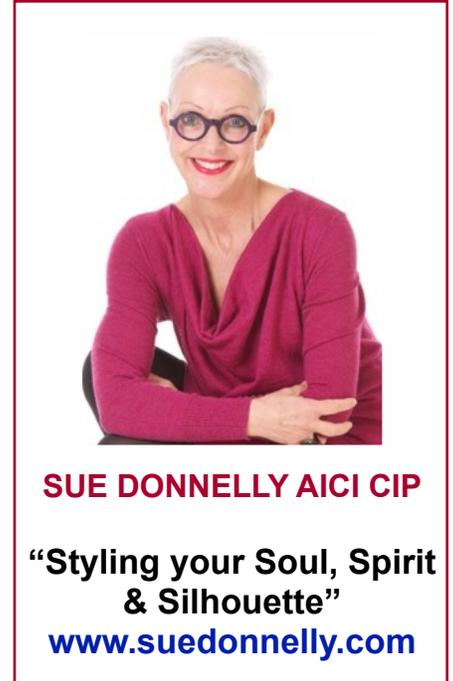
Carl Jung said 'The World exists not merely in itself, but also as it appears to me'. What we may perceive may be very different to the way others see it.

Generally speaking, people like people like themselves. We understand their viewpoint, we can mirror behavior, speech patterns and their stance on life. But what about the others?

To gain trust, we may need to adapt our proposition. As image professionals we pride ourselves on our unique, authentic service, tailored to each individual client. This is difficult to achieve if we have no understanding of the client's perception of the world.

Generally speaking, people like people like themselves.

I have made many mistakes in my life: a full on style and colour consultation when the client would have preferred a concentrated session on skirt lengths; a lengthy, detailed written explanation to a client who needed a brief and more visual overview; a shopping trip where the client took everything back the next day – these are just some of my



SUE DONNELLY AICI CIP

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huge 'gaffes' due to my making assumptions.

These days I have tools to help me. Personal profiling, vision boards, journaling, desired outcomes and pre-consultation questionnaires are just some of them.

After all, we all want to have brilliant rapport with clients with whom we love to work don't we?

Tell Us What You Think!

[Click Here for Survey](#)



Why is your opinion about our Chapter important to us?

As an association of professional image consultants, we know how difficult it is to build a business and wear every single hat - the receptionist, the bookkeeper, the salesperson, the marketer, the spokesperson, the cold caller and the deliverer

of all your fantastic services!

That's why we have a community of professionals to learn from, reach out to, share with and inspire so that we really are not alone and we can continue to grow! Your feedback helps us do that!

Thank you for participating!

What's the Real Deal About Joint Venture Partnerships?



I have been taking numerous courses this year, and one of them is on Joint Venture Partners.

You've probably heard "the money is in the list". Joint ventures can be a way to not only grow your list, but add value to your clients and existing list. To make this work you will need a website that has: 1) a shopping cart 2) an affiliate system 3) opt-in pages for your freebie and paid program. You will also need a CRM (Client Relationship Management) system for automated emails.

To keep it very simple, here's one way it can work:

1. Build relationships with people who are in businesses related to image, who service clients who match your niche, and whose list sizes may be similar to yours. Those that want to work with you will receive an affiliate link.

2. Create an email for something you can give away for free – it could be a 20-

minute image strategy session, a webinar, or a book, and in the same email provide a piece of education that adds value.

3. Your JV partners will re-write the email in their own words to send to their lists.

4. Some of their clients will opt-in for your freebie, and subscribe to your list.

5. Continue to give free stuff and education to your list before making your irresistible offer for a paid program.

6. Your affiliate tracking system will track the commissions on sales from clients that originated from each JV partner. Commission levels for on-line programs are typically 30 – 50%, and for 1:1 services may be 10 – 40%.

7. You will also add value to your list by offering them freebies from your JV partners. Their affiliate tracking systems will track your commissions. As an inducement to buy, your partners can also offer bonuses to people that purchase your program.

This is a very basic and simple outline, but you can perhaps see the potential! Even if only 5 percent opts for your freebie, if you have 20



partners, your list has doubled. As your list grows, more and more people will want to partner with you. You can only promote one partner at a time, so you will want to focus on who can add the most value to your specific clients.

You can also partner with people on special projects, or in any other way you care to work. I experienced a 1-day Mastermind in Baltimore with Joint Venture partners, and it was great to brainstorm ways of working together and growing our businesses.

So – partner up!

AICI Global Conference is 2 Months Away!



What should you do now?

1. Visit the website for more details!! [AICI Conference](#)
2. See our Canadian Members featured below as Speakers at this year's International Conference!

5 powerful reasons to reserve your ticket for the 2015 AICI Global Conference in Washington, DC

- 1** All educational events, workshops and conferences are included in **one fee**, which can be made in **two installments**.
- 2** Workshops will be available in **English, Spanish, Chinese and Japanese**.
- 3** You will have the opportunity to visit the **museums, national monuments and shopping centers** of Washington D.C.
- 4** Exchange ideas with **experts from over 20 countries** while celebrating AICI's 25th anniversary.
- 5** Take advantage of your trip to Washington D.C. to **visit New York**.

more information at: www.AICI.org

Sarah Brummitt -

Story Telling - The Language of Leadership



This session will provide you with the knowledge and tools to both deliver and coach the art, science and magic of storytelling in your business.

Karen Brunger -

How to Build Client Confidence, Clout and Charisma



This session integrates logical left-brain with creative right-brain strategies, which you can use with your clients for accelerated results.

Wendy Buchanan - Stylin' Specs - Let's Focus on this Hot Accessory



This session will give you optical savvy and the opportunity to work with a team to select eyewear styles to match wardrobe styles and personality with a peer model.

Mirella Zanatta -

Executive Presence



This workshop illustrates how EP will educate our clients so that they are able to look and act appropriately, professionally, and confidently while carrying themselves with poise and class, in any situation.

AICI Canada Members in Action!



Who: Mirella Zanatta, AICI CIP

What: Executive Presence Training

Where: St Louis, MO, May 14/15, 2015

Who: Daphne Magna, AICI FLC

What: Global Awareness Program

Where: Florence, SC, May 6/7, 2015



Members In The Media



Catherine Bell

📖 Catherine's book, "Empower Your Presence" was featured in Investment Executive Magazine, [You Too Can Light Up a Room!](#), April 2015

Mirella Zanatta

📖 Mirella was featured as a guest expert in London Community News, [Tattoos a Dress-Code Risk](#), June 15, 2015

AICI Canada Needs YOU!

A healthy growing chapter needs membership participation. There are many ways to become involved. Every AICI chapter around the world is introducing "**Member Buddies**." If you become a member buddy you will earn 1 leadership point. What a great way to contribute to your chapter!

- **Who are Member Buddies?**

Member Buddies are from your AICI chapter who nominate themselves for a three month period.

- **How?**

The Member Buddies will contact and welcome an assigned member to exchange contact details and offer support in the area of needs.

- **When?**

It is an on-going program to strengthen each chapter and the member buddies are awarded 1 leadership point which can be used towards your CIP certification.

Please contact our VP Membership Diane Ballos for more information.

Did You Know?

Some of the benefits of submitting articles for Inside Image:

1. Raises your profile in the industry.
2. Provides you with the opportunity to practice your writing skills.
3. Establishes you as an expert.
4. Can earn you credit towards your CIP designation.
5. Prepares you for other leadership roles within your chapter.

SUBMIT ARTICLES NOW!

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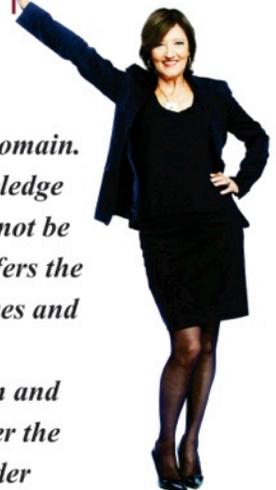
image mastery training

It's time to register!

1. Complete Foundation work now
2. In-person training starts Sept. 18

Karen Brunger
BHEc, AICI CIP

"Karen is the teacher of teachers and master of her domain. Her wealth of knowledge and experience cannot be matched. Karen offers the most superior courses and texts available. Her professionalism and personality make her the best." ~ Saima Haider





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MISSION STATEMENT

To support the professional development of image consultants through education, resource sharing, camaraderie and community involvement. To set standards for the image industry that promote professionalism, credibility and recognition.

FEEDBACK

We would love to hear from you!
Please send your thoughts to:

Daphne Magna, AICI FLC
VP Communications
daphne@professional-passport.com

CHANGE OF CONTACT INFO

Please notify:

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AICI Inside Image is published quarterly as a forum for the exchange of ideas and information by its members and guests.

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Dominique Vaughan Russell

FIND US ON FACEBOOK



Facebook



Like

Like

If you haven't already, check out our AICI Canada/Toronto Facebook page! Post photos of events, share news and connect coast to coast.

We'd love for you to join our page and get interactive!

**ASSOCIATION OF
IMAGE CONSULTANTS INTERNATIONAL
THE SOURCE FOR IMAGE PROFESSIONALS
EDUCATION • EXPERIENCE • EXCELLENCE**