

[INSIDE IMAGE]

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Holiday Magic: How to Specialize in What Our Clients Truly Need!



"To be or not to be?" Everything is not an option. If you had to choose only one thing to specialize in for your clients, what would that be? Let's start with the cleanest intersection between what you love, what they want and what you're good at...From this point you can begin to extrapolate what your most valuable service, product or specialization should be. But first, ask them! Don't assume you know because you asked them before or you read a few trend reports. Use the holiday season as an open invitation to reach out and get closer to your niche!

Daphne

President's Message

Hello Friends,

It's the most wonderful time of the year...now that my house is decorated, gifts have been purchased and holiday menus are set. The hustle and bustle of the holiday season can fray many a nerve and send otherwise sane people over the edge.

One of my favorite things during the holidays is my Christmas tree and all of it's sparkling lights set on a timer. They are on when I walk into my great room in the morning and come on again in the evening at dusk. When I enter the room I am instantly filled with joy at the simple beauty. It helps me slow down, enjoy the moment

and appreciate all that is good in my life.

Take some time during this hectic month to appreciate the simple things we routinely take for granted.

Acknowledge your wins (or growth) and set some new goals that move you closer to your full potential.

Happy Holidays! ♦



Mirella Zanatta
AICI CIP
Corporate Class Inc.
www.corporateclassinc.com



Warmly,

Mirella

Being All Things to All People is a Marketing Dead End



So why is it that when you have a product or service that you *know* will deliver on one or more of those desires people aren't jumping at the opportunity to do business with you?

Usually the answer I get from entrepreneurs is, "They just don't understand what we can really do for them."

No, that really isn't why. The real reason is they don't *believe* what you claim you can do for them.

If you're promising you can save them money or make them money, just think about how many similar promises they hear every day. For that matter, think about how many similar promises *you* hear every day, then ask yourself how many of them you believe.

There are two reasons people don't believe in your promise. Fortunately, there is one method you can use to overcome them both.

They have limited imaginations.

It doesn't matter whether you're promising more money, less stress or a better life, if they can't imagine it they won't believe you can help them achieve it. They might understand what you do, and they might believe that you can do it for other people, but

until they have that vision of what that would look like in their own life they aren't going to buy something or hire someone to help them make it happen.

They've heard it before, they've bought it before and it didn't work.

No matter what you promise, if your message speaks to these universal desires you can bet there are others making a similar promise who don't deliver. Maybe they're the classic "snake oil traveling salesman," or maybe their solution just wasn't a match for the buyer's problem, but we've all been "had" by someone making that all-encompassing promise. It's no wonder people are skeptical.



"...that allows your prospect to imagine how their life will change because of their choice to hire you or buy from you."



The key is to be specific and relevant.

In creating your brand story and marketing message, rather than make big promises of solving universal problems, paint a picture for your prospect of what their life will look like when those solutions are in place. To be relevant you'll need to have a concise grasp of who you're marketing to. A life with less stress doesn't look the same to a mother of three who is a VP in a large bank as it does to a single, childless new college graduate who is interning for a startup tech company.

But when you use your marketing message to communicate a picture to the working mother of how, with less stress, she can arrive at the office organized and ready for the meeting with a smile on her face, or you illustrate for the new college graduate how he'll replace the dread of making a mistake with the confidence that he's building a good reputation, you're demonstrating a unique selling proposition by being more specific and more relevant than anyone who has made similar promises before you.

The same is true when you create a message that helps the overwhelmed project manager imagine what it would be like to have a team that is dependable, self-sufficient and highly collaborative versus the message that helps the new solopreneur imagine what it will be like to delegate and outsource some of the more tedious tasks on his list.

Once you've developed a story for each market segment you're pursuing that allows your prospect to imagine how their life will change because of their choice to hire you or buy from you, you've got a strong foundation for overcoming both the limited imagination and the skepticism. Because chances are no one has ever promised exactly what you're promising in exactly the same way, and just as likely, no one has ever taken time to show them the life changes they're really buying into when they buy from you. In hand and see what amazing things result!

Dixie Gillaspie

Winter Trends 2015 -2016

Colourful, Rich Textures for Winter Wardrobe Inspiration!!

DSquared, CAN



Balmain, FR



Michael Kors, US



Temperley, UK



Board Special: Xmas Style!

Keeping the Winter Fun Torch Alive!



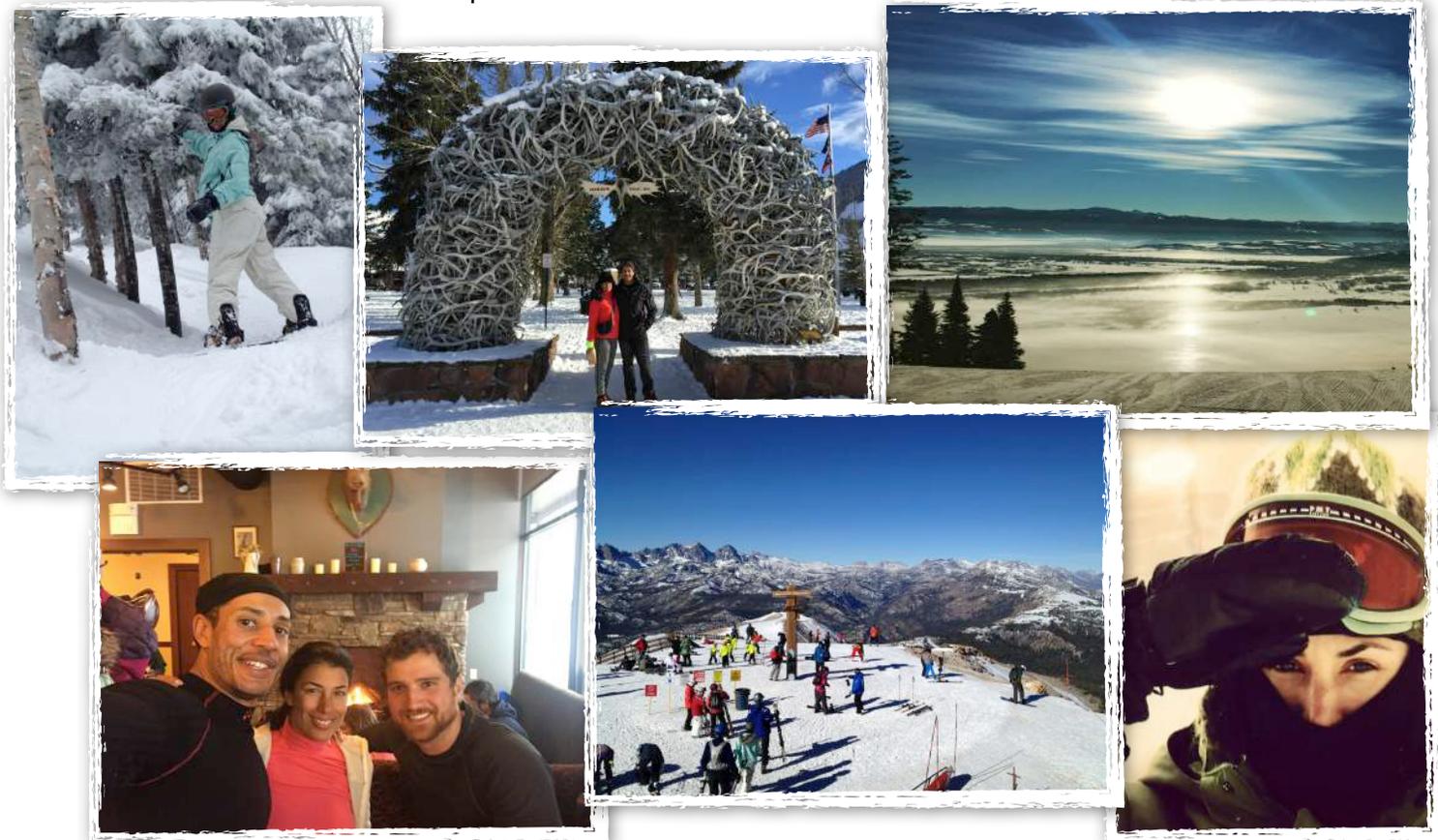
VP COMMUNICATIONS
Daphne Magna, AICI FLC

My most loved part of Christmas has always been spending time with people I really care about, whether family, friends or colleagues that share similar passions in life! But there is one holiday activity I've gotten very excited about over the past 10 years and that is snowboarding! I know hard to believe, eh? Well, I took up snowboarding late in life according to most, and at the ripe old age of 28 I took my first real lesson. I was lucky enough to have some work friends that were really good boarders already, so I would go with them as frequently as possible to practice and get better.

Having an outdoor activity to do during the winter made the snowy cold weather something to look forward to as opposed to something to run away from, as I had done for the previous 20+ years going down south. Needless to say, this winter presents a new challenge – I can't snowboard with a baby! But that won't stop us! We will find a way to share baby duties: hubby will snowboard in the morning and I'll snowboarding in the afternoon; he'll snowboard one day and I'll snowboard the next; and maybe I'll even take up snowshoeing since I can strap my lil' man to my chest and get on with it!

Part of the fun is getting all bundled up in cozy and colourful gear and part of it is being able to feel like a kid again rolling around in the snow! What's not to love about fur and wool sweaters? The festive feeling of snow, enormous mountains and hot chocolate in front of a wood-burning fireplace is something I plan to share with our new addition for many years to come! And you're welcome to join us anytime!!

Daphne



Board Special: Xmas Style!



VP EDUCATION
Lynda Jean, AICI FLC

Decorating with Patterns at Christmas Time!

Christmas is my favourite time of year because it's a time to reconnect with family and loved ones. It also allows us to use our creative abilities to decorate. In doing so, we demonstrate our self-expression. Self-expression comes from within, and sometimes we are not even aware of our consistent patterns and choices.

When I had my interior decorator friend come into my home to provide some insight and suggestions, I learned about the patterns that I had developed in decorating. She pointed out three elephants that were throughout my home. At first, I couldn't remember even one. But sure enough there was one holding up a glass table, one adorning a spare bedroom dresser and another supporting a book. She said that it is common to see this in most homes – people gravitate to an object or design and repeat it.

When I do a wardrobe audit, for example, I will often see patterns of the same clothing that the client purchases. I may see many of the same structured blouses in a multitude of colors and patterns, or I may see the same Mary Jane style shoes or the same flowered sleeveless tops.

This phenomenon brought me to Christmas. Were there any patterns that I was using in my decorations, and if so, why? What I noticed was the consistent use of reindeer. The first picture is the beautiful reindeer that adorns my lawn during the holidays. The next picture is the elegant gold reindeer that sits in the upper level of my home. The last, more rustic reindeer are in the lower level beside the brick interior.

Why reindeer and elephants? For starters, I love animals. Their innocence and the joy they bring to us touches my heart. I admire the elegance of the bodies of reindeer and the history of how they ensure Santa delivers his presents to children. The gracefulness of elephants, despite their enormous gait, fills me with warmth.

Self-expression is in all of us, and our choices tell us about ourselves. There is no right or wrong – our choices are simply a product of who we are. I wish all of you a wonderful holiday season. Our chapter would not be as special as it is without you.

Lynda



#1



#2



#3

Board Special: Xmas Style!



VP MEMBERSHIP
Diane Ballos

Our Christmas Tree Farm

Every year as December approaches I become nostalgic for my family's former tradition of getting together at my brother's Christmas tree farm. It was always held on the first weekend of December and often "up North" there was already plenty of snow on the ground. It was funny to see the "southerners" of the family (myself included) get out of their cars wearing running shoes, unprepared for how much snow had already arrived.

My brother, sister-in-law, and their 4 sons would always have a fire going for us when we arrived. Everyone would bring food to share, but the feast always consisted of hot dogs cooked over the fire, juice boxes, pop, chips, and homemade cookies. The kids loved it! The adults froze their hands trying to prepare food for the kids and the kids always spilled their drink and/or ketchup all over their snow suits and mitts.

The kids are all adults now, some have their own kids. We stopped this Christmas tradition a few years ago to make room for new traditions, but we all have fond memories of our Christmas tree farm hot dog cook outs.

Diane



VP PROGRAMS
Dominique Vaughan-Russell, AICI FLC

Not your typical Christmas...

But then we were not your typical family. I grew up with *Christmas trees*, my husband grew up with *dreidels*, our children grew up with both.

Our family would gather from all corners of the world. We would decorate a tree, and light the *hanukiah*; pull the crackers at Christmas dinner and eat our *Hanukkah gelt*. Presents were saved for under the tree to be opened on Christmas morning.

For 30 years this little piece of *paradise* was our escape and safe haven. Up until last year, when we had to sell this house, we woke up to this view, walked this beach, dove this ocean and rode these waves every day. Our holiday memories all include our beach and home in the Cayman Islands. My heart is still there and always will be.

Dominique



Board Special: Xmas Style!



TREASURER
Carol Robichaud,
AICI CIP

All I Want for Christmas...

Family dinners are times that remind us we have a lot to be thankful for. Our mother was the one to keep the heart of the family together, so when she passed, we made a pact to keep the family connected. Because when we stop having meals together, we tend to stop sharing our stories and good times. Now, we each take turns hosting dinner events to keep our strong family connection.

For some families the Christmas family dinner can test patience, fray nerves or ignite old feuds. NOT our family! We go beyond breaking bread without breaking things. Everyone has so much to say and then some. You are lucky to be heard over the roar of family conversations.

In the spirit of harmonious family time, we have a crew in the kitchen shucking oysters that have been shipped in from PEI for our Oysters Rockefeller. The other family members are topping the delectable bivalves with secret trimmings. My younger brother is famous for his smoked fish with all the decadent condiments, which he cooks on his Green Egg. For those that don't know what the Green Egg is, it's a charcoal barbecue, the ultimate cooking experience that costs a fortune and weighs a tonne!

We are a family that loves to eat, loves to talk and are experts on all topics as the night proceeds through Egg Nog, Bloody Caesars, wine, and whatever is on tap. Everyone brings their creative dishes to munch on, until finally we're faced with the wonderful turkey & ham dinner with all the trimmings. By the time my older brother carves the turkey and mashes the potatoes I have no room to eat another morsel. Thank God for take home... I always enjoy leftovers the next day.

This is ALL I WANT FOR CHRISTMAS...To have my family close, healthy and around the table. We never forget to give thanks for what we have and shed a few tears for those that are no longer with us. I send my AICI family the joy of love, happiness and good health to your family and friends. And don't forget to relish in the delights of good food!

Carol



Board Special: Xmas Style!



PRESIDENT ELECT
Zayna Mosam, AICI CIP

True Christmas Atmosphere at Toronto's Distillery District

In Toronto, we have the Distillery District Christmas Market. It's a lovely experience of gifts, decorations and edible treats. The Distillery District is one of my favourite places in the city as it's a little piece of the past with modern boutiques, art and restaurants with true atmosphere. Transformed for the season, it's one of the best places to go to spend some quality time with family or friends.

I recently visited the Christmas Market with two of my childhood friends of 30 years. We visited many of the vendors, a restaurant and even stopped by to say a nostalgic hello to Santa. It's nice to escape for a few hours to a place like this where the focus is more on a simple yet delightful experience and crafted timeless gifts. The boutiques on site also offer many specials and welcome you in with cider and hot chocolate.

It's a breath of fresh air to spend some time shopping and chatting along the cobblestone lanes rather than in a mall or on the busy sidewalks of the regular shopping areas. If you're fortunate to have a spot like this in your city, grab someone you care about and treat yourself to a visit!

Happy Holidays!
Zayna



Members in the News!



- **Carol Robichaud** was featured on CHCH TV Morning Live @ Long Island Men's Wear, Sherway Gardens on Oct. 21, 2015
- **Carol Robichaud** was also featured on CHCH TV Community Morning Live @ Phantom, Dixie Outlet Mall on Nov. 10, 2015
- Congratulations to our Chapter Member of the Year, **Carol Robichaud!**



Harpers Bazaar: #The List

Our top picks from the 2015-2016 trends

80's Art Deco



True Colours



Red Lights



Gilded Cages



Beaded Accessories

Do Fewer Things, Better

I'm going to tell you a secret. I have a very simple, 4-word strategic plan (devised it a few years ago). Here it is...



This has made my life -- and my work, dramatically better.

Here's how I execute on my strategic plan:

1. **Decide on what matters the most.**
2. **Say no to everything else.**
3. **When something falls in the gray area, re-read #2.**

Of course, that's easier to say than do. I fail at it all the time -- but I'm getting *better*. Here are some tips learned from years of practice:

1. **When making your list, start with a low-level of abstraction.** Resist the temptation to make your list really "high-level". As an extreme example, one of the things on your priority list shouldn't be "Be successful". That's so broad, that you'd be able to rationalize almost every activity under the sun. Try to be specific enough that the number of things that "fit" is a manageable number. If you find yourself taking on too much (which you probably do), refine your filters and move to a lower-level of abstraction. I've written an article on this that you might find useful: "[The Power of Focus and The Peril of Myopia](#)".
2. **Forgive yourself for having to say "no" to things not on your "fewer things" list.**

Years ago, I wrote a blog post asking public forgiveness, you can see it here at <http://MustSayNo.com>. Of all the articles I've ever written, that one has had the most positive impact on my life.

3. **Remember that every time you say "no" to something you *might* have said "yes" to, it frees up time to focus on the things that matter.**

And the more time you spend on the things that matter, the *better you get at them*. Let me give you an example: Let's say you say "no" to some project/request/idea that would have "only" taken a few hours a month, because it didn't make the "few things that matter" list. And, let's say that one of the things that matter to you is being able to better communicate your message to the world -- via public speaking. Those few hours you "saved" can be spent on getting your message out. More speaking gigs, more people influenced.

But wait! That's not all! Not only are you able to do some more public speaking, because you're going to spend more time on it, you're going to get *better* at it. And, because you get better at it, you're going to get more frequent speaking invites. With larger audiences. And have more influence once you're on stage. You're building *leverage* by getting better and better at the thing that matters. And, it's amazing *how much better* you will get, once you decide on only a few things to get better at.

By the way, the reverse of this is true to: **Everytime you say "yes" to something, you're saying "no" to something else.** Often, you're saying "no" to something more important.

4. **Fight the FOMO (Fear Of Missing Out) emotion.**

It's a killer. We all have it to varying degrees. This fear that if we don't say "yes" to something, we're going to miss out on some big opportunity, small joy or new connection. Yes, sometimes you will miss out, but that's OK. Life goes on. On average, you will be better off skipping some things, instead of trying to do too much.

More people fail from a gluttony of good activities than from being starved of them.

5. **Be super-careful with recurring commitments.** If you *are* going to occasionally say "yes" to things that are not on your "things that matter most" list, be super-careful that they're not a recurring commitment. A one-time commitment of 4 hours is much less dangerous than a monthly hourly commitment. The way I think about this: When I say "yes" to a recurring commitment, I'm effectively saying "yes" multiple times (for as long as I think I'm going to be in that commitment). Which brings me to the next point...

6. **As painful as it is, prune your prior commitments.** If you are like me (and apologies if you are), you've said yes to a few things that you now sort of regret. Get yourself out of those. Be respectful, be understanding and be fair -- but be disciplined and true to yourself. And just because you committed to something last year with no real "expiration date" doesn't mean you have to do it forever. Things change. On a related note: For things that don't have an expiration date, remember that it's going to be *just as painful* to prune later as it is now -- why not give yourself the gift of some time back sooner?

continued...

Do Fewer Things, Better continued...

7. Try to solve for outcome, not activity. Figure out what you *want* to happen (whether it be a commercial interest or a philanthropic one), and figure out how to best create impact. Usually, optimal outcomes are not achieved by saying "yes" to a bunch of "good" activities (however well-intentioned).

On the point of philanthropy, you might be wondering: "**What about doing good, and giving back?**"

Warning: My opinion here may be controversial for some.

First off, if you have the ability to give back, you should do so. No doubt. But the question is, *how do you optimize for outcome?*

Let me explain with a personal example. I'm an entrepreneur. Have been for most of my professional career. I LOVE STARTUPS. THEY BRING ME GREAT JOY. I'm one of the co-founders of HubSpot (NYSE:HUBS). I'm also a big fan of Boston and want to see the Boston startup ecosystem grow and thrive.

But a few years ago, I decided to *dramatically* limit the time I spend *directly* helping the Boston ecosystem.

Why would I do this? Isn't that selfish? Yes, it is.

The reason I made this decision was that I felt the *best* way for me to help the startup ecosystem -- was to do my best to help make HubSpot a super-successful company. The *by-product* of that success will be much greater than what I'd get if I were just directly trying to help a handful of startups.

So far, HubSpot has had some modest success. We are a publicly traded now and have 1,000+ people working at the company. We have many that

have "graduated" HubSpot and gone off to start their own companies. Even more are taking the things they learned and applying them to other companies. We've also made a bunch of people money (several of whom are channeling some of that back into to the ecosystem by way of angel investing). We've helped pull talent in from around the world -- and keep some of our star talent in the Boston area. We've improved Boston's "brand" as being a place where big tech companies can be built (which helps pull in more capital, talent and interest). All in, I'd say we're a net positive.

But, fact remains that instead of being a mentor/advisor/mensch -- I've sort of been a schmuck. I've said "no" to just about everything *unless it helped HubSpot*. And remember, I LOVE STARTUPS. I love helping them. I love the thrill, joy and fulfillment. But, I said "no" anyways. And, I may be rationalizing here -- but I think I've likely done *more* for the ecosystem than if I had simply gone to more events, tried to pick a handful of startups to be an advisor/mentor for, etc.

This section got much longer than I planned for it to be. I have a whole other article in draft-mode titled "The Surgeon In The Soup Kitchen". I'll give you the abridged message of that post:

Don't favor what *feels* the most good. Favor what *does* the most good.

Thankfully, blogging is a high-leverage activity. And, since I'm using HubSpot to write/promote/track this article, it helps HubSpot too. So, I can rationalize this into my "fewer things" list (but only every now and then).

*By Dharmesh Shah,
Founder of Hubspot*

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



1. Go for it! Get your next certification level.
2. Write for your local AICI Chapter newsletter to increase your exposure and share your knowledge.
3. Join an AICI Chapter board or International board to increase your leadership and contribution.
4. Plan where you want to be by 2017 so that you can share your growth via volunteering, hosting a booth or speaking.
5. Find new members to connect with and

Holiday Outfit Inspiration

What holiday styles will you wear?

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Ruby Red



White Now



Classic Beauty



Party Perfect



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A sample from her Holiday Season collection – see more [here](#).

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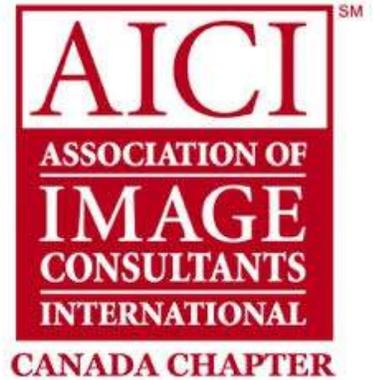
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and experience cannot be
matched. Karen offers the
most superior courses and
texts available.
Her professionalism and
personality make her the
best.” ~ Saima Haider*





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FEEDBACK

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

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