

To my dear Janice Hurley.

If you're in the business of changing lives, (and there's NO doubt in my mind you are), IT'S WORKING!!!!

I first had the fortune of experiencing Janice's expertise on image when she presented at the ADMC in November 2015. She was amazing. You would think that changing your image would include a long list of "to do's" but I was captivated by the simple and doable details she shared with the audience about how to perk up your professional image to ensure relevancy, whether it be your Facebook or business profile picture, how you appear to others on video or how to dress for success.



When I first called to set something up with her, Janice said most people admit they have waited way too long to invest in their "image". Was this true for me? Absolutely.

When Janice and I spent the day together she waited on me hand and foot. We started out with a hair and makeup appointment. As I relaxed having my hair done, she taught me why she made certain recommendations specifically for ME. The shape of my face and profile vs. the hairstyle and color. Later she would teach me why I should choose one lipstick or eyebrow color over another.

If you have never had a fashion consultant take you shopping, DO IT! Keeping my budget in mind, she took me shopping. She picked out what she thought would look best on me. Janice asked all the right questions so she could customize our time together and she wove my answers into her advice for me. She coached me on what looks best on my body type, from something as simple as a thin belt to the shoes and the purse and accessories.

Many of us, when asked how we view ourselves from our hair to our body type or what's hanging in our closet, are sure to come up with a few negative things to say. But Janice has a way of turning that all around. Not only did she compliment me throughout the day, she provided me with insights that minimized anything negative I had to say. I had told Janice I virtually never wear dresses and attached to that was definitely some negative thinking. But Janice's effect on me was instantaneous. While standing in line to check out, I had already spotted more dresses that I wanted to try on. 24 hours later, I had purchased 4 more dresses and I'm even wearing one right now!

As the day came to a close, Janice took some time to talk with me about who I am as a leader. Her encouragement ran deep and I will never forget my day with Janice Hurley.

Janice, spending time with you is one of THE best investments I've ever made for ME.

Thank you forever!

*Jodie Pearson*