

Your Fashion Fairy Godmother Program



Welcome!

Whether you have chosen to be a part of this program out of excitement, hope or pure desperation no longer matters. You can leave all of that behind. You are here now, and that's all that counts!

You are in for a fully transformative experience. You will have endless opportunities to learn, grow and share. My very strong recommendation is to fully experience (even if it feels a little out of your comfort zone at first) every aspect of this program – be active, involved, fearless (well, that will come if you let it!). The more you do, the more you'll see and feel the changes happening.

I will be here each step along the way to offer you constant encouragement, insight, guidance, and support. Remember, this is a journey – we are looking for long lasting results, not a quick, temporary fix that you can never repeat! Congratulations on taking a step that most people only think about

This is not a makeover television show. I am not going to bully or embarrass you into making changes you are not ready for. But, I will support you in trying new things on for size, so to speak. It's the willingness to experiment and play that will open your eyes to new possibilities. And, I promise I will keep you from making any choices that make you look or feel silly or inappropriate (this is a constant concern for many women, especially as they get older or their bodies change).

What Will We Be Doing?

I have created the following agenda to take us to the amazing retreat in May and then beyond that to immediately put into practice all that you learn. As with any new skill, it is really important to fully absorb and feel comfortable with the newness of everything so you don't retreat back to what feels safe (but uninspired).

If you haven't already received your "Who Taught You How To Dress?" home study program you can expect it shortly. As soon as you get it, read the introduction and start the first chapter. Just sit with it, do the exercises and don't feel any pressure to make any broad changes yet. Just begin and let it in.

Let me tell you a story...

Katie called me completely frustrated. She hated everything in her wardrobe. Nothing seemed to fit right or go with anything else, and she was exhausted from trying to create basic outfits day in and day out. She admitted she often shopped when she was tired or desperate and was easily seduced by sales and special "deals." When she got home with her purchases she would feel excited for about 5 minutes until she put the clothes on again. Somehow they had lost their appeal, and they joined the racks of functional rather than inspiring clothing she already owned. Yes, her closet was full but nothing made her heart sing! And, when she dared to even imagine how much she had spent on all these "deals" her heart sank, and she felt destined to live with an unremarkable wardrobe forever.

This story has a happy ending. She called me and we talked about her frustrations and long lost dreams of a beautiful, flattering wardrobe. I assured her it was absolutely doable with a little guidance and support from me and patience on her part. Together we explored options, looked objectively and honestly (and without judgment) at what worked and what didn't. We worked together, and she had little exercises to do on her own since her ultimate goal was eventually to be able to do as much as possible by herself. I loved seeing her eyes light up and her face soften as she experienced the transformation.

I see her periodically for "tune-ups" and sometimes she will go shopping and bring things she purchased to me to make a final decision. It always helps to have a second (valued) opinion, and I am happy to provide that. Shopping has become more fun and more invigorating than exhausting!

This is what I wish for each of you and we have lots of time to accomplish this. There is no absolute time frame for incorporating any of the tools you'll learn – everyone moves at her own pace. I'm here to help, and you'll have many opportunities to get my input.

The agenda you see here is flexible so we'll see where we need to be each month. And, we have the monthly "3 Wish" teleclass, the private facebook page and bi-monthly "virtual style retreats" to cover all the information we have here.

I am delighted to be on this personal journal with you! Let's get started!

With beauty, style & grace,
Ginger

December/Early January Homework:

- Get a 3-ring binder with monthly tabs. Want to personalize it and make it special? Decorate it! Take an 8-1/2"x11" piece of white paper. Cut out pretty pictures of things you think are beautiful (anything, not just clothing), words and sayings that inspire you, draw something...whatever makes you smile (you can do this while you are watching television, sitting quietly and sipping a cup of tea or whenever you have a few free minutes). Paste those pictures onto the paper and put it on the cover of your 3-ring binder.

Reminder:

As part of your Fashion Fairy Godmother experience you get a "**4 Outfit Review**": This is a private 1 hr. phone consultation with me to review 4 outfits (you can send me photos of you in the 4 outfits in advance). You can schedule them 1 at a time (15 minutes each) spread out over several months or all at once anytime in the 7 months—whenever you think it would be most valuable to you. (If you are local we can also do this in person in which case I would recommend we do them all at one time.) So, be thinking about what will serve you best. No pressure to make a decision right now, but just keep it in the back of your mind.

Your Fashion Fairy Godmother Program

January: Take Back Your Personal Style Power

Month #1 Style Focus for our monthly teleclass (Jan. 12 at 5:00 pm (eastern) and Facebook forum:

- Acknowledge who taught *you* how to dress and evaluate whether they are lessons worth keeping.
- Identify what is holding you back from creating a wardrobe and look (it's not just about the clothes) that you love. In other words, recognize those culprits that keep you stuck and begin to "unstick" them.
- Identify your Fashion MO and see how it is serving you (or not!).
- Dream...begin to imagine what the wardrobe of your dreams will look like. No forcing, just let your imagination flow.
- You'll *see* it when you believe it – this is about setting intentions (rather than just drifting aimlessly) and learning to imagine what you want.
- Your body image: friend or foe
- Getting familiar with our Fashion Fairy Godmother private Facebook page.

February: Bringing Beauty Back

Month #2 Style Focus for our monthly teleclass and Facebook forum:

- What makes you smile and your heart sing – (hint: it might not be what you think). Get ready for some fun explorations.
- Defining beauty on *your* terms.
- Understanding your inner and outer beauty monitor.
- If it isn't beautiful, it's outa here
- What to do when the stores and designers go temporarily insane and don't cooperate.
- The value of patience/restraint/holding on to your intention

Virtual Style Retreat #1: If You Build It They Will Come: Fashion Treasure Mapping

Remember the movie, *Field of Dreams* with Kevin Costner (if you haven't seen it (or haven't seen it in a while) definitely watch it this month)? Simply because you were drawn to the Fashion Fairy Godmother program, we know that a voice is speaking to you saying, "Hey, it's time to bring beauty back. Do it now!" You will not be building a baseball field but you will be setting the stage for the most beautiful treasure map you've ever seen, and it's all yours. Plan to set aside 3 hours to create your masterpiece (a work in progress so keep that in mind throughout the retreat).

Note about Virtual Style Retreats: In January we will (as a group) talk about the timing of this so we make it as convenient as possible for everyone so don't think about the logistics of it right now – just the possibilities!

March: Aligning Your Inner & Outer Beauty

Month #3 Style Focus for our monthly teleclass and Facebook forum:

This is big! Get ready to begin to understand the real person you are dressing (we'll put the finishing touches on this at the retreat)!

- Identify your inner essence – the you that makes you YOU!
- Begin to understand how to apply this to your wardrobe and image.
- 3 Steps to making this real
- Dressing up your self-esteem
- Understanding the energy of your wardrobe.
- Our seemingly never-ending obsession with weight.
- The importance of balance and proportion

Bonus Teleclass (to be scheduled): Janet Wood-Cunliffe and Kathy J. MacFadden from the Fashion Fit Formula talking about how to achieve amazing body balance with the clothing choices you make.

April: Let's Get Physical

Month #4 Style Focus for our monthly teleclass and Facebook forum:

- Are you drowning in your wardrobe? Critical wardrobe survival tips!
- Your money, your style, and your wardrobe – making peace with all three (well, at least beginning the process!)
- You'll believe it when you see it (no, this is not a repeat or a typo!)
- Creating a solid foundation (in more ways than one)

Bonus Teleclass: With Merit Tuliainen from Night & Day Lingerie “Everything you need to know about undergarments but were afraid to ask!”

Virtual Style Retreat #2: Closet Clean-up Day!

This is a very powerful experience. Plan to set aside 3 hours (on the day to be determined by the group) to clean out your closet with my guidance and step-by-step direction. (I know what you're thinking...I think I'll skip this step. Please, please don't! You won't believe the impact this one experience will have on everything we do after this.) I will walk you through the process so no planning in advance is necessary. (*In preparation for this retreat, listen to the audio recording of "5 Signs Your Wardrobe is Toxic" if you haven't already.*)

May: Fashion Field Trip

Month #5 Style Focus for our monthly teleclass and Facebook forum:

On May 1 and 2 we will meet for two whole days at the first ever Fashion Fairy Godmother Retreat at the historic Hawthorne Hotel in Salem, MA! During this time we will:

- Fine-tune your inner/outer beauty words (this is a hugely powerful exercise).
- You will have my undivided attention to your style questions and help taking you to the next level in all the work we've done to date.
- Plan to bring several outfits with you that you want to work on (not your most favorites (although one of those doesn't hurt!)) but things that you have questions about. This is THE time to get your questions addressed in person.
- Learn to personally apply the "Art of Distraction"
- Perfecting body balance and proportion – you'll be surprised how eye-opening this can be!
- Learn how to incorporate the K.I.S.S. style of dressing into your wardrobe for ease of dressing.
- Using balance and proportion to your advantage.
- Create a daily uniform that makes you smile.
- The art of accessorizing – let's talk jewelry, scarves, shoes, handbags... these are key components of a beautiful wardrobe. How do you incorporate them so they reflect your inner beauty, your lifestyle, your body shape, and your budget! We will have access to amazing jewelry and scarves – wait until you see this!

The teleclass this month will be a follow-up to the retreat.

June: Putting It All Into Practice

Month #6 Style Focus for our monthly teleclass and Facebook forum:

- Learn how to honor your needs when choosing a wardrobe
- Acknowledging and ignoring peer pressure

- Making choices that work for you
- Overcoming overwhelm (if that's an issue for you)
- Learning where and how to shop with your inner essence by (and on) your side (preparing for our virtual style retreat)

Virtual Style Retreat #3: Shopping With Ginger

Again, set aside 3 hours to shop, and you won't be doing it alone! In our teleclass and forum, I will have given you guidelines for how to choose where to shop, and you will already know where you are going (if you are reading this in January, just put it out of your mind for now!). It will be different for everyone. I will be available the whole time to help guide you, support you, encourage you and celebrate with you! Get ready for a new shopping experience! It's the next best thing to having me right there in the store with you.

July: Creating a Lasting Impression

Month #7 Style *Focus* for our monthly teleclass and Facebook forum:

- How do you take all that you have learned and keep it simple, easy, manageable, and fun?
- What's flowing and what needs fine-tuning?
- Out with overwhelm, in with your personal system.
- Mistakes happen – learning from them instead of beating yourself up.
- Let's celebrate!

Bonus Teleclass: TBA

And Beyond...

Congratulations! You've done it. If you are looking at this agenda before the program even begins, breathe and focus on the possibility – not all there is to learn. It will all come at the right time which is why this is a 7 month class instead of 1 month! You will have time to absorb everything before going on to the next lesson.

Have any questions? Please let me know!

With beauty, style & grace,
Ginger (a.k.a., Your Fashion Fairy Godmother)