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personal branding through appearance®



Darcey Howard founder & chief style officer
Speaker • Author • Personal Brand Style Consultant



"It was easily one of the top meetings we've ever had. The energy level was off the charts, and Darcey is an absolute pro. Her 'Personal Branding Through Appearance®' program is essential to fulfilling the goals of any individual or organization."—Matt Youngquist; Owner & Founder, Career Horizons, LLC



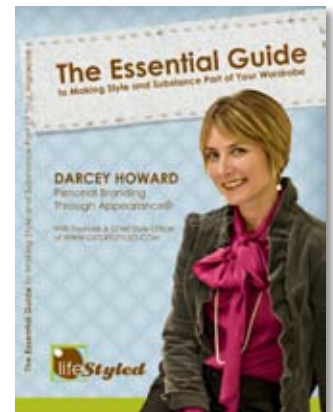
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bio | darcey howard

Owner: LifeStyled, Ltd. | Founder: Personal Branding Through Appearance®

Highly regarded as one of the most dynamic, engaging and genuinely inspiring speakers, Darcey Howard injects every workshop, keynote and seminar with her infectious energy and strong understanding for the different learning styles that any audience is composed of.

With years of brand marketing experience at Nordstrom, Seattle's Best Coffee and Eddie Bauer, and a devastatingly sharp sense of the impact that a good brand can have. Darcey Howard is more than just your every day style maven. Blending marketing know how and stylish sensibilities, Darcey has developed a practical approach to teaching clients tactics for developing a personal style that supports authenticity and confidence. In addition to guiding companies towards driving motivation through brand talent within an organization. A way of bridging the gap between how you feel and how you look. This approach is called Personal Branding Through Appearance®. *The Essential Guide* is the first DVD in a series of Personal Branding Through Appearance® materials, and preludes Darcey's soon to be launched book as a follow up.



Darcey Howard and her company LifeStyled, Ltd. have been featured in publications and programs such as; The Seattle Post Intelligencer, "NWSOURCE", DailyCandy.com, AOL Style Online, Seattle Magazine, KOMO 4 TV "Northwest Afternoon", LifeTime Network, and Small Business Computing. Darcey is also a regularly featured key-note speaker for organizations and corporations such as; Ameriprise, the SBA, Women's Lawyers Association, New York Junior League, Source37, BDO Seidmans, eWomenNetworks, networking events and entrepreneur organizations.

Darcey currently resides in New York City with offices both in Manhattan and Seattle that provide individual consultations, corporate workshops, speaking engagements and Solopreneur Success Programs.



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keynote & workshops

“If you are your own brand then your wardrobe is your logo.” – Darcey Howard

Created by Darcey Howard, Personal Branding Through Appearance® (PBTA) is more than a process, it is a philosophy. It is aimed at providing individuals with the tools they need to bridge the gap between how they feel and how they look. It is also more than wardrobe management and personal style development – it is originality, authenticity and ownership of how you look in conjunction with who you are communicating those attributes to.

Based on the principles of branding, PBTA is comprised of six learning modules specifically designed to help even the most linear thinkers embrace and utilize an essentially visual concept. By imparting simple guidelines for incorporating style and color, it can guide corporate teams, individuals and entrepreneurs through identifying the link between their personal brand attributes how to communicate them to their intended audience.

In a corporate setting, PBTA is designed to drive motivation through brand talent and awareness. By allowing individuals the ability to grow, develop and realize their fullest potential within their own personal brand, they can then understand how it relates to the brand that they support. The result: a greater sense of ownership in how they can visually represent the brand that they work for.

For business leaders, entrepreneurs and media spokespeople, PBTA is the visual link between what you are asking your audience to perceive from you in correlation to how you are delivering it. You can't tell your audience that you are a creative, resourceful expert in your field when everything about you denotes a message of unremarkable and unprepared. Or even worse, sending the wrong visual message of severe, harsh and unapproachable when you are asking for their time, confidence and money.



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topics

The 6 Parameters of Personal Brand Style: Put power and strategy into your wardrobe.

Jump Start Your Job Search: Tactics for being memorable but not standing out.

Be Intentional – Be Your Brand: Identify your audience and confidently communicate your visual message.

How We Hear What We See: Navigate the gender difference in receiving visual information.

Mind the Gap: Bridge the gap between how you feel and how you look.

Find Your Inner Amazing: Establish what's at the core of your brand.

six presentation take-aways

1. If you are your own brand then your wardrobe is your logo.
2. Attributes = Elements. The strengths and attributes of your personal style can directly correlate with specific colors, textures and design elements that allow your intended audience to immediately connect with you.
3. People respond to the attitude that they perceive – if your wardrobe looks tired and dated people will perceive that your skill-set and attitude is also.
4. What are you asking your clients, peers and superiors to invest in? Money, confidence, opportunity, security? Your appearance should support and encourage the goals you wish to communicate.
5. Opportunity is everywhere – even on your day off. Don't overlook your casual wardrobe and you won't be overlooked when that unexpected opportunity presents itself.
6. How to create a more intentional representation of who you are and your goals to create a greater sense of authenticity and confidence.
7. Create a strategy that saves time, money and distraction.



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t e s t i m o n i a l s

“Everyone from our youngest staff member to the most seasoned partner loved Darcey’s workshop on Personal Branding Through Appearance®. Darcey is very down to earth and approachable.”

— Andrea Ballard, Peterson Sullivan LLP

“It was easily one of the top meetings we’ve ever had. The energy level was off the charts, and Darcey is an absolute pro. Her Personal Branding Through Appearance® program is essential to fulfilling the goals of any individual or organization.”

— Matt Youngquist, Owner & Founder, Career Horizons, LLC

“Darcey is a consummate professional and her expertise is invaluable. She provides excellent advice on personal branding and how to present your best self in the professional world. I have presented with her several times and learn something new each time. She is able to tailor her content, and really works to understand her audience and their needs. She leaves people feeling motivated and gives them relevant tools they can immediately implement. I would recommend her in a heartbeat.”

— Amy Segelin, President, Chaloner Associates, NYC

“Absolutely fabulous and inspiring! I enjoyed every minute of Darcey’s presentation. She is quite a dynamo and has inspired this new business owner to be 100% myself and have fun.”

— Linda Sahlin, Sahlin Productions

“Darcey’s program helped me to breakthrough some limiting thoughts I had around not being visible personally in my professional setting.”

— Danielle Hoffman, Entrepreneur & Author



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