

Stylish &

*successful*

feel amazing and ready  
to take on the world...  
every day

alba  
*gomez*





# *a little bit about me ...*

My name is Alba Gomez. I was born in Colombia approximately thirty-six years ago. I have lived a very interesting, challenging, and varied life. I started my professional career as an engineer and worked for over fourteen years for high profile corporate organisations.

At the age of ten I already knew I had a passion for colours, clothes and everything related to image. However, I was meant to go to uni and do as my other two sisters did: become an engineer. So I did.

But I never put aside my real passion. By the age of fifteen, I was trying to learn as much as I could about makeup, style and clothing. I must have read hundreds and hundreds of books and magazines, and over the last twenty years I have done all the training possible related to image, first impressions body language and personal brand. I haven't stopped learning and being fascinated by this magical world.

Today, after many years of learning about and working in this industry, I am very excited to be sharing with you very simple yet powerful information that will help you better understand your Personal Brand, style, colours and yourself—so you can look and feel confident.

After working with many clients and presenting countless workshops, I realised I wanted my message to reach more women, beyond those in Australia. I want to inspire and help as many women as possible to feel they can go out the door every morning feeling amazing and ready to take on the world.



Last I want you to meet my Mum. I owe her so much. She has always supported me in my passion for style, colour and make-up. Mum was one of my 'first clients' when I was only 15 and today she is still one of my biggest fans.

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# introduction

I strongly believe that every woman can feel sexier, stronger and more attractive and be in love with her personal style and brand.

I am not a fashion advisor. I use fashion only as a source of inspiration, because what looks good on you is much more important than what is in fashion at a certain point in time.

You might be surprised to know there is a science behind what I do, a science I have studied for years. The knowledge I'd like to

“Fashions fade,  
style is eternal.”  
Yves St Laurent

share with you will help you understand better why things that look good in the window display don't look good on you, and why that dress that looks great on you doesn't look that great on your girlfriend... and why you keep buying lots of clothes that you never wear.

Best of all, you will spend some time on you and only you. I'll take you on a fun and exciting journey that will change the way you look at yourself, your clothes and personal brand forever! And it does not have to break the bank. Whether you've got \$30 to spend or \$2,000, looking good isn't about money—it's about style, your style. And style never goes out of fashion.

In my experience, when you look good you can't help but feel good. But looking good doesn't mean losing weight, hiding your figure, or changing anything about your natural shape at all. It's all about truly understanding

your body and exploring your personal brand and style in a way that nurtures your self-love and self-respect every day.

I have seen it many many times with my clients—when you realise that your body is perfect just the way it is, you adopt a very different attitude about yourself and everything around you. You feel fantastic, you want to show your body off and you feel inspired to 'decorate' it happily. I am so passionate about that connection between looking good and feeling good. That passion is what drives my life and has inspired me to want to share this message in this e-book.

I love helping women understand their bodies better. I want to teach you to love who you are and how you look at the moment. I want you to recognise what you need to do to emphasise your best assets and, at the same time, understand what parts of your body are more challenging and learn how to dress to 'take attention away' from those areas.

At the end of the day it's all about embracing who you are NOW! It's about loving yourself exactly as you are and making the most out of the beautiful assets you have. EVERYONE can look very attractive—you just need to understand how to dress for your unique and blessed body shape.

My other main goal is to help you reconnect with your style. So many of my clients come to me because they have been so busy for so many years with kids, work, families and more. They feel they have forgotten about themselves. They no longer know what their style is or how they would like to dress. They have lost their style confidence.

The great news is that it is easy to reconnect and again find yourself enjoying getting dressed in the morning. You just need to

allow me to take you on this fun and exciting journey. I guarantee that I'll help you feel very different about yourself and very inspired by your clothes and newfound style.

How many women stand every morning in front of their wardrobe thinking, 'I don't have anything to wear'? Yet right there in front of them hangs a whole bunch of clothes! Some of them, in fact, have never been worn.

Imagine how would you feel every morning if instead you could walk into a wardrobe that inspires you, offers lots of possibilities of mixing and matching, and allows you to easily choose your outfit for the day—one in which you know you'll look and feel fantastic. How would that affect your personal and professional life? How would that affect all the interactions you have in a day? How would that affect your confidence and the way you feel about yourself?

Imagine walking into a room with purpose, standing tall and feeling confident and secure about yourself.

This is what I am passionate about: helping you tap into that powerful energy and inspiring you to embark on a journey of self-discovery and love for yourself.

The WOW NOW System takes you on an inner journey of discovery and helps you communicate your true value to the world by re-connecting to yourself and communicating your essence through your Personality, Body language and Image.

Imagine if your appearance truly reflected your professional skills, you looked stylish and well put together without having to spend hours every morning, and you had the confidence to be your authentic self.

The WOW NOW system was developed out of my personal story, my studies and the experience of working with hundreds of women for the last 7 years in my business

Growing up I struggled with low confidence and my self-love and concept of myself suffered. I was bullied at school for my funny looks - that included messy hair, braces and the thickest glasses on the planet. I was at the age of 15 when I discovered an amazing tool that helped me with my self-confidence: Make-up! It was as if once I put on my make-up and picked a great outfit, the confidence just oozed out and I was instantly more magnetic.

I learnt it was more than just a nice coloured lipstick though, there was a whole science behind what I experienced as a teenager. I had already experienced the profound impact my appearance had on how I felt.



So I started learning all I could about image, make-up, colours and style. Then I started to explore the world of non-verbal communication and body language, and it led me finally to personal branding- as a whole concept that involved all the areas I was passionate about.

Despite this great depth of knowledge I was searching for one more piece of the puzzle. I had 'mastered' the external component of personal branding. However there was a big disconnect with my 'self- image'. I knew everything I needed to make my external image great but I was still insecure and full of fears. This led me to further my studies and find a way to learn to appreciate who I was and love myself.

When I developed The WOW NOW system it was a no brainer to include all the areas that will help you re-connect to your essence, feel more confident and love who you are today, before we start sharing your beautiful self with the world. All the pieces of the puzzle had finally come together and I now had the answers to feeling beautiful on the inside and out.

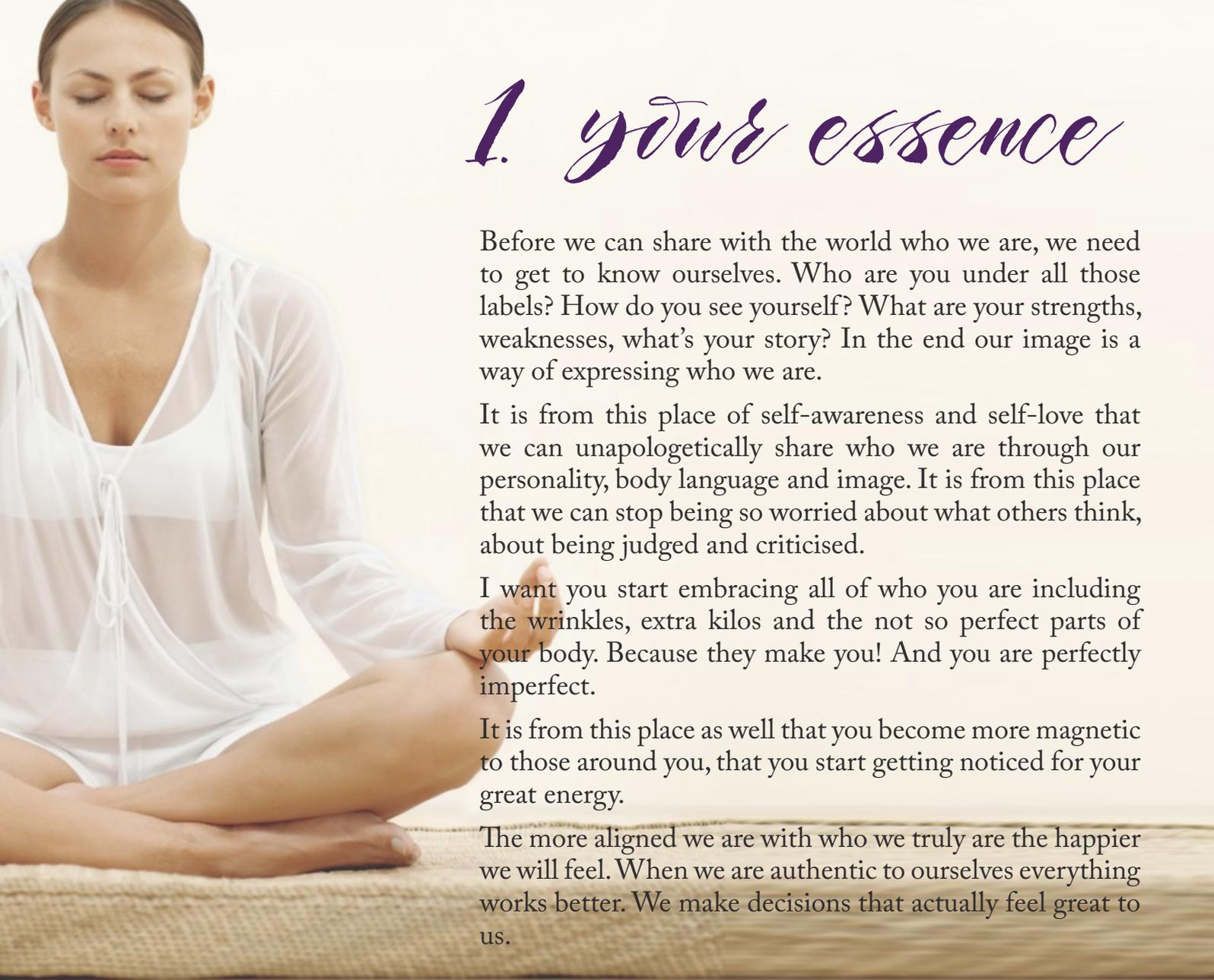
With love,

Alba



part one

*the basics*



# 1. your essence

Before we can share with the world who we are, we need to get to know ourselves. Who are you under all those labels? How do you see yourself? What are your strengths, weaknesses, what's your story? In the end our image is a way of expressing who we are.

It is from this place of self-awareness and self-love that we can unapologetically share who we are through our personality, body language and image. It is from this place that we can stop being so worried about what others think, about being judged and criticised.

I want you start embracing all of who you are including the wrinkles, extra kilos and the not so perfect parts of your body. Because they make you! And you are perfectly imperfect.

It is from this place as well that you become more magnetic to those around you, that you start getting noticed for your great energy.

The more aligned we are with who we truly are the happier we will feel. When we are authentic to ourselves everything works better. We make decisions that actually feel great to us.

**Re-connecting** to your **essence** is all about loving and appreciating the woman you are today (inside and out) and the journey you've been through



## 2. your magnetic personality

*Who* doesn't love talking to someone who simply makes you feel great? The person who, when you leave them, makes you think:

**'Wow! It was wonderful talking to them! Someone who just lifts your spirits.'**

Influence is being able to affect an action. If you inspire someone to make a decision or change a behaviour, you have influenced them. You can call it magnetic personality or charisma. You want to influence people so they hear your ideas and suggestions. You want to influence your partner, your kids and your clients. You want them to listen what you have to say.

There are several qualities that stand above all others when it comes to creating a magnetic personality:

**Caring:** showing interest in others, being considerate and empathetic

**Likeability:** being easy to get on with

**Trustworthy:** being honest, reliable and consistent

**Capabilities:** competent, confident and professional

So maybe ask yourself for a second how are you scoring in these areas.

Also ask yourself how much are you letting people see the real you. The more you know who you are and show that to the world, the easier people will connect with you. You don't have to be super expressive, spontaneous or outgoing. You just have to be you and be willing to let people see who you are.

To become a magnetic person, you can just start by doing little things every day: Act confident, show optimism, be interesting, and interested in what people have to say (in other words: be an amazing listener).

Maintain attention to detail, communicate with passion and enthusiasm. And last but not least - smile - smile a lot! No matter what you are doing, have fun. A happy person is a great person to be around. It's contagious and infectious!

# 3. powerful communications

We communicate through our posture, manners and body language. They can either support or ruin what we have to say. In order to make a message clear, we need to make sure our words and body language are aligned. By making sure the most basic messages you send with your body reflect what you have to say, you can significantly increase your chances to create a great first impression, connect, and influence people.

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## EYE CONTACT

Something so simple, and at the same time so overlooked! Making eye contact lets the other person know you have acknowledged them.

It is so easy, yet not used enough. Our brains are so busy with so many thoughts that we are hardly present in our conversations. Combine eye contact with a genuine smile and you are now standing out from the crowd.

When you meet someone for the first time, when you talk to people, when they speak to you -just make eye contact. When you are not sure how much eye contact is a good idea, mimic the amount of eye contact the other person is making with you. If they make lots of eye contact it means they are a person who likes making eye contact. If they keep breaking eye contact do the same for a couple of minutes, and notice how they relax and start concentrating more on what you have to say.

how they relax and start concentrating more on what you have to say.

## SMILE

We all know the power a smile has. On top of that, physiological research has shown that you can look more attractive when you smile! It creates a cascade effect: you smile... you look and feel good...others see you smile... they mimic you... they look and feel good.

So why not try to pick a day when you smile more at everyone you meet!

I often allocate a day to smile at everyone I see... and it ends up being an amazing day.

I get all sorts of reactions, from 'Who is this person?' to 'Do I know you?' or I simply get a big smile back.

I end up having great conversations and connecting with new people, and most importantly I have a lot of fun. And knowing I made a lot of people smile makes me feel great!

## YOUR POSTURE

How are you standing? Sitting? Are you projecting confidence? Are you feeling comfortable within yourself? Because - yes! Your body language will give you away. There are so many studies on the power of having good posture that I am sure you will have heard about it.

The key here is to understand that your brain can literally be affected by your posture. As a result, our thoughts and actions are affected by a good posture. Hold a power pose when you can. (To read more about the power pose, look at social psychologist Amy Cuddy's work,

'Your body language shapes who you are').

At the very least, stand tall and walk with confidence and purpose. Watch the energy you bring into a room. And if you are not feeling that confident ...as Amy Cuddy says: 'Fake it until you make it!'



just  
be  
you  
(tiful).

true beauty. true you.

part two

*your image & style*

# *your image & style*

By now you understand the importance of digging deeper into who you are on the inside. The importance of re-connecting to your true self. We have talked about how to share who we are through your personality and body language. It's now time to talk about your image.

Now you have the clarity about who you are and how you want to come across from a very genuine and authentic place.

Our image is a reflection of who we are and how we see ourselves. When you love and appreciate yourself you take care of how you look. You take pride in how you present yourself.

In the next few sections I will be sharing with you the science behind the art of image and style. Yes! There is a science that explains why certain styles look great on us and others don't work. There is a science behind why some colours seem to light us up when others seem to steal the life out of our eyes.

You won't be able to look at your clothes the same way! And that is a good thing! I want you to understand how this science works so you can make informed decisions when you go shopping and put outfits together.

Have fun!



# 4. identify your body shape

Let's get down to business now and explore how we can get the most out of that gorgeous body you have.

As I've mentioned numerous times already (because I think this is so important that it's worth repeating a million times), understanding your body shape is really important

camouflage parts of your body, so you can achieve a balanced silhouette.

Having a great sense of style is not about embracing the latest fashion trends. It's about really understanding what complements your body shape and dressing accordingly so you can always

however, I've learned that most women get it wrong.

Some think they are a shape they are not; others might not be fully aware of parts of the body that they could be balancing or enhancing.

This is the process we are going to follow, as from experience it's what I've found works best. I want you to be able to understand the concepts behind why a specific style works for you.

I am not going to tell you that if you have wide hips you must wear 'these' five styles. Or if you have a rectangular shape, wear 'that'. I want you to understand why, if you are a pear, 'x' style works for you.

This is the only way the information I am about to share with you is going to make sense, and the only way you will be able to benefit from it for the rest of your life. This is how we are going to be working through this book.



for being able to dress in a way that enhances your best attributes while minimising those parts of your body you don't like as much. In short, knowing your body proportions can help you decide how to correct and

look and feel fantastic.

You might think you already know your body shape. Through my personal experience with clothes and the conversations I've had with many colleagues,

# an easy guide to finding your body shape:

Your body shape is basically dictated by the shape from your shoulders to your upper body to your lower body, as well as by your waist.

Follow these steps to find your body type:

1. Step half a metre away from a full-length mirror and observe your overall body shape.

Do this naked, as underwear can make it more difficult to see. For example, wearing boy shorts can emphasize

your hips and make you look more bottom heavy.

2. Now, focus on the shape of your torso. Visualize a dress form—shoulders to hips.

It's the contours of your torso—from the thinnest part of your waist to your rib cage and hip line—that will determine your overall body shape.

3. Place a ruler on the side of your chest.

Place a ruler on the side of your chest (just under your armpits) to your hips (As shown in the picture below) Notice the inclination of the ruler. Is it like this / or like this \ or simply like this | ?

4. When you gain weight, pay attention to where the kilos get stored.

That can give you a clue to what type of body shape you have. The kg will tend to 'go' to that area that is 'wider' or 'bigger' on your body.





Now let's discuss the most common body types and figure out which one is yours:



### Pear:

Your torso and upper body are smaller than your hips, and you have waist definition. Generally you will wear a larger size in your bottoms than your tops. (Any excess weight usually will be first noticed around your hips and thighs—tell me about it!)



### Inverted triangle:

Your torso and upper body are wider than your hips—with little waist definition. You will be a size larger in your tops than in your bottoms. Or your shoulders are obviously broad and tapered. (Excess weight usually will be first noticed around your chest, arms and stomach.)



### Rectangle:

Your torso and upper body are the same width as your hips—with little waist definition. Generally you are the same size in tops and bottoms. When you were a little thinner or younger, you may have been an hourglass. You will carry a bit of extra weight around your middle section.



### Hourglass:

Your torso and hips are approximately the same width—with waist definition. Generally you are the same size in tops and bottoms, and you are very lucky to have a small waist. (Weight gain is evenly distributed along the whole body—how lucky is that?) You might have a curved bottom and a defined bust line.



### Apple:

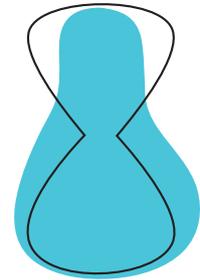
You have a more 'rounded' appearance around your stomach and waist.

# Visualise your body type

Visualise your body type now. Then place an imaginary hourglass shape on top of it. This is what is going to determine what we need to do to balance your torso and your hips:

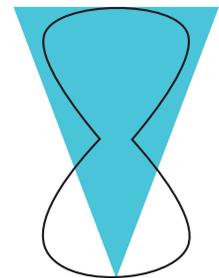
## Pear

If you have the curves of a beautiful Pear, you might want to add width to your upper body to balance the lower half. Try to add length or visually minimise the hips.



## Inverted Triangle

If Inverted Triangle best describes your beautiful body, try to add width to your lower body to balance your torso. Try to add length or visually minimise your torso and shoulder width. Keep to a minimum the amount of detail on your shoulder line.



## Rectangle

If you are a gorgeous Rectangle, create the illusion of having a small waist by using colour blocking and avoid adding details around your waist. Add width to your upper body or lower body to add some curves to your body shape.



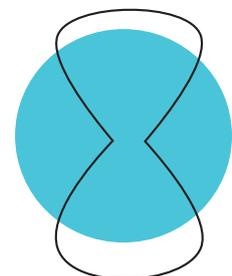
## Hourglass

If your body looks more like a perfect Hourglass, celebrate this ideal body shape. It will be all about emphasising your waist and curves. Don't hide them!



## Apple

If your body looks more like a lovely juicy Apple, your aim is to visually elongate your body. Create width around the shoulders and draw attention towards your face. Accessories are a great tool for you.



# If you can't seem to fit into a specific shape...

Let's say you have identified your body shape as an Inverted Triangle. You definitely have wide shoulders and bust, but you do have a waist and a little bit of curviness. So what category do you belong to now?

You could still be an Inverted Triangle because despite everything else those parts of your upper half—the shoulders and bust—are the most prominent features of your figure. So, for the sake of these tips, go with what parts you need to minimise.

Your goal should then be to balance your shoulders and torso by adding more width to your lower body to make your upper body look less prominent. You can also look at how you can 'minimise' your torso and shoulders.

What's most important here is to take note of the proportions of your body—lower body compared to upper half—and then figure out what needs to be trimmed or added to create

a proportional body shape (to look like an hourglass).

So let's focus now on identifying what part of your body you want to minimise—make appear narrow—and what part of your body you want to enhance—make appear to be wider.

Consider the following areas: your shoulders, torso, waist, hip line, arms and legs. Decide if you need to enhance or minimise each of them, and take notes on this.

There are MANY factors to take into consideration when understanding exactly the type of clothes that best complement your body shape. There is an amazing science behind the image consultancy profession. I am sharing with you some general guidelines that will help you recognise why some clothes and colours look better on some people than on others. You will gain lots of understanding and you will learn easy ways to best

dress for your body shape.

There are also even more comprehensive and accurate tools available to you to determine your unique body type and natural complexion, which I will explain later.

For now, let's imagine placing the ideal body shape, the hourglass, on top of your body shape.

Now divide your body in two parts, above the waist (1) and below the waist (2).

What do you want to create above the waist - Enhancement or minimisation?

What do you need to create below the waist - Enhancement or minimisation?

Do you just want to make your whole body slimmer, or do you want to emphasise curves and create the illusion of having more of a waist? Make sure you are taking notes about this information on your workbook.

GO TO WORKBOOK DAY 4 ►



## 5. the not-so-heard-of 'Vital V'

The vital 'V' is the area between the tips of your shoulders and the front of your chest.

Neuroscientific evidence shows that everything in this area is always noticed. That means that you need to pay special attention to your face and torso.

In business this is an area that you want to focus on. Remember that we just have 30 seconds to create a powerful first impression and in those 30 seconds everything within the Vital V will be noticed.

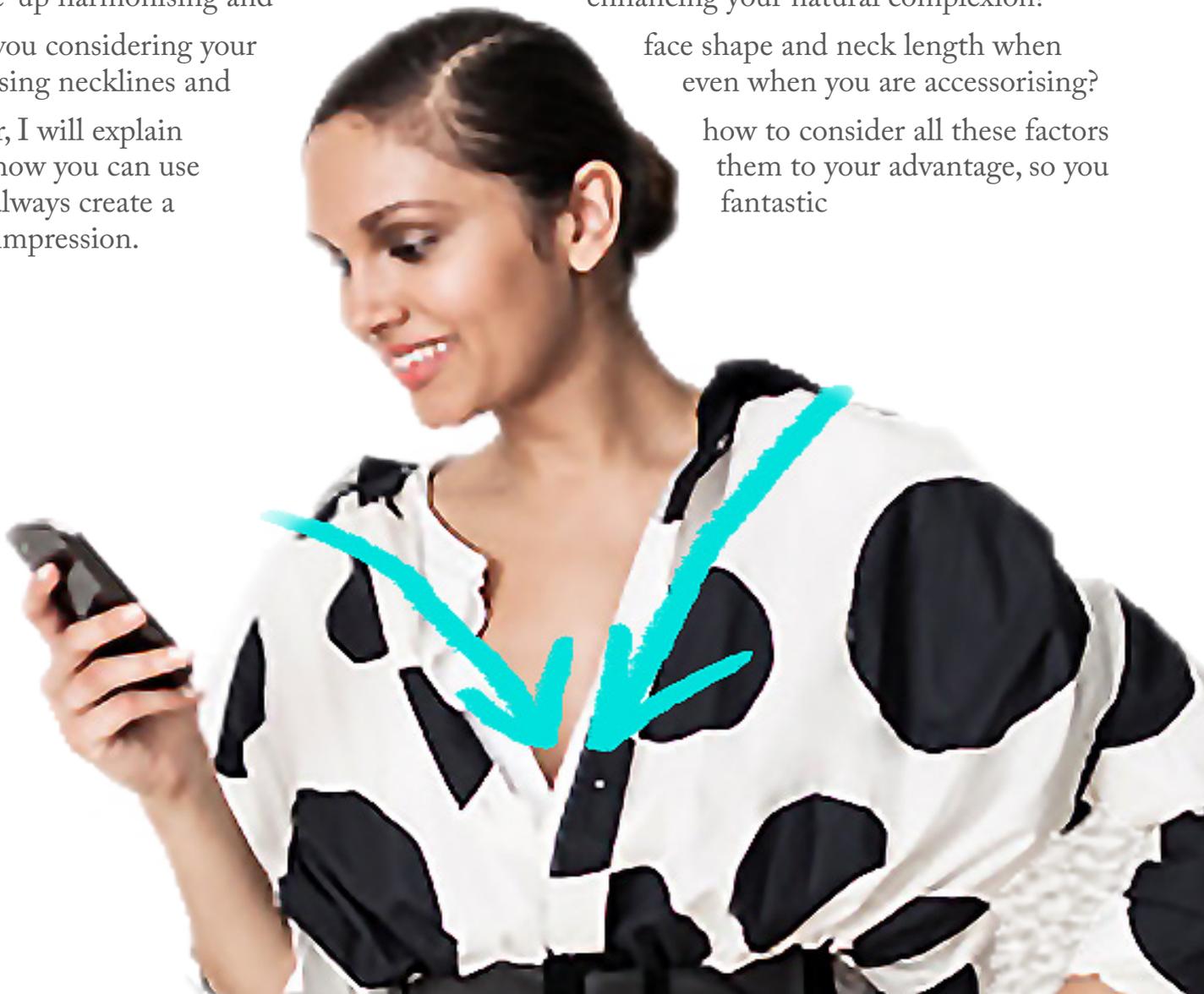
Is your hairstyle complementing your face shape? Is the colour of your top or jacket and even make-up harmonising and enhancing your natural complexion?

Are you considering your choosing necklines and

Later, I will explain and how you can use can always create a first impression.

face shape and neck length when even when you are accessorising?

how to consider all these factors them to your advantage, so you fantastic



# 6. the unlimited impact of focal points

A focal point is an area, an item or accessory on your outfit that first attracts attention.

How you place your focal points has a massive impact on your appearance. Focal point placement is a powerful tool for pulling attention to an area of your body you would like to emphasise.

You can also use focal points to pull attention away from an area that you consider a 'challenge'. For example, if you want to take attention away from your wide hips, you can use a high focal point around your face to bring attention instead to your torso.

Make sure not to accidentally (or purposely) use focal points in a way that draws attention to parts you consider 'challenging'. For example, don't wear a thick, eye-catching belt on a thick waist. Bringing attention to a thick waist only makes it appear to be thicker. Another such example would be wearing bulky pockets over a large stomach.

In the pictures on the right you may have noticed the red shoes or the stripes in colours first. Your eyes went down, didn't they? That is what we call a 'low focal point'. When you create low focal points, you appear to be shorter—and a result, bigger. Be careful when wearing low focal points unless you are tall and slim.



In these photos on the left draw our eyes up to the necklaces. That is what we call a 'high focal point'. By creating high focal points, you appear to be taller and, as a result, slimmer. We all love that, don't we?

In the photo on the right we have a 'balanced focal point'. The viewer's eyes might go down to the shoes, but he or she might have also noticed the necklace. With a balanced focal point, you don't appear either taller or shorter. You have balanced the focal point because the viewer's eyes went down but came back up around your face.

So the next time you are getting dressed, ask yourself:

What is the best area of my body? What are the areas I discovered above in chapter 2 that I want to emphasise?

What are the areas of my body I want to minimise?

Then make sure your focal points are placed on the areas you want to emphasise and away from the areas you want to minimise.



# 1. *The power lies in the design lines*

Did you know that all the clothes we wear create lines on our body? Design lines have the power to flatter and balance a body's proportions or, conversely, increase apparent weight and size. When you choose your lines well, they can work as a magic wand to enhance or minimise parts of your body, complement your body figure and give you the illusion of having the perfect shape (what we call 'hourglass').

I am very excited to introduce you to this magical world, where you'll start seeing lines on everything you wear (and what other people wear) and understanding the power that these lines have on how you look.

Identify what parts of your body you want to emphasise—appear to be wider (using horizontal or circular influence)—and which parts you want to make look longer, slimmer (using vertical influence).

There are three main design lines:

Vertical

Horizontal

Circular

These influences can be created by necklines, accessories, patterns, prints internal lines, embellishments, hemlines, contrast of colour, and even shoe choice.

Keep in mind that the more obvious the influence you create, the greater the effect it will have on your body. Let's take, for example, the colour contrast between the stripes in the picture on the next page. The dress has white and black stripes creating a high contrast between the two colours. When you can hardly see the difference between the two colours, you are not creating a vertical influence visible enough to affect the appearance of your torso.

# The Beloved Vertical Influence:

This amazing influence creates the illusion of elongation and helps you look slimmer.

By wearing vertical lines, we can magically help an area of our body appear to be longer and, as a result, thinner.

The more vertical influence in an outfit, the taller and longer and narrower and slimmer you will appear to be, as it divides the body into smaller areas.

The wider the stripes the wider and shorter an area will appear to be. The thinner the stripes, the longer the area will appear to be.



# The Very Balancing Horizontal Influence:

This strong influence has the power to make an area appear to be wider. It causes your eyes to move from side to side in a horizontal direction.

It's a great influence to use on your torso to balance wide hips, for example. Wide horizontal lines have the greatest power to add width to your body.

But be careful, as too much horizontal influence (for example, on your legs) can make you appear to be shorter.

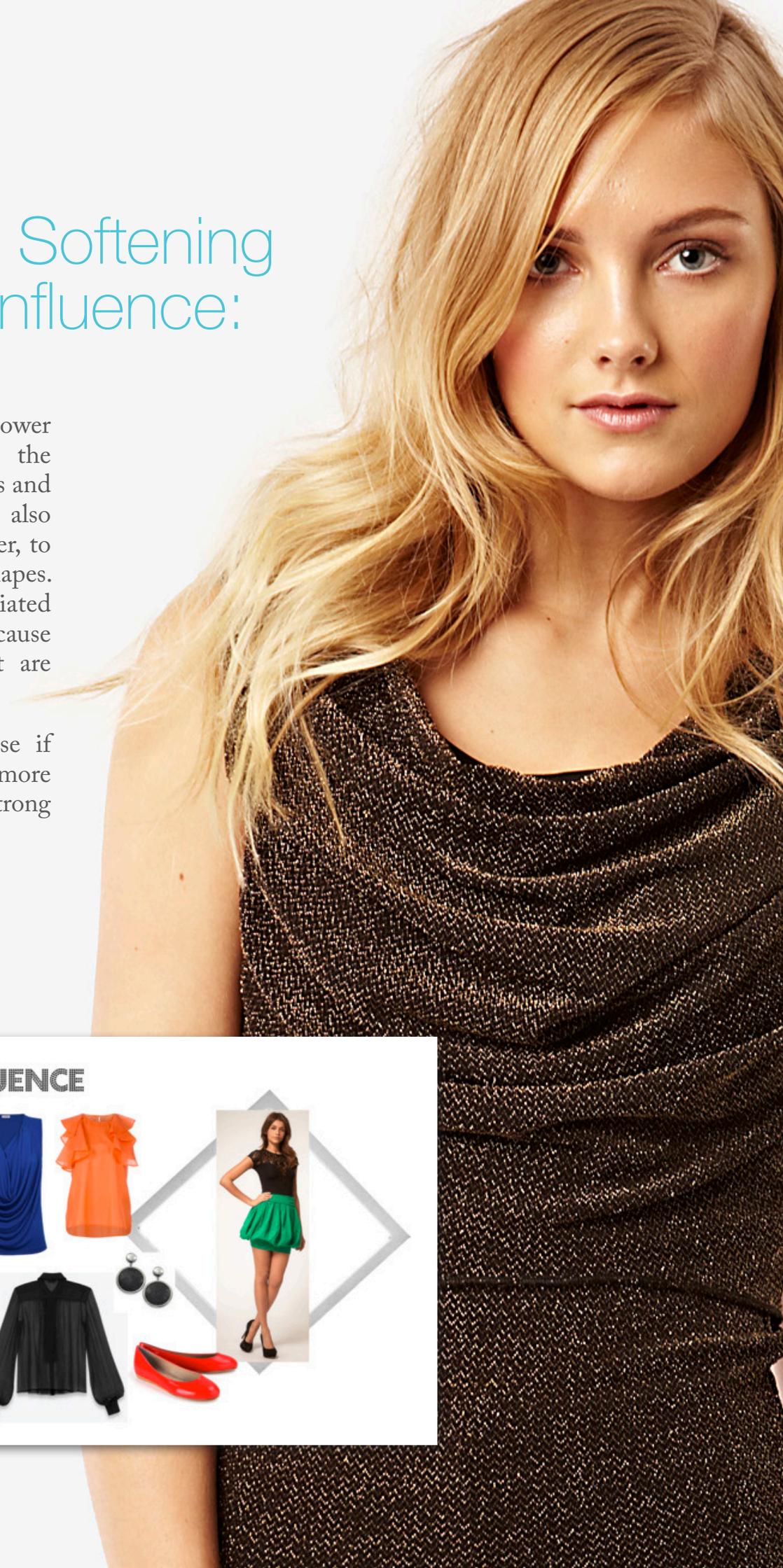
If you are wearing a denim short skirt, with black leggings and ankle boots you will be creating three different horizontal lines making you appear shorter.



# The Very Softening Circular Influence:

This influence has a power similar to that of the horizontal, as it widens and shortens an area. It also has the ability, however, to soften features and shapes. It is an influence associated with femininity because it creates curves that are suggestive.

Great influence to use if you want to appear more feminine or soften strong facial features.



## CIRCULAR INFLUENCE



# YOU'RE NEVER FULLY DRESSED WITHOUT A **SMILE**

Now that we understand we create lines with everything we wear and those lines can affect the apparent look of our bodies, I am going to explain how you can use those lines to your advantage to enhance and minimise your body so it appears to be in balance, resembling an hourglass figure.

Everything you wear creates lines—your necklines and collars; your sleeves; the length of your tops, jackets, dresses and skirts; the shape of your skirts, pants or jeans, and even your shoes.

By understanding these simple principles, you can balance your body and greatly affect how you look.

# 8. how necklines & collars can help you look amazing

Necklines and collars are very important areas of tops. Their shapes are always noticed (remember they are within the 'Vital V') and they frame your face.

When choosing them you need to consider your face shape, the shape of your shoulders, your bust size, your neck length and your body type because it will definitely have an effect on them.

Necklines have the ability you make you look taller. They can make your torso appear to be wider or slimmer. They can soften strong facial features, camouflage long necks or elongate short ones.

Here are some ideas for you to consider:

The 'V' Neckline is the 'internationally' loved neckline for all body shapes and ages. It is flattering on everyone.

The most difficult neckline to wear is a high rounded neckline. It does not suit many body shapes, face shapes and neck lengths, and is especially ill-suited to too-short or too-long necks and rounded faces.

The best depth of neckline to use is one equal to the length of your face (from hairline to chin).

Necklines can create horizontal influence, vertical influence or circular influence. Choose the one that creates the illusion you want on your torso.



## 9. much-Loved sleeves

Sleeves can create focal points, which is one of the reasons we need to make sure you are wearing ones that complement your body shape. They also have the ability to make you look 'slimmer' or 'bigger' because they can create horizontal influence.

When choosing sleeves, keep these ideas in mind:

Sleeves can increase the size of your bust if they end at the fullest part of your bust and add horizontally to your arms.

Tapered sleeves slim your upper torso, while full sleeves add weight and width. Stay away from full sleeves if you want to make your waist appear to be smaller.

The shorter the sleeve, the taller you will appear to be.

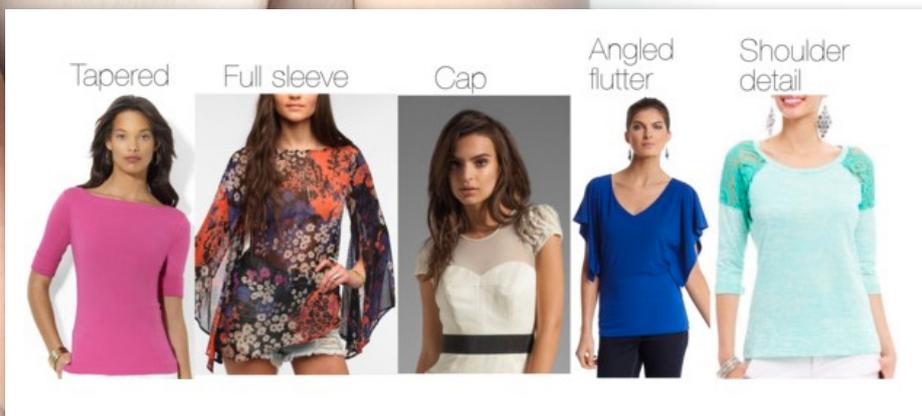
Use angled cap sleeves if you want to enhance your narrow shoulders.

Wearing spaghetti straps will make your shoulders appear to be narrower.

Use angled flutter sleeves if you have full upper arms and want them to look slimmer.

If you have full arms, avoid wearing sleeves that end at the widest part of your arms, creating a horizontal line there. Instead, choose sleeves that create diagonal lines.

Tops that have any detailing on the sleeve head (where a shoulder pad would be) can immediately balance wide hips. They are also great if you have a wide waistline. Remember we are taking attention 'away from' certain areas. This again demonstrates the amazing uses of focal points. By now you might understand why I like them so much!



# 10. The perfect length: tops & jackets



The length of your tops and jackets can easily balance your vertical proportions (meaning the balance between your torso and your legs). The lengths of tops and jackets are easily noticed because their hemlines often create contrast with the colour of what you wear on bottom. Hemlines create horizontal influences, making you appear shorter if they are not placed at the right position.

You might have noticed that some girls have long legs and short torsos, some have long torsos and short legs, and still others are just balanced.

If you have short legs and a long torso, you will look better in tops or jackets that sit above the hip line.

If you have long legs and a short torso, avoid cropped tops and jackets, as they will only make your torso look even shorter (because they will create a

horizontal influence).

Longer hemlines that reach your fingertips or longer will look better on tall or very thin girls.

Jackets that are knuckle length look great on everyone. It's a happy length for all of us!

If you have wide hips, make sure your tops and jacket hemlines don't sit at the widest part of your hips, which will just overemphasise them. If you have an inverted triangle shape, on the other hand, make sure your hemlines hit the widest part of your hips.

Use long-over-short and short-over-long when combining jackets with skirts or dresses. That is, wear short jackets with long skirts and long jackets with short skirts.



# 11. what skirt style is best for you?

Great fit is the key to great looking skirts. Pay special attention to the fit around your waist and hips.

There are four main styles of skirts: tapered, straight, subtle 'A line' and full 'A line'.

Tapered and straight skirts are considered to have vertical influence. They add height and slim the body. Straight skirts are great for pear, apple and hourglass body shapes. Full A-line skirts can make you appear shorter and bigger. They are great on inverted triangle and rectangular body shapes.

Be careful when wearing very tapered and fitted skirts if you have very wide hips or full legs, as this skirt type will overemphasise them.

The key here is to understand what effect you want to achieve on your hip line. Emphasise? Then go with

flared styles.

Minimise? Choose very subtle A-lines in very soft and fluid fabrics. Straight styles will also be great on you. Pay special attention to the outer line the skirt makes.

Long skirts may make you appear shorter, and short skirts can make you appear slimmer and taller.

Skirts with no waistband can increase torso length, so they are great for girls with high waists, short torsos or heavy torsos.

Skirts with wide waistbands are great to shorten your torso or to make your legs appear to be longer.

The perfect dress will be one that combines your best neckline, sleeve type and skirt shape.





## 12. The perfect length: skirts & dresses

Have you noticed that some lengths just don't seem to work for you, while other ones complement you straight away?

Keep these things in mind when choosing the length of skirts and dresses:

The lower and fuller (full 'A lines') the hemline, the shorter and bigger you will appear to be. For instance, imagine the effect of long skirts that flare quite a bit.

Short (just above the knee or knee length) skirts will make you appear to be taller. Short skirts that are straight cut will make you appear to be taller still.

Longer skirts, in general, can make you appear to be shorter.

Avoid skirts that end at the

widest part of your calves (if you have full legs) as it overemphasises them (horizontal influence).

Any skirt or dress that is calf length can make you appear shorter. Wear this length only if you are really tall or if you have long legs and a short torso. In this case a calf-length skirt will balance your long legs without making them appear to be too short.

Be aware of the fact that the hemlines of skirts and dresses can be focal points, so the more details you have on the hemline, the more the eyes will go 'down'. Balance this 'low' focal point with high focal points if you don't want to appear to be shorter.



# 13. what about pants & jeans?

We all love jeans and pants. But it is not always easy to know which styles best complement our body shape.

Jeans and pants can be found with fitted, tapered, straight or flared legs. Contrary to what many people believe, straight leg pants or jeans FIT EVERYONE! In fact, they are the most slimming and stylish looking of all.

Keep in mind that if you want to emphasise your hips (inverted triangles and rectangular body shapes) you are better off with light and bright coloured pants. If you want to minimise your hips (pears) then go for darker colours and stay away from the bright ones unless you make sure to create a high focal point around your face to balance the low focal point you will be creating with the pants.

And what about capris and cropped pants or jeans? The key here is the width of the leg. The wider the leg, the shorter you will appear to be, so if your aim is to appear to be taller, stay away from



cropped pants and instead choose capris, which usually will have a straight to tapered leg.

Colour is a key factor here as well because the hemline will

create a horizontal influence on your legs. To make your legs appear to be longer, keep the colour of your pants as close as you can to the colour of your skin.

The pockets are also a crucial factor to take into account. Pockets can be focal points. They can attract attention to where they are placed and they can add volume, especially if they are like a 'pouch style'.

Be careful with angled pockets on your pants and skirts if you are more pear- or apple-shaped, as they will only overemphasise your hips. An easy solution to that problem is to get them sewed up. Problem resolved! They will stop gaping and creating a focal point.

Skinny Tapered Straight Flared



Angled Straight



If you need to emphasise your hips (inverted triangle and rectangular body shapes) you are going to love the diagonal pockets and pouch pockets on your hips, as they will add curves there.

If you have a large bust line, stay away from pockets on your bust, as they will just make them look bigger. You get the idea with the pockets now, don't you?

The same idea applies to frills—they will add volume, so stay away from them in areas you want to minimise. Stick to simple cuts and lines in all the areas you want to elongate or minimise, and use frills as much as you can when you want to emphasise.



## Pouch pockets





## 14. patterns

Patterns have the power to add interest and personality to your outfits.

They can also create focal points and emphasise the areas on which they are worn. For example, if you have wide hips and you wear a patterned skirt or pants, the pattern will bring attention to the hips, making them appear to be even wider.

Understanding the effect of patterns, therefore, will help you better select the parts of your body where you wear them. Since patterns are a tool of emphasis, use them on the parts of your body to which you wish to draw attention.

If you want to emphasise your hips, pattern will look fantastic when worn on skirts and pants. It will also work great there if you have wide shoulders or a large bust line. In addition, if you have a more rectangular body shape, it will soften the squareness of your body.

The busier the pattern and the more colours and contrast between the colours of the pattern, the greater the emphasising effect will be. The more subtle the pattern and the less the contrast between the colours of the pattern, the less emphasising it will be.



# 15. underwear & shapewear

## Underwear

Ohhhh, I can't emphasise enough how important it is to get this right! I cannot even count the number of times I have seen girls getting their bra size wrong! It's so important to get it right because our underwear lays the foundation on which our clothes go. If you get the foundation wrong, nothing is going to look good, no matter what you wear. Not only that, but you can look a couple of kilos lighter just by having your bust in the right place.

The band size (or chest size) is the number part of your bra size, e.g., 12, 14, 16. The cup size is the letter part, e.g., B, C, D.

The cup of the bra should fully cover each breast. Avoid having any bits going out of the top or the sides of the cup. There should not be any wrinkling on the cup. The cup should support each breast.

The band should fit very snugly and be straight all the way around the rib cage. The band should not move, even if you jump a couple of times.

Adjust the straps so the band fits comfortably under the breasts and around the rib cage. The whole support must be given by the band, not the straps, so if you take the straps off, the breasts should not move.

Your nipples should sit at a height

equivalent to the halfway point of your upper arm.

With panties, it's easy! No matter what style you like, the main thing is that no one sees any lines when you are dressed. A great tip is to wear a size of two bigger than your normal size when you are wearing very fitted clothes

## Shape Wear

Sometimes shape wear is necessary, when you're wearing clothes that are fitted to semifitted and especially those in thin fabrics. If you have all the essentials sitting in your drawer, there will be no barrier to wearing that dress or top that refuses to hide even the smallest lumps and bumps. There's nothing better than a tight bum and stomach in a fitted dress, don't you think? Shape wear can be a bit hard to put on, but once it's in place, it can be quite comfortable. When choosing yours, make sure that you try it on and move around, sit down and jump. Make sure it stays in place—you don't want it to be moving around your legs or stomach, making you more uncomfortable.



## SHAPEWEAR



# 16. face shape

Your face shape will determine your best hairstyles, hats, eye-wear, earrings, necklines and make-up blush position.

The ideal face shape is the oval. It looks like an inverted egg. It has a slightly rounded chin and it is widest at the cheekbones.

There are many different face shapes, but today I

## Oval

If your face is oval, congratulations! You have the ideal face shape, and most hairstyles, accessories and make-up will complement your face beautifully.



## Rounded

If your face is rounded, your aim is to make it look a bit longer—we want to create 'vertical influence'.

### HAIR

- Try to minimize the bulk on the sides of your face.
- Long hair that sweeps gently to the side will be the most flattering.
- A long diagonal side part or centre front part will work well for you.

### EARRINGS:

Longer earrings, such as teardrops, drops and hoops, are great for you.

Avoid any rounded shapes, as they will overemphasise the roundness of your face.

### BLUSH POSITION:

You want to apply your blush on an angle, in that way you make your face appear to be longer



just want you to identify if your face is more rounded, squared or longer than it is wide.

Here, we are going to use the same principle of line design as we learned about on section 5. Horizontal lines help make the face look wider, while vertical or diagonal lines can slim the face.

## Square

If your face is square—almost as wide as it is long, but with a more squared chin—you might want to soften the angles around your chin and make it look longer. You will be using 'vertical influence' to elongate and 'circular influence' to soften.

### HAIR

- Create curves and angled hair across the forehead.
- Look for hairstyles with asymmetrical lines.
- It's best to have the hair longer than your chin.

### EARRINGS

Your best styles are longer than they are wide. Think drops, hoops, thin rectangles and ovals. Avoid sharp or angular designs.

### BLUSH POSITION:

You want to apply your blush on an angle, in that way you make you face appear to be longer.



## Long

If your face is longer than is it wide, you want to create the illusion of being wider, using 'horizontal influence':

### HAIR

- Aim for hairstyles that add some fullness at the temples and/or cheekbones.
- Natural looking styles that give softness and width to the face are better. (Layers are good.)
- Consider a fringe to the side.
- Medium-short to medium-long lengths are good choices.

### EARRINGS

Choose earrings that are wider than they are long. Look for rounded, square, or oval earrings, as well as small drops.

### BLUSH POSITION:

You want to apply your blush on a horizontal line below your cheek bone, in that way you make your face appear to be shorter





## 17. accessories

I so love accessories! Accessories can dress up or down your outfits and help you create many different looks using the same clothes.

They have the ability to transform your outfit from OK to amazing in a second. They are the easiest, least expensive way to update your wardrobe from season to season.

It surprises me when many clients feel very intimidated by accessories, thinking they are way too difficult to work out.

Accessorising is far easier

than you think, but you will have to take small risks, give them a try and play a bit with them. That is the only way you will ever feel comfortable accessorising. Playing and practicing.

Here are some concepts you might consider before diving into the world of accessories:

Consider the neckline of your top. You want the accessory to complement it, not make you look busy around your chest or sit improperly on the fabric.

Using accessories like necklaces, earrings, and

scarves is a great and easy way to create high focal points (as explained on page 10).

Accessories create the same 'influences' that clothing creates. They can create a horizontal, vertical or circular influence, making your neck or face appear to be longer, wider or shorter.



Circular

Ideally you need to harmonise your bone structure size with the size of your accessories



Horizontal

Let's find your bone structure.

- If your wrist measures less than 14 cm, your ankle is less than 19 cm and your height is less than 161 cm, you have a **SMALL** bone structure, and accessories that are small to medium in size will look best on you.
- If your wrist measures between 14 and 16.5 cm, your ankle is between 19 and 23 cm and your height is less than 170 cm, you have a **MEDIUM** bone structure. You are lucky, as all sizes of accessories will look great on you.
- If your wrist measures more than 16.5 cm, your ankle is

more than 23 cm and your height is over 170 cm, you have a **LARGE** bone structure, and accessories that are medium to large in size will look best on you.

If you are wearing a lot of pattern or you have 'extra' fabric on the top part of your top or dress, it's better to avoid wearing bold necklaces, as everything together will create a busy look. Opt instead for earrings, which can be short and small or long and large.

A large necklace it will look much better worn with a small pair of earrings, and vice versa. Small or simple necklaces can be worn with bigger earrings.



Vertical

# Be adventurous when matching your necklaces, earrings, bracelets and rings.

- They don't need to exactly match. You need to have a 'theme'—maybe a similar colour or style—but you can mix different metals, pearls, with metals, colourful necklaces with gold or silver earrings... you get the idea.
- The more basic the outfit, the bolder your accessories can be, so if you are wearing a plain black dress you can wear a necklace that is big or busy in colour and/or size. But keep the earrings and bracelet simple. Try to make one piece the statement piece.
- Do you want to find out if you are making the most of your accessories at the moment? Take this [quiz](#): It's fun and will only take two minutes!

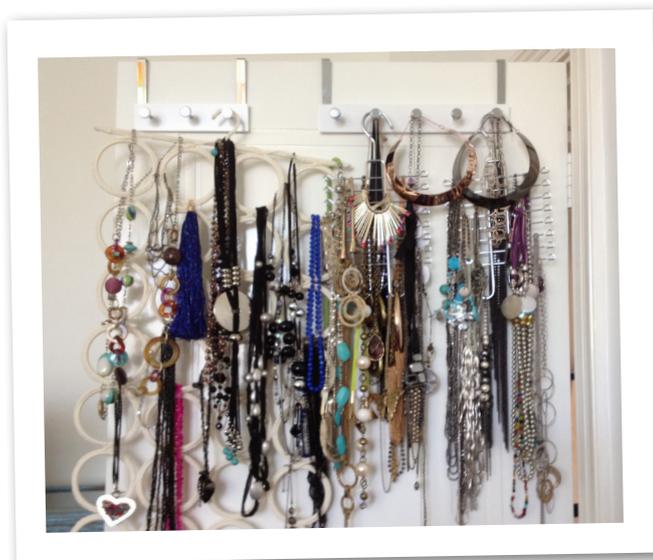
## Here's one of my most important tips about accessories.

Store them so that it is easy for you to see EVERYTHING you own. So many times I go into my clients' wardrobes and ask (because I haven't seen any yet), 'Do you have any many accessories?'

They smile and say 'Yes! I love them.' So I ask them to show me.

I am not lying... it takes sometimes up to five minutes for them to take everything out of the boxes from different places in the room and bathroom until everything is finally visible and easy to reach! I guess now you understand why they never get to use them. Who has extra five minutes every day in the morning to go through her entire wardrobe to pick accessories for the day? No one.

So storage is the key! You need to have accessories visible and within easy access, otherwise you won't wear them. On the right are some photos of how I store mine.





# 18. a little bit about the amazing world of colour

This is one of my favourite topics because I love colour! It allows me to express myself, to get creative, to add a little fun to my look, to look different every time I get dressed, and to set a tone to my look.

Are you afraid of colour, or do you always wear black because it is 'easy' or you think it's going to make you look slimmer? Hmm... I've heard this so many times. And nothing gives me more joy than converting people to becoming colour lovers!

I do understand that some people are not interested in wearing colour, and that's a valid choice. But if you let me explain a bit more, I just might be able to convert you into a colour fan.

## Wearing colour is EASY!

Not only that, but by wearing the colours that complement your natural complexion (that is the colour of your skin, hair and eyes) you can look instantly younger, healthier and more vibrant—and even more attractive. Tempted to know more?

This is how it works: When you wear colours close to your face that are in sync with your complexion, your skin immediately looks brighter, wrinkles disappear as if by magic, your skin tone evens out, your eye colour pops, and everything just seems to work

in harmony, giving you a vibrant, beautiful appearance. Because the colour is reflected upwards from the fabric, when you are wearing a colour that works with your skin colour, eye colour and hair colour, everything comes together.

I am not going to bore you with too much colour theory; however, it is important to understand three simple characteristics of colours:



### UNDERTONE:

Hues all have undertones—cool, warm, or sometimes a mixture of the two that makes them nearly neutral. Understanding if you have a cool or warm complexion will help you pick your best foundations and, in general, your best make-up colours, hair colour and colours for your accessories and even eyewear.

**VALUE/DEPTH:** This term measures a colour's lightness or darkness. Think of black being 10 in the scale of value and white being 0, with all the shades of grey in between.

**CLARITY:** This term indicates the purity of a colour. Some colours are bright and vibrant and reflect the light, while others are dusty or muted and seem to absorb the light.



So to find out what colours are best for you, we need to find out if you have a cool or warm complexion and assess the value and clarity that suit you.

Though I can't tell exactly if your skin has a cool or warm undertone without doing colour analysis on you, I can definitely share with you some guidelines that will help you understand colour better:

The colour we wear close to our face has an incredible power to make us look fantastic. Pay special attention to the colour of your tops, jackets, make-up and accessories. Notice if you feel alive and bright wearing these things, or if you instead notice the colour is taking 'life' from you.

Also, consider that the colour should harmonise with your face, so that YOU are noticed more than the colour. If the colour stands out first, it is too overpowering (or too bright) for you.

If the colour is wrong, you will be able to see dark shadows around your chin and neck. It might bring up dark circles or make your complexion look uneven.

Try to identify if you have a warm or cool undertone. An easy trick that might give you an indication is taking note of whether 'strawberry reds' or oranges make your skin and eyes look better. Try these two different colours close to your

face and under natural light. Notice what happens to your skin. The colour should brighten up your complexion and give you a healthy glow.

Look at the inside of your wrist. What colour do your veins predominately appear? If they look more blue, it can be an indication that you have a cool undertone; if they look more green, you might have a warm undertone.

A final trick is to pull all your hair back away from your face in a ponytail or with a headband and thoroughly cleanse the face. Place a white towel or cloth around your neck and shoulders. If your face looks more yellow, this would indicate a warm skin tone, whereas a bluish reflection would mean a cool skin tone.

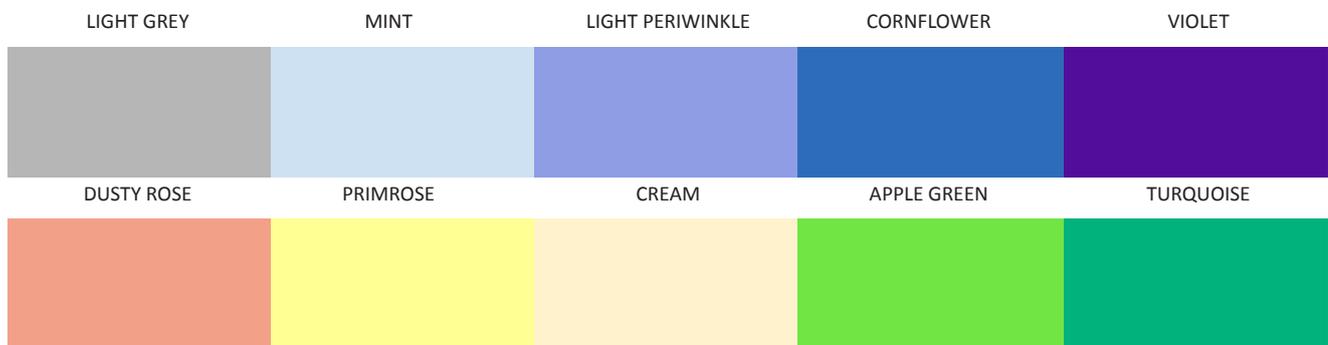
Once you have identified if your skin is cool or warm, we can use your face's appearance to identify the value and clarity of colours that work best on you. There are six dominant colouring types: light, warm, clear, deep, cool and soft. I am going to describe each one in a bit of detail. Your dominant type is the one that best describes your appearance. Which of these six types looks most like you?

## If you have a Light complexion:

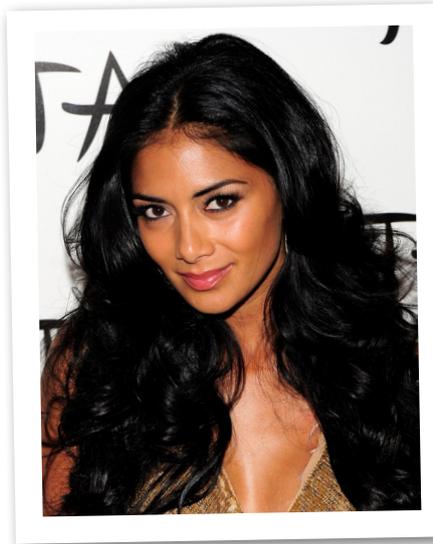
- You have very light hair.
- You have pale blue grey or light green eyes.
- You have pale eyelashes.
- You have pale eyebrows.
- You have a delicate porcelain skin colour. (You might burn easily in the sun.)
- Your look is light and delicate. You can have a cool or warm skin undertone.
- The depth of your colouring is light.



This is a sample of a light colour palette:

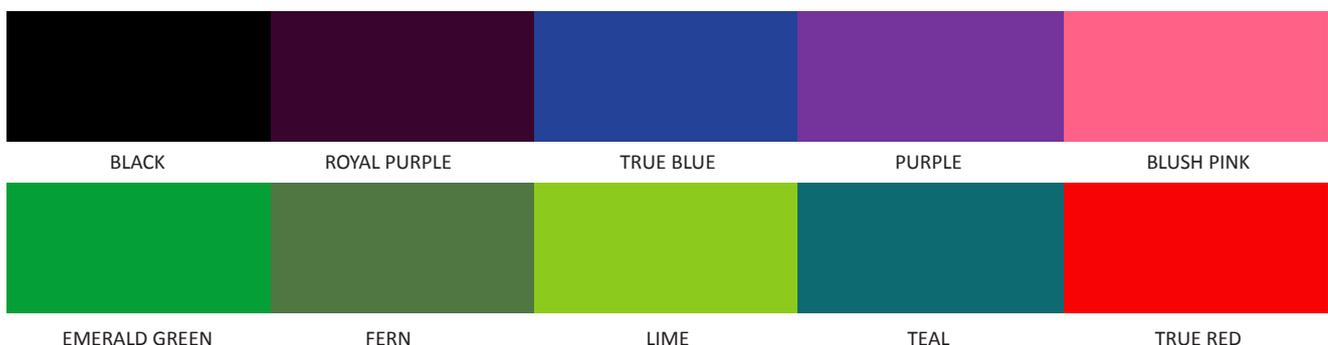


## If you have a Deep complexion:



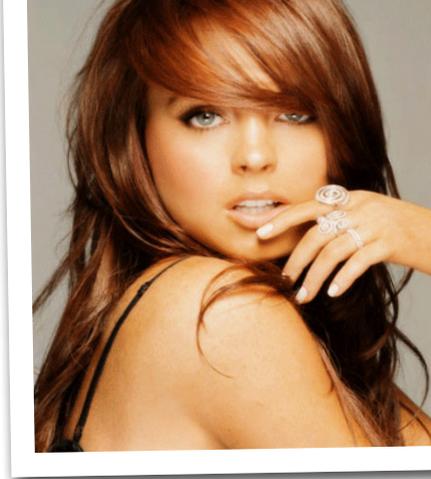
- You have dark brown to black hair.
- You have dark eyes.
- You have dark eyebrows and lashes.
- Your skin tone is anywhere from porcelain to black.
- Your look is strong. You can have a cool or warm undertone. Your overall look is deep.

This is a sample of a deep colour palette:



## If you have a Warm complexion:

- You have red-toned hair in any shade from strawberry blonde to auburn.
- You have green, brown or blue eyes.
- Your eyebrows are reddish to brown.
- You have reddish or blonde eyelashes.
- You have porcelain skin, possibly with lots of freckles, or dark toned skin with a golden glow to it.
- Your look is warm and golden. The undertone of your skin is warm. Your look is medium in depth.



This is a sample of a warm colour palette:



## If you have a Cool complexion:

- You have ash tones to your hair—dark brown, blonde, white or grey.
- You have grey, blue, green, or clear brown eyes.
- Your eyebrows and eyelashes are light blonde to dark brown.
- You have a pink undertone to your skin. Or, if you are dark, you might be able to see a slight tone of blue to it.
- You appear to be cool and 'pinkish'. Your undertone is cool. The depth of your colouring is medium to deep.

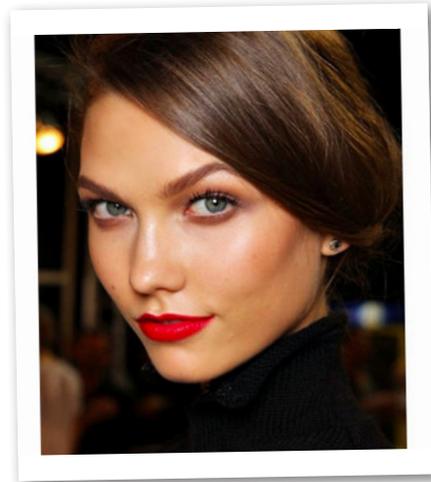


This is a sample of a cool colour palette:



## If you have a Bright complexion:

- You have dark hair.
- You have bright eyes that you know are your best asset. They can be blue, green or topaz.
- You have dark eyebrows and eyelashes.
- You have any skin tone, from light to dark.
- You appear fresh and clear. You can have a warm or cool undertone. Your look is contrasting between light and dark.



This is a sample of a bright colour palette:



## If you have a Soft complexion:

- You have soft eyes that are muted in colour (not too bright not too light). They can be blue, brown, hazel or green. They can change colour.
- You have light to dark eyebrows and eyelashes.
- There is little contrast between the colour of your hair, eyes and skin.
- You didn't feel you fit into any of the other categories.
- Your look is soft. Your undertone might be cool or warm. The depth of your colour is medium,

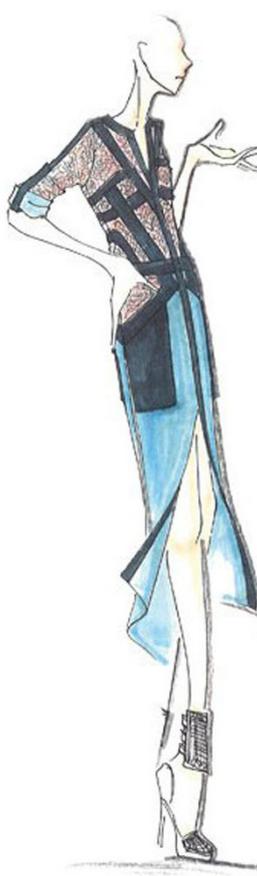


This is a sample of a soft colour palette:



When you know if you look better in cool or warm colours and you know your dominant type, you can understand what colours suit you best.

Many of us have difficulties looking at ourselves objectively, so if you find yourself stuck (you seem to be a little bit of everything, can't quite tell what looks dominant or don't know if you look best on cool or warm colours), I can help you out! If you would like to explore more, check out my [services](#) we can work together no matter where you are in the world, no matter where you are in the world.



# 19. understanding your style personality

The best styles for your body shape and the best colours for your complexion play a very important part in your appearance. But we each have our own unique style personality, which is what pulls our whole look together. It is your own interpretation of fashion, your best styles and colours.

Once you understand your best styles, colours and your style personality, putting together your wardrobe will be so easy and fun. You will be able to create a wardrobe that is functional, one in which everything works together and creates a great source of inspiration. You will stop wasting money on clothes you never wear, and most importantly you will feel and look great.

I am going to share an example with you, my story. If you read the section on Accessories, you now understand that you need to take into consideration your bone structure when accessorising. But there are

exceptions to the 'rule'.

I have a small bone structure. In theory, small to medium sized accessories 'should' look good on me.

But what happened when I got carried away buying accessories that looked really delicate or were small in size? Well, I never got to wear them? Why? Because I have a style personality that is dramatic—and small accessories are not really dramatic, are they?

Understanding my style personality helped me put together all the information I need to have so I could stop making mistakes and stop wasting money when I went shopping.

So now even though I keep thinking all those 'tiny' accessories are really cute, I don't buy them because I know they are just going to sit lonely and forgotten in my wardrobe. They just don't suit my dramatic style.

Let's consider next my client



Jan, who finds frills and bows really lovely, but if you ask her she says she doesn't like wearing feminine looking clothes. She feels better in a more sexy style. When I explained to her the idea of 'style personality', she understood why she had all these tops and dresses with frills, bows and flowery patterns sitting in her wardrobe unused.

So you need to understand your style personality to get that bit of information that puts everything together. Then you can stop wasting money on clothes that don't suit your personality.

When you go shopping next time, ask yourself: Do I like this a lot? Does it suit my style personality? Remember that not because you like something will mean that you will wear it.

Style is a reflection of your attitude and your personality.

# 20. where can i start?



You now have so much information about how you can create an amazing style and wardrobe, but don't feel overwhelmed!

It's great that you now have so much clarity about how you can always create easy or elaborate outfits that are going to help you look and feel fantastic.

The key is to start simple, then begin adding bit by bit, making sure everything looks great on you.

Choose what you want to start implementing first and create a list.

You can start by summarising what works best for you. By now your workbook must have all the information that works for you section by section.

Next, set aside a full day to go through your wardrobe and analyse what you own. Make different piles:

1. THINGS YOU LOVE WEARING.

2. THINGS YOU NEVER WEAR—now you understand why. Make a decision there and then: Are you ready to let them go or can they be saved by being altered or dyed a more flattering colour?

3. THINGS YOU ARE READY TO LET GO OF. Donate them to charity.

4. A PILE OF CLOTHES THAT NEED TO BE ALTERED - so you can start wearing them again!

Take now pile 1 and start playing with your clothes. What new combinations can you create? Put them together on your bed and take photos. What do you notice that is missing? Start making a list of those missing pieces that will help you bring everything together. Go shopping for those missing outfits.

Move on to pile 3 and pile 4 and TAKE ACTION NOW. By uncluttering your wardrobe you will create space so you can better see what you own and what is missing. It will feel fantastic to welcome those new pieces that have been altered and now can be used and worn.

Reorganise your wardrobe in a way that makes it possible for you to SEE everything you own. You can decide to organise your clothing by colours or separate casual wear from work wear. Do it in a way that works for you, but whatever organisational strategy you use, make sure it helps you see everything.

Start simple, do it bit by bit, and use this e-book and the workbook as your guide. Use the calendar in the e-book to make 'appointments' with yourself to dedicate some time each week for the coming few weeks to consider your wardrobe. Follow the process! It works!

You will be surprised at the results and the great impact it can have on your wardrobe. Most importantly, it will have a great impact on your confidence in yourself and your life.

And if you feel you need extra help, I am here to guide you and help you, no matter where you are in the world. Go to my website and have a look at all the possible ways we can work together.

You can also join my community on Facebook—[WOW NOW Revolution](#) I will be very happy to have you there, answer any questions you might have, and give you extra information that can guide you and inspire you on this new journey you have undertaken.

Stay in touch!

[info@albagomez.com.au](mailto:info@albagomez.com.au)

part 3

*bringing  
everything  
together*

# Bring everything together

In order to be remembered and stand out amongst so many people, we need to take advantage of what makes you different.

As an example, when I first came to Australia I didn't like the fact that I was very different. I have a different background, a different name and a different accent. Then when I started my business I realised that it was the best thing for my brand. Being different makes me remembered.

What makes YOU or your business different that you can use to your advantage? How can you embrace your differences and use them to help you stand out?

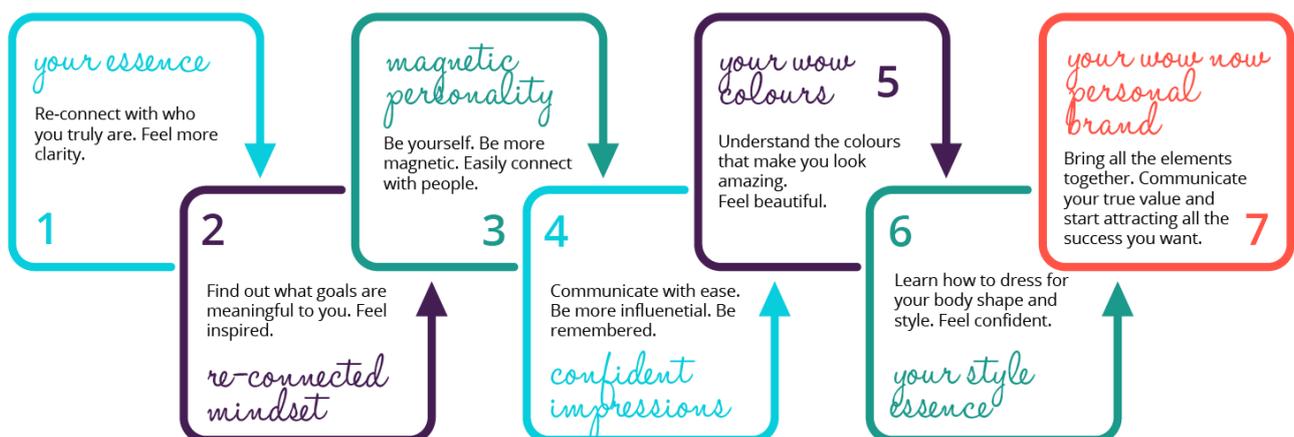
When you create a style and personal brand that is a true reflection of who you are, that is authentic, genuine, magnetic, that is congruent with how you communicate through your body language and your image you are creating a Standout brand.

When you re-connect with who you are, when you embrace who you are and from this place of confidence you communicate who you are with the world, you become unstoppable.

And this is my passion, helping women feel and look confident from the inside out and designing a life they can't help but be passionate about!

Open the door, turn the key... Get ready to walk through and say WOW NOW!

## The 7 pillars to create your **WOW NOW** Personal Brand



# *a final word*

I feel so blessed to have found my purpose and to be able to live it every day. For me, working with women across the globe to help them reveal a more confident and empowered version of themselves, fills my heart in a way I cannot easily describe in words.

Living life with passion is one of the biggest values in my life and the work I do allow me to have exactly that. So, I want to thank you from the bottom of my heart for allowing me to share with you my message. I trust it has inspired you to look at yourself and your image in a different way. And you now understand that this it is an exciting journey of rediscovering who you are, standing in your power and sharing that with the world unapologetically. It is all about you allowing yourself to shine your light brightly and feeling once again like the powerhouse you are.

It is from this place of confidence that you will get the success you crave, whatever success means to you. Having your dream relationship, the career progression, the money, the travel, the business, your contribution to this world.

You didn't come into this world to look like everyone else to fit in and to dim your light so you don't intimidate others around you. You came to play a big game and to feel the satisfaction and excitement that comes from showing us as your full authentic self.

That is my passion, and it has been my own personal story.

Finally, I want to thank all the people in my life and the experiences I have lived because they make me the woman I am today. All the good and the not so good. All I have learned, especially through the most difficult times have shown me the biggest pieces to the puzzle and taught me the greatest lessons.

Love yourself fully, love who you have become

alba  
gomez