Thank you Shelly Roberts, Renee Williams, and Mira Panek, (a few of our founding members), for modeling for us.
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For the past 10 years I’ve been promoting the golf lifestyle and helping women overcome the obstacles that prevent them from taking that first brave step. Let’s face it, golf can be an intimidating and difficult game to master. There are rules and etiquette to understand, equipment to bring, skills to acquire and a new vocabulary to learn. No one wants to put herself in a new situation and look unprofessional or foolish.

Despite the preparation that goes into the game, the question I’m most often asked is “what do I wear?” When we look and feel our best, it has a positive impact on our confidence whether it’s trying a new sport, or dressing for an important business presentation.

I spend a large portion of my golf workshops preparing women for the game. That includes the dos and don’ts of dressing for the golf course and country club settings. But it doesn’t stop there. When you stand alone on the first tee box all eyes are upon you. Are people looking at your golf swing or your golf look? Your mind starts to wander. Is your outfit flattering for your body type? Do you come across as the charismatic leader that you are, or someone from the back office? With a little extra knowledge it’s easy to add an extra boost of confidence and go beyond the dress code.

Enter Cyndy Porter, award winning photography and certified image consultant, Cyndy takes ‘what do I wear’ to a whole new level. As someone who finds pulling outfits together and shopping a chore, I decided to work with Cyndy to develop my unique personal style. I had no idea there were easy style principles that went into dressing so that I could create an “intentional image.” Not only was it fun, but I look at my closet in a whole new light. It’s a snap to get dressed now, and I know just what to look for when I shop.

Events19 is thrilled to partner with Cyndy Porter, the talent behind our LifeSTYLE™ brand of image workshops and services created exclusively for our members. Starting with this ebook and short quiz, we are passionate about helping our members show up confidently for their lifestyle activities.
Part 1.

Enclothed Cognition

Do you remember that time you bought a new outfit put it on, looked in the mirror and felt great about how you looked? You went into the world and received compliments about how great you looked. Did you stand a bit taller that day? Set better personal boundaries? Speak up more? Play a better game of golf? When we feel great about how we look we have more confidence and the world responds to us differently, not just because of our self-confidence but because of our appearance.

Studies show we have fewer than seven seconds to make a first impression and it has everything to do with how we look.

I have been sharing these two compelling arguments for years: dressing in a way that communicates who you are increases self-confidence and gets you noticed. Thanks to Professor Adam D Galinsky and Hajo Adam, there is now a scientific name for this phenomenon: Enclothed Cognition. Science now proves what many of us have known: when we dress in a way that communicates our positive self-worth, we are more successful, and we feel beautiful.

SOURCE: CARL RICHARDS, THE SKETCH GUY, NY TIMES
Are you beautiful?
Is it easier said than done — being beautiful?

Only 4% of all women worldwide believe they are beautiful, according to a survey of 10,000 women in ten different countries conducted by The Dove Foundation. Do you believe 96% of women are not beautiful? Of course not. Think of the women you know, aren’t they all physically beautiful in their own unique way?

I believe all women are beautiful and deserve to feel that way every day. Instead, too many women wake up in the morning, stand on the scale, feel unhappy with that number, look in the mirror and focus on what they don’t like about their looks.

Do you head to your closet, full of clothes, and stare nonplussed? Studies show the average woman spends sixteen minutes every morning deciding what to wear. That’s a year of your life. Frankly, I think this number is low. Before I got trained as an image consultant, I could literally get stuck in my closet trying on outfit after outfit with a pile of discarded clothes getting higher and higher as my self-esteem got lower and lower. I would often leave frantic, late for wherever I needed to be, still not feeling great about how I looked. How could it be that something I did every day and had been doing since I was very young could be so challenging? I wasn’t alone. It’s a bit of an epidemic.

What image do I project?
You were born with the instincts to know what looks good on you.

The problem is many women have lost those instincts. If you weren’t affirmed as a child, if you learned through experience to doubt yourself, if you were put down — you no longer trust yourself. But one can regain these instincts.

Try this: imagine the clothes you loved to wear when you were a child. Were they frilly taffeta dresses and pretty shoes, crazy, exotic or were tom-boyish outfits appealing to you? Anything come to mind? Who was your childhood icon? If that person grew up and had a day job what would she wear?

Try creating a vision board either from cut out magazines and poster board or online using the tools in Pinterest (www.Pinterest.com). Find clothes and styles you love. Is there a theme? Can you label the theme and replicate it?

Or simply take the following What’s Your LifeSTYLE™ Quiz.
Part III.

The LifeSTYLE™ Quiz

1. Which adjectives best describe you?
   - A. Credible, reliable, trustworthy, friendly
   - B. Stylish, elegant, polished, refined
   - C. Energetic, active, casual, comfortable
   - D. Exotic, interesting, modern, unique
   - E. Lovely, feminine, romantic
   - F. Creative, artistic, playful
   - G. Glamorous, sexy, confident

2. If you only had one dress, what color would it be?
   - A. Classic navy blue or the perfect little black dress
   - B. A designer dress, something sophisticated and elegant
   - C. Any color is fine, as long as it’s comfortable
   - D. It doesn’t matter, as long as it makes a statement
   - E. A pastel, probably pink
   - F. Most likely green with a unique design or pattern
   - G. Red and sultry!

3. Which of these glasses would you prefer to wine a glass of wine or your favorite beverage?
   - A.
   - B.
   - C.
   - D.
   - E.
   - F.
   - G.

4. Which statement best describes you?
   - A. I like classical styles. I am practical and want to look my best with minimal effort.
   - B. I want to look my best and am likely to put a lot of effort into my physical appearance.
   - C. I am active and sporty and want to be comfortable at all times.
   - D. I want to stand out from the crowd. I like clothes that are unique and interesting.
   - E. I love clothes that show my feminine side; I like to feel pretty and lovely in clothes.
   - F. I like to find accessories and clothes that are artistic, handmade and creative.
   - G. I like to wear clothes that show off my curves and make me look and feel sexy.
Part III.

The LifeSTYLE™ Quiz

5. I want others to see me as:
   - A. Reliable and trustworthy
   - B. Elegant and sophisticated
   - C. Athletic and comfortable
   - D. Trendy, edgy or exotic
   - E. Lovely and pretty
   - F. Artistic and creative
   - G. Bold and sassy

6. What do you value most?
   - A. Practicality
   - B. Sophistication
   - C. Comfort
   - D. Making a statement
   - E. Femininity
   - F. Looking unique and unexpected
   - G. Sex appeal

7. If you were a hotel, which would you be?
   - A. A 3 star hotel that’s nice, clean, safe but not too expensive
   - B. A 5 star luxury hotel with exquisite food and service
   - C. An adventure trip where I can be active all day
   - D. A small, unique boutique hotel, fun and trendy
   - E. A lovely bed and breakfast with antiques and homemade breakfast
   - F. Somewhere of the beaten track rich with culture
   - G. Somewhere exotic

8. If you are a golfer or had to play for a day, which of these outfits would you like to wear?
   - A.
   - B.
   - C.
   - D.
   - E.
   - F.
   - G.

Add up how many responses you had for each letter:

A.______  B.______  C.______  D.______  E.______  F.______  G.______
Part III

Get Your Results

A Classic / Traditional

If you had mostly A’s, your dominant style is likely Classic/Traditional. You want to look good without a lot of fuss. Your best bet is to build a capsule wardrobe; a closet full of basics. This way you can grab a separate: shirt, jacket, pant, skirt, or dress, from your closet, and you will have lots of options in which to pair it. In this way, everything in your closet goes together. Your accessories are likely to be classic pieces, such as pearls, gold chains, and simple post earrings. You most likely work in a conservative field or in a middle-level management position. You don’t want to stand out in a crowd. It is important to you that others see you as reliable, responsible, efficient, trustworthy, and approachable.

To see more examples of this style, check out the Classic/Traditional Look Book on Pinterest.

B Elegant / Sophisticated

If you had mostly B’s, your dominant style is likely Elegant/Sophisticated. You have an air of sophistication. You care about your image and appearance and are willing to put time and money into creating a polished look. You may have some separates but you will also want designer suits and storytelling outfits in your closet that can take your look to the next level. You likely hold a position of importance, perhaps as a business owner or executive. If not, you are certainly dressing the part.

Want to see more? Check out the Elegant/Sophisticated Look Book on Pinterest.

C Sporty / Natural

If you had mostly C’s, your dominant style is likely Sporty/Natural. You have a relaxed, easy-going persona. Your clothes are comfortable and support your active lifestyle. You may be in the health and wellness sector or you may just value an athletic lifestyle. Your clothes are never tight and binding nor frilly or embellished. You love to simplify and prefer natural fibers to synthetic ones. Your accessories may be made of rubber, leather, or simple metals and stones. You likely wear the same accessories most of the time. You may have a Fitbit or other fitness device on at all times. You prefer slacks more than dresses and if you wear heels they are not very high; a wedge or kitten heel is more your style, but you prefer flats because you don’t want anything that will slow you down.

Want to see more? Check out our Sporty/Natural Look Book on Pinterest.
Dramatic / Trendy / Edgy

If you had mostly D’s, your dominant style is likely Dramatic/Trendy/Edgy. You are unique and like to express this in your wardrobe. You likely stand out in a crowd. You might follow the latest trends and aren’t afraid to try new things before others know about them. You may have colored hair, tattoos, or body piercings. You may simply wear bright colors and dramatic styles or exotic prints. You are likely not in a conservative career or lifestyle. People see you as bold, edgy, brave, expressive, unique, and interesting.

Want to see more? Check out our Dramatic/Trendy/Edgy Look Book on Pinterest.

Romantic

If you had mostly E’s, your dominant style is likely Romantic. You want to feel and look feminine and pretty. People refer to you as “just lovely.” You are a girl’s girl and take the time to pamper yourself. You like clothes with frills and embellishments, floral and heart patterns, as well as bows and butterflies. Most likely you have long hair. Your accessories are pretty. You like things that sparkle. When you aren’t in heels you are in ballet slippers but not boots or sneakers—they are too bulky and masculine for you. You like soft satin, delicate fabrics, and light, happy colors.

Want to see more? Check out our Romantic Look Book on Pinterest.

Creative / Whimsical

If you had mostly F’s, your dominant style is likely Creative/Whimsical. You are artistic and maybe a bit quirky, fun, and playful. You like clothing that is original and definitely don’t want to be caught wearing the same outfit as someone else. You like small boutiques compared to chains or department stores and you don’t mind spending time shopping for the right piece. Your accessories are handmade by artisans or imported from faraway places. If you tend on the whimsical side, you have accessories that are conversation pieces and show off your playful and youthful personality.

Want to see more? Check out our Creative/Whimsical Look Book on Pinterest.

Alluring

If you had mostly G’s, your dominant style is likely Alluring. You are sexy and not afraid to show it off. Your clothes are tight and emphasize your legs and cleavage, although not always at the same time. You like to wear dresses with the hemline well above your knees. If you are concerned about getting older and don’t want to show too much leg, then you show your sexuality with lower-cut shirts, blouses, and dresses. You like to wear high heels because they make your legs look great. You don’t leave the house without bright lips and lots of mascara. You are willing to invest in your look and you enjoy the attention you receive because you look hot! Your accessories are big and bold. You love animal prints because they are exotic and daring. People see you as brave, provocative, bold, and sexy.

Want to see more? Check out our Alluring Look Book on Pinterest.

Personal Shopper

Email the results to this quiz to Style@Events19.com and we will sign you up for a quarterly catalog with 19 items personally selected that meet your style criteria.

Notice that each category mentioned your “dominant” style. As you might imagine, this is because we are all more than one thing. This is a quick snapshot but it’s usually accurate. If you want to learn more, I recommend the Essence of YOU® Image and Style workshop or consultation where we spend considerable time defining your personal brand. It’s a fun, inspiring, and insightful process.
How you dress tells the world what kind of person you are. Knowing your personal style will give you the confidence that you are presenting your best version of yourself, that you are making your very best first (and lasting) impression.

For many of my clients, this is a new concept that you can be purposeful in how you dress. The clothes you wear, your hair and makeup are communication tools. I have worked with highly successful women who have received feedback that they are intimidating at first contact. One such client, Tina, tested as a Sophisticated/Romantic. We changed all of her clothes from stiff black suits and dark sheath dresses, to lighter softer colors with movement. The affect was instantaneous and dramatic. Another client, Debbie, who tested as an Elegant/Creative, made the move from Capitol Hill to owner of an import business of artistic accessories and home decor items. She had also lost quite a bit of weight. We moved her style away from traditional suits and dark jackets that hid her body, to beautiful, form fitting designer pieces that accentuated her accessory line and told the world she was a highly creative, elegant business woman. The examples are endless. Your first impression can get you noticed just by changing how you dress and look.

With the results to this quiz, you should be on your way to defining your Life Style - a style that can be utilized and reflected in all aspects of your life.
Whether it’s at the first tee or the 19th hole you want to be your best.

Events19 understands that sometimes to be your best you need to look your best. We have partnered with Cyndy Porter of Cyndy Porter Style and Photography, a certified image consultant and award winning photographer to offer exclusive programs and services for our members:

Your LifeSTYLE™ monthly workshops - held the first Saturday and the second Tuesday of the month.

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**Monthly Workshop**
*(Look for details on a location near you.)*

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<th>Regular Price:</th>
<th>Events19 Members Price:</th>
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<td>$19</td>
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This workshop will be held Saturday mornings from 10:00 am - 12:00 pm and Tuesday’s from 6:00 pm - 7:00 pm. There will be a new topic every month. To see the current schedule and sign up, visit [www.events19.com](http://www.events19.com).

**Introductory Image Consultation**
*(Depending on location, available in person or video conference)*

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<th>Regular Price:</th>
<th>Events19 Members Price:</th>
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<td>$219</td>
<td>$100; a savings of $119!</td>
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This consultation will be a power session to quickly help you understand the image you want to project, how to dress to portray that image, and your StyleFormula™, what clothes look best on you to make you look polished, professional, your personal best every day.

Events19 has also negotiated a 19% savings off your first service with Cyndy Porter Style & Photography, whether you need a new professional headshot, a personal shopper or want to attend an Essence of YOU® Image and Style Workshop or Consultation.

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**Call. Email. Visit.**

Cyndy Porter
Image Style and Photography
889 Chinquapin Road
McLean, VA 22102
(703) 919-5244
cyndy@cyndyporter.com

[WWW.CYNDYPORTER.COM](http://WWW.CYNDYPORTER.COM)