

The Elevated Signal Guide

Here are three things your premium prospects want to see in you before you even say a word — this guide helps you communicate that through your business style.



01

Time Collapse

Your buyer isn't paying for hard work. She's paying to skip years of trial and error. When your style looks put-together and planned, it shows her you already have things figured out.

What This Looks Like

- Choose 4-5 colors for your business wardrobe each season — a couple of neutrals and a couple of pop colors that go together, so mixing and matching is easy
- Wear some color on your lips
- Wear earrings and a necklace with every outfit — bonus points for a couple of rings and a bracelet for an even more put-together look

02

Belonging

Dress for the room you're walking into, not the room you started in. Your buyer needs to see you as someone who already belongs at her table — not someone still trying to get there.

What This Looks Like

- Good quality pieces are a must
- Luxury brand accessories can help, but they're not essential
- If you do want to invest in one, choose a handbag that matches your hair color so you can use it over and over, all year long

03

Confidence

People notice your body language right away. When you feel confident in your business outfits, you'll display that confidence in your body language — and premium prospects will notice and trust you more.

What This Looks Like

- Fabric you can sit, move, and talk in without thinking about it
- Clothes that fit you well so you're not tugging or adjusting them
- Business outfits you're actually excited to wear

Next time you get dressed for a big meeting, ask yourself: does this look put together? Does this fit the room I'm walking into? Does this help me feel confident?