



THE INTRODUCTION Co.

Where love finds you

Tips On Stepping it Up a Gear - Women

Ladies there's a saying "You've either got it or you haven't!" I don't believe this at all. It doesn't matter what our circumstances are we can still improve. That's mentally, physically, emotionally, visually. Look at what Gok Wan does! He goes for the emotions first and gets right to the heart of the matter, he always starts with unearthing the reasons for not looking good, for having no confidence and he works on building confidence right up to the end. And the one thing men love is a CONFIDENT woman.

Some of us have no idea what suits us, which colour enhances and which makes us look completely washed out. There's lots of help on this subject on the internet a good starting point might be Color Me Beautiful.

So now you know what colours suit you the next thing is finding the right clothes in the the right colours and putting the outfit together. Did you know that shop assistants are there not only to make sales but also to help you choose what will suit you. They are looking at colours every day and watching styles and checking out what works. Something as simple as going in to M & S and asking for help in the middle of the week when it's quieter can work wonders. Tell the assistant you are looking for a new image, she'll love it!

Glamour!!!! Don't think "Jordan!" This glamour word is the absolute SECRET to making the date work. I remember talking to one woman of 50, she was divorced, had been through a pretty nasty experience and sorry to say but I could see she had. It was obvious. She was dressed head to toe in black. Her handbag was black, she had no makeup on, her hair was a bit ratty, she was wearing flat shoes. She wasn't a client she was (and still is) a friend. I bought her a very bright handbag and scarf for her birthday and that alone transformed her immediately.



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I felt brave and had a heart to heart with her saying that if she was going to be in the market to find a new man the market was full of gorgeous women and if she wasn't careful she would be overlooked. It's a fact of life that men are visual creatures and respond instantly to what they see. It's all about making an effort to stand out from the crowd. You wouldn't want to pale into insignificance if this was a business meeting and you were looking to clinch a deal.

Some of the women in my generation can be quite liberated and think that as long you are clean and tidy that will do. It won't! You have to step it up. Later on when you have flu and feel ill and don't have the energy to look nice for him that's fine but right at the start on day one, he does not want you to look like you haven't made the best of yourself. Some ladies go on dates with the highest possible polo neck jumper on, sleeves right to the wrist, trousers, boots. I'm not saying go mad but I am saying that the little bit of flesh above your wrist is an erogenous zone, don't cover it up. The neck is another zone so draw attention to it with sparkly ear rings.

Youthfulness is everything today and it's easy to get stuck in a rut with hair styles and makeup. What suited us at 35 isn't going to be right at 50 so why not ask the hair stylist what she would like to do to your hair if you let her change the way you look- ask her to be really honest! They do know their job. I'm happy to give opinions on some things so ask me, I will tell you what I think and before I do I shall ask if you want me to be kind or honest, I can't do both, you've been warned!

If you want to step it up a gear today,
call me on **01653 669430**,
and we can help love find you today.

Lesley