

Welcome to the Look Good Club

Welcome to the Look Good Club: Shopping Rules for Women. I hope you will enjoy this book and as a result learn how to approach clothes shopping with greater confidence. The good news is that by applying the 'Shopping Rules' you can look 10 years younger easily. The only surgery you will need is in your wardrobe.

My name is Julie Sanders, the founder of the 'Look Good Club' and author of the books.

The Look Good Club is the result of many years of working in Image Consultancy and Coaching with many women who want to change aspects of their appearance and their lives. It no longer matters about our age, shape or size. We women want and need to look good not only in our 20s and 30s but in our 60s, 70s and beyond.

Full Look Good Club members are not natural shoppers or connoisseurs of style. They have joined the Club by learning and applying the Shopping Rules. They know what suits them, they know their best colours, they recognise the styles that will make the best of their shape and know how to put a co-ordinated wardrobe together to suit every occasion. They are aware of the tricks that fashion retailers use to seduce us into buying but can confidently apply the Shopping Rules to ensure a bargain really is a bargain.

So far these skills have been learned at one of my many classes, demonstrations or one to one private consultations but not everyone can join in with my Midlands based business. This book has taken a while in development but I'm pleased to say several months after I started writing it has now hit the shelves. I hope the Fairy Godmother of Shopping will help many more women, just like you, who need simple, down to earth advice in putting a great wardrobe together.

I hope her magic will help you shop with renewed confidence and enjoyment.

The book is laid out in three sections.

In Act One: Cinders at Home. We take a look at our existing wardrobes and ask ourselves why do many of us end up with a wardrobe full of clothes but nothing to wear?

We discover the reasons behind our buying decisions and learn how NOT to shop.

We also gain insight into the minds of the fashion retailer and some of their tricks of the trade.

In Act Two: Enter the Fairy Godmother. We learn the five key Shopping Rules in a light hearted and straightforward way. Rest assured this is not a glossy book full of confusing diagrams and pictures. This is easy to apply information that will instantly make your shopping quicker, more focussed and enjoyable.

In Act Three: Let the Magic Begin. We apply the Shopping Rules answering your most common wardrobe questions and revising your new approach to shopping as a Look Good Club member. By explaining in simple language the Shopping Rules which anyone can follow and applying these to your shopping you will discover the secrets of getting it right every time and how to beat the Fashion Retailer.

The Grand Finale gives you more hints and tips so you too can shop happily ever after.

But let's start where we should start, right at the beginning and take a snapshot of where you are at the moment. This quiz will get you thinking about your current approach to shopping and to putting a wardrobe together. Have a go at ticking the answers that most apply to you, and when you have finished count up your score

1 My wardrobe is:-

- a) Perfectly organised and co-ordinated
- b) Generally mix and match with some mistakes
- c) A haphazard mix of colours and styles

2 When the occasion demands it:-

- a) I have put together a wardrobe which is right for every occasion
- b) The clothes in my wardrobe suit most occasions
- c) I never seem to have the right clothes

3 With regard to colour:-

- a) The colours I wear suit me and co-ordinate together well
- b) I have an idea of what suits me but can always be swayed by a good bargain
- c) I am not really sure which colours work best for me

4 In terms of style:-

- a) I have a clear idea of what suits me and how to disguise my figure faults

- b) I find I sometimes buy clothes which do not look or feel quite right
- c) I am often very disappointed with the clothes I buy

5 On accessories:-

- a) I have a few good accessories which match my clothes and create a versatile look
- b) I lack confidence when it comes to putting accessories together
- c) I have too few/ too many accessories which never seem to work together

6 Make up:-

- a) My make up consists of a few well chosen classic colours which enhance my natural look
- b) My make up drawer is full of colours collected over the years
- c) I am unsure what to wear and I am reluctant to experiment

7 Budget:-

- a) I plan my clothes budget carefully buying items to replace and update my wardrobe
- b) I have a limited budget and aim to buy wisely
- c) I overspend my budget but am often not happy with the results

8 Shopping

- a) I enjoy shopping but try not to impulse buy
- b) I would like to find a way of making clothes shopping easier
- c) Clothes shopping is a nightmare. I am prone to buying things that I never wear

Now total up your scores A's..... B's..... C's.....

If you ticked mostly A's you already have a clear idea of what suits you and what you feel best wearing. You have a good sense of personal style. You plan your wardrobe with care and make the best use of whatever budget is available. Knowing the Shopping Rules and joining the Look Good Club will give you new ideas and give you confidence to experiment even more.

If you ticked mostly B's you are already interested in clothes and aim for a co-ordinated look. Whilst you have an instinct for what suits you, you may find you are tempted by bargains and impulse buys which sometimes turn out to be mistakes. You would definitely benefit from discovering the 'Shopping Rules'. It would help you

focus on the type of clothes which would make you look your best all the time and give you greater confidence in your appearance.

If you ticked mostly C's you may feel that selecting a co-ordinated stylish wardrobe within your budget is not something that comes easily and is possibly not something you really enjoy. A knowledge of the Shopping Rules will help enormously by taking the worry out of shopping, enabling you to look your best, confidently, with minimum effort.

Just to recap;-

The Shopping Rules are about:

- the simple shopping secrets that ensure you find the perfect outfit every time
- looking good and feeling confident knowing you have the best look for you, appearing younger, healthier and brighter with ease
- not falling for the retailers merchandising techniques by only buying what suits you, not what they want to sell
- knowing when a bargain really is a bargain, saving you time, money and effort as a result

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Julie Sanders

www.lookgoodclub.co.uk