



**Vivid Image Consulting** is an image management and style branding company which provides customized professional image management services to corporations and individuals. The goal of Vivid Image Consulting is to enhance the client's image with clarity, grace, and tenacity. Vivid Image Consulting also is committed to the rebuilding of the New Orleans business community by promoting personal integrity and professionalism throughout southern Louisiana.

**Julie Branden**, founder of **Vivid Image Consulting**, is certified through the London Image Institute and LAMBC, Louisiana Minority Business Council as a MBE, Minority Business Enterprise. She is an active member of the Southwest Louisiana Chamber of Commerce and the Association of Image Consultants International.

During Ms. Branden's twenty-seven years' experience in the beauty and hospitality industry, as a trainer she has provided seminars and workshops for some of the most influential businesses in the nation, such as McDonald's Restaurants and Allstate Insurance, as well as the Fashion Institute of New Orleans. Recently, Ms. Branden appeared on the Government Channel in a "Women in Business" segment sponsored by Louisiana State University.



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© Powerful Appearance

People in the workplace communicate a message with their image every day!

Finally, there is a professional who can address the embarrassing ways in which people dress...

**SO YOU WON'T HAVE TO!**



**Dynamic Programs!**

# Breakthrough Programs!

Can you pass a person in the hallway and know their career goals?

**Of course you can!** Are your people aware of the message their appearance sends to those who are capable of promoting them or propelling them forward in their chosen profession?

**Julie Branden** provides educational programs to help men and women learn how to dress in clothes that fit the body they have today. Your employee's image should reflect self-confidence, inspire the respect of other professionals, and reassure clients and co-workers that they are committed to the company's goals.

## Your staff will learn to:

- Look confident
- Gain influence
- Command respect
- Dress appropriately
- Improve their outlook
- Increase productivity
- Be more self-aware

## They will also receive:

- Up-to-date research
- Educational materials
- An immediate call to action!

## The Competitive Edge: Professional Attire in Business

**Wouldn't you like to be able to create the most dynamic and powerful appearance possible?** Learn what you are doing right and what needs to be changed to give you the competitive edge. Through subtle wardrobe adjustments, discover confidence and energy, while gaining more respect from your clients and co-workers.

## Appropriate Attire: Is it Time to Put the "Business" Back into Casual Dress Codes?

**You may have noticed "Business Casualties" in your office or around your city.** "Business Appropriate" is the term for lifting people out of casual confusion. Become more aware of how you can project authority and respect while retaining the benefits of comfort and convenience.

## Business Etiquette

Service industries, business offices and universities all have the common need to **stay up-to-date on the positive advantage of effective interactions** (handshakes, eye contact, verbal and non-verbal communication) that put employees at ease with each other and their customers through efficient speaking/listening skills, competent selling ideas and influencing others.

## Vivid Teen Image

### Personal Development Program for Teens

We have formulated an effective program that will provide the students with relevant information needed to meet life's social challenges. We specialize in the areas of positive first impressions, body language, proper attire, dining etiquette, civility, grooming, and business etiquette. This Program will give your students the edge they need to be successful in life and build self esteem.

## Civility Matters

### The world is calling out for civility.

Civility-Respect, Restraint and Responsibility. We experience incivility everyday, the workplace, church, home, sports and in congress. Become a Civility Champion. Image and Civility goes hand in hand. Transform your personal and professional life with the 25 Rules of Considerate Conduct.

## The Customer Service Academy National Certification Program

**Even is this high tech day and age clients appreciate having real people answering their customer service calls.** They are even more impressed when face to face with someone with great skill and knowledge in solving their problem. What they say and what they do can build customer satisfaction and loyalty. This program is a national certification class and your employees will become national certified customer service representatives. This boot camp is great for new employees and will serve as a refresher for established customer service veterans. Remember 96% of unhappy customers leave without saying anything but they will tell everyone. The Customer Service Academy is a terrific start in getting the total image package you need for long-term success.

## Rave Reviews

"At the age of 35 I don't know everything. Being in your class was a delight. Ready to learn more. Loved the things I learned today. "When you know better you do better."

### Shante Broadus

CEO of Boss Lady Entertainment I AM  
S.H.A.N.T.E

"The most useful today was the presentation and the instructor, the content was very clear and informative and very knowledgeable. Thank You and God Bless You!"

### Mark Lane

GM of Wendy's of Bowling Green, Kentucky

"I am so happy I took your Image Seminar. This class was needed at McDonald's and important for my personal growth. The topics were right on point with appearance, business etiquette and the customer service. The seminar improved our daily performance as a team. I think all of the McDonald's would benefit from your image seminar. It was fun and well organized, best of all is experiencing you commitment to the professional image field."

### ShaConna Gordon

McDonald's Restaurant attendee

"Thank you for your time and how you trained my staff. We have increased our revenue and have been complimented on our new look. I demanded excellence and that is what you gave me. Thank you once again for showing us the way."

### Raymond Fondel Jr

Allstate Insurance Agency

## PARTIAL CLIENT LIST

Allstate Insurance Agency • Black Tie Cleaners • Fashion Institute of New Orleans • Louisiana State University • McDonald's Restaurants • Blue Cross Blue Shield • Chevron • St. Mary's Academy • Wendy's  
New Orleans Jewish Women Council • New Orleans Association of Healthcare Communicators • I AM S.H.A.N.T.E. Girls Foundation Long Beach, Ca. • The Miss New Orleans Pageant • Reconcile New Orleans