

Interview with Style Expert, Tina Chin  
(excerpt from the book *Troy Thomson's Guide to a Younger You*)

## *How do you help people as image consultant?*

This whole book has been about looking and feeling younger and bringing out your best from the inside out. That's exactly what I do for my clients!

I see that my role has 3 major components. Firstly, we have all 'branded' ourselves intentionally or unintentionally so why not make it intentional with a well defined plan.

Once we have some clarity around the goals they want to achieve, visualize the new you having already achieved your new goal. Then we begin looking at the transformation package which can include identifying colours that really enhance the complexion giving a youthful glow, styles that work for your best assets and detract from your body challenges, revamp or updating makeup to highlight your features, visit the hair dresser for a restyle and colour, remove clothes from the wardrobe that will detract from the desired image and shop for clothes and accessories to create the new look.

Notice that shopping is the last step. Focusing on clothes first, we run the risk of hopping from one fad to the next, or lapsing back into old style habits.

Secondly, I also insist that we all do a check up from the neck up. What is happening between the ears?

Your internal dialogue must be monitored closely. Like it or not we are a product of our thinking.

How do you value yourself? Your self-talk will reveal what you need to work on.

Thirdly, I hold you accountable to your goals, give you permission to be yourself and be your cheer leader encouraging you to succeed and help to free you from being a slave to the opinion of others.

Change can sometimes invite criticism or opinions from others particularly the ones closest to us. So encouragement and support during this kind of changing process is invaluable.

So my role is to be your guide: Develop a plan so that new habits can replace the old, new thinking patterns and affirmations to create a new person, and support to reach your destination so friends who share negative opinions will not have any impact on you.

## *So where do you think someone should really start?*

This will all depend on a person's needs and personal values.

A really nice place to start is to take time out to rejuvenate. This could be at the spa, or somewhere that is special to you. Taking some time out to reflect on who you are, where you are heading, refreshes you to enjoy life and also gives you space to tap into a lot more creativity. And then it won't be just a flash decision to go, "Oh, I need to do this straight away."

Start a journal and connect with what your life would ideally look like and things you would like to change about yourself. Visualise the new you and imagine that you have already reached this new goal.

The next thing to do is ask yourself what is it you would like to change in the next 12 months then prioritise your top 3 most important ones. Are you happy with your current image, hair, skin, teeth, weight, your body tone or lack of, health and time out just for you?

This exercise will give you clarity for your action plan. With this done you are half way there. So what are you going to do about it? What action will you take? Do your research, gather your information and speak to the professionals in this book.

Once the dream is set we walk together to help you make it a reality.

If you wanted to start straight away, here are a few suggestions. Take better care of your skin and teeth. This could be as simple as improving your daily dental, skincare and makeup routine, or a little more intensive by booking yourself in for some corrective or cosmetic work. At the very least, everyone should book in for a dental checkup and professional clean.

Why start here? What you can do from here will be priceless and won't cost you a cent. It's to simply smile. The more you smile, the less lines you will have appearing on your face, well at least they will appear in the correct place! All it takes to brighten your own day and someone else's is a decision to smile everyday. Go ahead practice now!

## *What are the key things to think about before deciding to see an image consultant?*

You really need to ask yourself two serious questions:

- **Are you ready to change now?**

If you are reading this book then it's more than likely that you would like a change with how you feel about yourself and/or how you are perceived by your peers. If you have read this far I believe you have enough information to know where to start. The question for you is when? Do I start now or later. What is holding you back from starting? Can I encourage you to start NOW.

- **Are you committed to the process?**

Understand that change is a process and it happens over time. Decide now that you will commit to however long it takes to complete the process because at the end of the process you will look and feel amazing everyday.

You will find that the cumulative effect of multiple small changes will make an enormous difference. It's the daily disciplines we commit to everyday that count. Imagine what your teeth would look like today if you hadn't started brushing as a toddler.

Life is short, so dare to experience new things and know that if you are feeling uncomfortable, you are in a good place. There will not be an absence of fear or discomfort when change is involved. Forming new and positive life changing habits can take 21 days or more. Step up with courage everyday until you reach your new level of confidence and self belief and the process is complete.

## *Do you think people judge on first appearances?*

Absolutely.

Like it or not, and we all do it, in less than 3 seconds we have 'judged' someone's first impression they left with us. Many opportunities can be lost at this point: job opportunity or promotion, lost sales, being considered for a date or relationship, just to name a few.

What I find exciting is that we all have the power to decide what first impression we will leave. Studies have shown that it takes 23 more interactions with someone to change the first impression. So make your first impression a great one that lasts. You can't afford not to.

## *Can clothes and makeup age you?*

Yes.

Unfortunately, our clothes and makeup often tell people what era we are stuck in.

Having some knowledge and imagination can make you look 10 years younger and even 10 kilograms lighter.

I love the challenge of bringing people forward into the 21<sup>st</sup> century if they are stuck in a rut. You don't want clothes that are outdated, and at the same time you don't want to be dressing like your teenager. I guide you ensure that you're taken seriously and you are congruent with your business or personal branding goals.

## *What compels someone to hire an image consultant?*

- a situation has presented itself and forces them to address their personal branding. For example, a special function, applying for a new job, speaking in public, starting a new business, not confident to buy clothes anymore as they are tired of wasting money or seeking a new life partner.
- People are feeling the pain and are willing to do something about it. The pain gets to them so much that it propels them to action.
- “My body used to be this size and now it’s this size, I can’t find anything to wear!”
- “My skin used to look a lot smoother. I look old but I still feel like I’m in my 20s”
- “I can’t do anything with my hair.”
- “I’m going through menopause, I want to look stylish, not dress like my Mum

An image consultant can be the catalyst for your emotional and physical change. They can help guide you through your plan for transformation, or when you’ve already made an inner change, an Image Consultant is the person who can help you to express to the world where you are going. We can help people save so much time and money that would otherwise be wasted on unworn or unwise purchases hanging in the wardrobe.

It doesn’t matter where we have come from in life and what we have done. It’s how we finish our lives that count. We can start again today. We can start with a clean slate. We don’t have to carry all that baggage with us from the past. We can choose to be whoever we want to be today.

Recreate your image, your brand, be a new you. Just enjoy being you.